

MICHIGAN TRADESMAN

Twenty-First Year

GRAND RAPIDS, WEDNESDAY, NOVEMBER 25, 1903

Number 1053

Collection Department

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

IF YOU HAVE MONEY

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

Martin V. Barker
Battle Creek, Michigan

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

BONDS

Correspondence Solicited.
NOBLE, MOSS & COMPANY
BANKERS
Union Trust Building, Detroit, Mich.

William Connor, Pres. Joseph Hoffman, 1st Vice-Pres.
William Alden Smith, 2d Vice-Pres.
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The William Connor Co.

WHOLESALE CLOTHING
MANUFACTURERS

28-30 South Ionia Street, Grand Rapids, Mich.

Spring line of samples now showing—
also nice line of Fall and Winter Goods
for immediate delivery.

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

Have Invested Over Three Million Dol- lars For Our Customers in Three Years

Twenty-seven companies! We have a
portion of each company's stock pooled in
a trust for the protection of stockholders,
and in case of failure in any company you
are reimbursed from the trust fund of a
successful company. The stocks are all
withdrawn from sale with the exception of
two and we have never lost a dollar for a
customer.
Our plans are worth investigating. Full
information furnished upon application to
CURRIE & FORSYTH
Managers of Douglas, Lacey & Company
1023 Michigan Trust Building,
Grand Rapids, Mich.

IMPORTANT FEATURES.

2. Buying Bargains.
3. A True Guarantee.
4. Grand Rapids Gossip.
5. Around the State.
6. Novel Window Display.
7. Benefits from Bargain Department.
8. Editorial.
9. Editorial.
10. Big Hank.
12. Underwear and Hosiery Market.
14. Dry Goods.
16. Clothing.
17. The Introducer.
18. Substantial Asset.
20. Shoes and Rubbers.
22. The Abuse of Appeal.
23. Mother Nature.
24. Morals and Manners.
26. Produce.
28. Woman's World.
30. Hardware.
32. By Her Face.
33. Men Who Succeed.
34. The Upper Peninsula.
35. Thanksgiving Day.
36. Store Deception.
37. Hardware Price Current.
38. New York Market.
40. Commercial Travelers.
42. Drugs—Chemicals.
43. Drug Price Current.
44. Grocery Price Current.
46. Special Price Current.

GENERAL TRADE REVIEW.

The final completion of the economic measures being taken by the iron and steel management brings with it a restoration of confidence on the part of the public which gives a decided impetus to stock trading with a gradual upward tendency all along the line. The fact of a somewhat sharp reaction, on account of the sudden rise in the call loan rate to 7 per cent., is of no material significance; the resumption of activity must be attended by such reactions to keep conditions healthy.

Since the manufacturers and transportation companies have come to an agreement to reduce the cost of getting products into the world's markets, there would seem to be nothing in the way of a healthy movement, with scarcely a break in the activity which has ruled so long. This has been kept up by domestic demand, principally; but the time had come when so great a proportion of enterprises were being suspended on account of the undue cost that a revision along this line was the only means of saving a disastrous reaction. Now, with the cost reduced to reason and the markets of the world made accessible, there seems no reason why

there should not be a full continuation of the activity of recent years.

Agricultural interests will find even more than usual occasion to set apart a day for Thanksgiving. Although there are many walks of life in which this year's temporal results have not equaled anticipation, the farmer has been prosperous beyond doubt. As to cotton and some other products of which the yield has not been heavy, there is more than an equivalent advance in price, and the whole nation can not fail to benefit by the liberal demand for other commodities. Wheat is coming to market freely, but is still considerably short of last year's receipts, and prices rose sharply during the last week. As usual there was the adverse result of a contraction in export buying. The new winter wheat crop was planted under favorable conditions.

Domestic trade reports are irregular. At some points the arrival of snow and low temperature accelerated demand for seasonable goods, while at many other centers there is still complaint of mild weather. Resumption of work at factories and mills long idle has revived trade in those localities, and the news from cities in the agricultural belt is almost uniformly encouraging. Some labor troubles have been adjusted, others continue under negotiation, and it is the exception where strife is in actual progress. The Chicago street railway difficulty has only a local bearing and is not far reaching in its effect because the output of a necessity is not being restricted.

Manufacturing activity has increased to some extent. By accepting the cut in wages cotton spinners assure themselves of more constant employment, and in many other industries the active force has increased. There is a large offset, however, mainly at small plants scattered about the country. Supplies of cotton goods fell to a point that necessitated increased buying, and how far the improvement is extended must depend upon the ability of jobbers and dealers to find consumers at the higher figures. Hides and leather are strong and active, while shoe shipments continue to surpass all records.

Traverse City—I. M. Winnie has purchased the sawmill at Long Lake owned for the past dozen or more years by P. Parish. The mill will not be operated this winter, but Mr. Winnie will put in 1,000,000 feet of hemlock to cut next summer. He estimates that he has enough hemlock on his Long Lake property to run the mill from three to five years.

Never give up as long as there is a spark of life left in your business. Good advertising and hard work will fan the tiniest spark to a flame.

Manufacturing Matters.

West Bay City—J. J. Flood will start his sawmill about the first of the year for a long run, having taken contracts to saw about 12,000,000 feet for different firms. The logs are now being received and he will have a good lot of them on hand when his plant is ready to start.

Bay City—The Brooks Boat Manufacturing Co. has filed articles of incorporation under the same style. The authorized capital stock is \$100,000, held as follows: C. C. Brooks, 1,250 shares; H. P. Weatherwax, 1,584 shares; John O. Pierce, 1,043 shares; H. M. Gales, 203 shares, and others.

Sagaia—The sawmill of the Sagola Lumber Co. has had a prosperous season and is yet in commission. The logs that supply the mill at present were cut on the company's extensive holdings in Ontonagon county, where they are hauled to the Ontonagon River and floated down to a point where they can be reached by the company.

Lansing—The Keokuk Canning Co. has decided to establish a canning establishment in Lansing if the farmers of this vicinity will contract to raise 200 acres of cucumbers. The company agrees to pay 60 cents a bushel for cucumbers under 3½ inches long. Representatives of the company have started out to make contracts with the farmers.

Hardluck—Thomas Moore, of Edenville, has put up a shingle and tie mill three miles from this place, where he has a contract for cutting shingles and ties for the Maltby Lumber Co., of Bay City. The mill is cutting 35,000 shingles a day and has timber enough for a five years' run. The lands which are being cut were formerly owned by C. Merrill & Co., of Saginaw, who took off the timber that could be manufactured into lumber, leaving the shingle timber and cedar which can be converted into ties and fence posts.

Marquette—A deal has been concluded by which the Cleveland-Cliffs Iron Company gains title to 59,174.79 acres of timber land in Alger, Luce and Schoolcraft counties. It was purchased from the Manistique Lumber Co., the consideration being \$165,281.07. The land is an unbroken tract lying between Grand Marais and Seney. The timber is spruce and hardwood. Part of it will be used to supply charcoal for the Pioneer furnace here and the rest will go to Munising. The purchase of the land is an important addition to the holdings of the Cleveland-Cliffs Company, which are already extensive, embracing 1,500,000 acres in the Upper Peninsula.

Love can neither be bought nor sold but it may be exchanged.

CHOICE INVESTMENT BONDS

EDWARD M. DEANE & CO.
BANKERS

SECOND FLOOR, MICHIGAN TRUST BUILDING
GRAND RAPIDS, MICHIGAN

BUYING BARGAINS.

No Better Way To Advertise a Store.

As the average woman is a bargain hunter, and grocers and general store-keepers sell most all their goods to women, the time, money and space given to a bargain department should be a paying investment. When offering bargains to your customers, be sure to leave no doubt in their minds about what you offer as such being genuine bargains. I have always considered it good policy to offer as bargains different goods from my regular stock—something that a woman knows she will not see in your store every day, and that she will not be likely to see again at the price you ask for it; it will make a good impression on her and induce her to buy, even at times when she does not actually need the article offered.

To run a bargain department successfully it is necessary to exercise good judgment in buying, in order to get the kind and quality of goods best suited to your customers' tastes and wants. This accomplished and the prices down to where they will command attention, it can not fail to bring the best results. I am a bargain hunter myself and I think that every business man and woman ought to be one and not afraid or ashamed to let their jobbers know it, for almost every jobber has a bargain to offer at some time or other.

One time, while buying notions from a Philadelphia jobber, he showed me a lot of nickel-plated alarm clocks, six dozen in all, which he explained had been put in stock for Christmas and, not wishing to keep them in stock regularly, he would sell them at a loss to close them out. I offered \$28.80 for the lot; that was just 40 cents each. My offer was accepted, and the following week I filled a large show-case in one of the windows with the clocks, which made a very nice appearance, and marked them bargains at 50 cents each. They went like wild-fire; and why shouldn't they, when my store was the only one in the town where these clocks could be bought, with the exception of the jeweler's, who charged \$1.25 for the same article? Besides the profit made, the clock sale gave me one of the best advertisements possible.

Another time, just a week before Christmas, I was buying glass and queensware, when the salesman asked me if I could use a job lot of fancy pitchers and lamps. He told me there were only four dozen lamps and eight dozen pitchers left, which they wished to close out, and if I could take them all he would make the price interesting. I bought the pitchers at 25 cents each, and sold them at 40 cents each, while I paid 50 cents each for the lamps, which I sold at 75 cents each. They gave me a good profit and a good name, too, for many of those who bought them have often told me that never before nor since have they seen their equal for the price.

On another occasion I bought a lot of seconds in table oilcloths, which I sold at 10 cents a yard, exactly half

the price of regular goods, losing 5 cents on every twelve yards sold. This gained the point for which I aimed. The unusually low price of the table oilcloth brought many customers for floor oilcloths and linoleum, which paid me a handsome profit.

I know of no better way to advertise a store than to induce your customers to visit your store in search of bargains. Always keep a certain amount of cash on hand to enable you to take hold of every opportunity to make money for yourself and your customers, and when what you know to be bargains for you and your trade are offered, act quickly, otherwise the chances which were yours may be grasped by your competitors. Always try to have something to offer which you know your competitors can not get. In some places no doubt it would be necessary to have printed advertisements of your bargain sales distributed, but not so in my place. I always manage to have some new attraction for the window in the shape of a bargain, which has been one of my best aids in business. My customers have learned to expect me to have bargains on hand at all times, often bringing their friends and neighbors, who come for the sake of the bargains for awhile, but eventually buy all their goods from me.

Live Merchant.

The Country Newspaper.

The weekly country newspaper, as an institution, is by no means declining. If one may judge by the evidence of the recent newspaper directories it never flourished so much as at present. It has a character of its own. Its place can not be filled by any metropolitan publication. It is the intimate friend of its constituents. It has the atmosphere of its locality. Its angle of vision is that of its own community, and this it truly reflects. Broad questions—state, national, international—it presents and considers as a part of its work of information; but these are subordinate to its own peculiar mission. The uprising in the Balkans, the breach in the British ministry, the scandals of the postal service at Washington, are dwarfed in actual, present importance by the washout on the State road or the project for a new trolley connection. And these, indeed, are the real living concerns of local life. It is the home matters that make up existence, and with these the country newspaper deals.

We do not sufficiently recognize, perhaps, how great an influence for the preservation of that spirit of local self-government which is the foundation of our institutions the country press of New England has been and is to-day. It is unquestionably a power. And it holds this power and retains this influence because of the sturdy honesty of the country editor. The country press is the ideal of independence. It is, as a rule, unpurchasable and incorruptible.—Boston Post.

Few men are appreciated until they take up their residence in a cemetery.

TO THE TRADE:

JAVRIL

the new coffee substitute, is ready for this market. Perfect, salable, and a repeater. Takes the place of granular substitutes. Prepared in the factory, it is "Ready to Serve."

Seventy-five cups in a can, 25 cents per can, one teaspoonful to a cup, add hot water, and you have the most perfect coffee substitute on the market. Best of advertising supplied. 24 cans in case. \$4.80 per case net laid down. If your jobber does not handle it write

JAVRIL CO. LTD.

Battle Creek, Mich.

Endorsed by 50 of the most prominent people in the U. S. Send for booklet.

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.

What Constitutes a True Guarantee.

This subject is most important. How many times in your experience has some person come to your store with his friend, relative or acquaintance, and stated to you, "Let this man have something and it will be all right," or, "I will guarantee its payment," or "I will secure it." And some of you think that you then have security; that your account is guaranteed by some person whom you know to be good and therefore you have no hesitancy in extending the credit and allowing your merchandise to be taken away.

I recognize that you do not extend this credit and rely solely upon the individual who guaranteed it. Your idea is more to accommodate him, and show him that you appreciate what he has done for you by way of rendering you his trade and influence. But if you can accommodate him, show him that you bear him good will and at the same time protect yourself, it is well to do so. Consequently in this short discussion I shall attempt to show you what is the best and proper thing to do in such a case.

The revised statutes of Ohio provide among other things, that, "No person shall be held for a debt or default of another, unless he has so agreed in writing signed by himself or his duly authorized agent. This provision of the statute found its way into law over one hundred years ago, on the statutes of 29th Charles II, Parliamentary Laws, England, and was copied and carried from their statute of law into ours. This section has been construed and reconstructed time and time again, but the public has not, as yet, fully mastered its details.

It has been held by numerous courts, if a person requests the storekeeper to allow his friend to have credit, and promises the storekeeper that if he does not pay, he will, that this statement does not bind the person so promising to pay. It is a contract that is void, for the reason that same is not in writing. (Baldwin vs. Heirs, Ga. 739; 18th Neb., 576; 55 Mich. 162; 54 Mich., 6; 57th Ver. 426.)

You will see, therefore, that there is voluminous authority supporting me in saying that that statement would not be sufficient to hold the promisor. The true rule is that the creditor can not have two paymasters. If he holds one he can not hold the other unless the contract is in writing, hence a statement by a person, as follows—"Let him have the goods and I will be your paymaster"—is sufficient to bind such person to pay for the goods, because he says, "I will pay you." He did not say, "I will pay you if some other person fails to pay or does not pay." His promise is explicit and unequivocal.

Also a statement, "Let him have the goods and I will see that you are paid," is an agreement on the part of the third person to pay for the goods. In such a case the credit is not extended to the real purchaser of the goods, but to some other person,

whom we call the third person, and such third person can be forced to pay.

So if a person says to you, "Let Mr. A. have certain goods, or all the goods he wants, and I will pay you for them," he is liable. But if he says, "Let Mr. A. have certain goods, and if he don't pay you, I will," he can not be held or made to pay for them.

In all such cases, the enquiry is, to whom was credit given? To whom did the storekeeper trust the goods? Did he trust them to the real person who purchased them or did he trust them to the third person, who was the surety? If he extended the credit to the person who used the goods and sought to hold the third person as surety, then he can not make the third person pay, unless the contract is in writing, signed by the party or his duly authorized agent. A third person who is simply the security can not be held without his agreement in writing to that effect?

It is often a question, whether the person guaranteeing the account did become the real debtor? It is well that the charge on the books of the storekeeper should be against the party whom it is expected would finally pay the account. That is to say, if Mr. A. guarantees Mr. B.'s account, he should say, "I will pay this account, or I will pay for the goods," in that case it is well that your charge should be against Mr. A. because a court or jury would then more readily believe what you say, for there is often a dispute as to what the parties actually said, and then it is more easy to prove that the party actually agreed to be the real debtor. Consequently when a person says to you: "Allow Mr. So-and-So to have some goods, and I will pay for them," simply say to him, "Well, I will charge the goods to you and he can pay you." That is the best way for you to do.

Such statements as, "Let Mr. So-and-So have merchandise, and I will be good for them, or I will stand for it, or it will be on me," accompanied with a charge against him for the goods, is sufficient to bind him. In common parlance such statements mean that such third person will pay for the goods. They are not the explicit way of stating the promise, but in vernacular, they mean the same, and you can rely upon such statements. It is better, however, in such a case to say to them, "Will you pay for them?" in answer to such statement.

It is often the case, that you have a charge against some person, and his friend or relative or someone else in his behalf will say to you, "I will pay Mr. So-and-So's account, or I will stand for Mr. So-and-So's account." Gentlemen, this sort of an agreement can not always be enforced, unless you have it in writing and signed by the party or his duly authorized agent.

There are a great many other questions involved in the construction of this statute, but for most purposes the discussion I have given is sufficient. The points I want to especially make are that:

1. When you make the account where a third person is to guarantee it, make the charge against such third person and have him specifically agree to pay the account.

2. That you do not seek to hold the real purchaser of the goods but only the person to whom you actually extended the credit.

3. That you have the party say, "I will pay for the goods." Not say, "If the other party does not pay, I will pay."

4. Let there be no ifs or ands about the matter, but a straight-out promise to pay the debt.

5. That your charge on the books should be against the person who makes the promise for the other.

Clayton Murphy.

Musical Blackmail.

The storekeeper was in a communicative, although surly mood. He looked with evident antipathy at the industrious organ grinder on the corner, the said organ grinder having been playing the intermezzo from "Cavalleria Rusticana" for ten straight minutes and showing no signs of waning energy.

"From the get-up of that fellow," vouchsafed the storekeeper, "you'd think he was one of the ordinary garden variety of organ grinder, would n't you?"

Of course, we agreed that the storekeeper's surmise was correct.

"Well, he isn't," declared the storekeeper, triumphantly. "He's absolutely the slickest article of his kind that ever came prancing down the pike. That fellow's a professional blackmailer—what he's doing there is musical blackmail, pure and simple. Don't know what musical blackmail is? If you kept a store down in this part of the village you'd know soon enough.

"He's been grinding out that tune for ten, fifteen and twenty minutes at a stretch every afternoon during the last week. You'll see he won't quit until someone pays him to do so. The clerks across the way go crazy when that fellow begins to work the torture mill. He reaps a

harvest from them as they can't stand the melodious abuse very long.

"Public nuisance? Well, I guess yes! My neighbor here has taken steps to get a warrant for the pirate's arrest, charging him with being a malicious public nuisance, and if it costs anything to kill off the alleged concord of sweet sounds I'll help him out financially, and that gladly."

And the storekeeper turned wearily to attend to the wants of a customer. The strains of the intermezzo still floated monotonously on the breeze, to the distraction of bookkeepers, clerks, storekeepers, and even the vulcanized nerves of the policeman on the corner. And the end was not yet.

"You can strain a man's patience a little bit too far," said the storekeeper, "and even highballs pall on the taste when too copiously imbibed."

An Irishman says that big hearts and big pocket books seldom travel hand in hand.

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.



PREPARED MUSTARD WITH HORSE RADISH

Just What the People Want.

Good Profit; Quick Sales.

THOS. S. BEAUDOIN, Manufacturer

Write for prices

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

IN A CLASS BY ITSELF

is the position occupied by

Voigt's Crescent Flour

"BEST BY TEST"

More people are today using VOIGT'S CRESCENT than ever before, and the demand is constantly on the increase.

MERIT WINS CONFIDENCE AND INSURES PATRONAGE.
SAMPLES AND PRICES FOR THE ASKING.

VOIGT MILLING CO.

Grand Rapids, Michigan

Around the State

Movements of Merchants.

Shelby—C. W. Eader has purchased the shoe stock of E. Roth.

Midland—A. T. Gillick has sold his jewelry stock to W. H. Gardner.

Charlevoix—Lyman VanDusen has purchased the grocery stock of Harris & Co.

Penyoga—F. G. Hood & Co. succeed Hood & Mahoney in the lumber and cooperage business.

Escanaba—The Schemmel Hardware Co. is closing out its stock and will retire from business.

Onondaga—W. E. Hume has sold his stock of groceries to Stirling & Crawford, of Eaton Rapids.

Saginaw—Gossell & Hoerner, grocers, have dissolved partnership. Hoerner & Behm succeeding.

Boyne City—Dr. G. W. Logan has removed to this place from Paris to engage in the drug business.

Howell—Samuel Tomion has purchased the grocery stock and store building of Henry H. George at Oscoda.

East Jordan—Daniel Goodman has purchased the interest of his partner in the hardware business of Doerr & Goodman.

South Range—The capital stock of the South Range Mercantile Co., Limited, has been increased from \$10,000 to \$20,000.

Adrian—F. H. Koch has engaged in the meat business at 33 North Main street. Mr. Koch was formerly with Wm. Spielman.

Lansing—F. G. & W. D. Rouser, grocers on Michigan avenue, have dissolved partnership. The business will be continued by F. G. Rouser.

Tower—Max H. Weinberg is now conducting the general merchandise business of Weinberg Bros. in his own name, having purchased the interest of his partner.

Camden—Frank Cortright, who recently purchased the J. R. Hadley stock of dry goods, clothing, shoes and millinery, has sold same to Clyde McNaughton, of Ray, Ind.

Battle Creek—The hardware house of Charles F. Bock & Son will be continued by the surviving partners without change of name, in accordance with the wish of the deceased senior partner, the late Chas. F. Bock.

Bauer—Joseph Lowing, who purchased a half interest in the general merchandise stock of Henry Sweet in September of this year, has now purchased his partner's interest and will continue the business in his own name.

Roscommon—J. M. Patterson, Geo. H. Luther and F. A. Brown, of Chicago, have organized the Michigan Farm Products Co. to engage in farming in Roscommon county, with offices at this place. The authorized capital stock is \$50,000.

Alden—E. H. Foster has opened his new store building with a large stock. Mr. Foster disposed of his grocery stock about a year ago on account of poor health, but is so much improved that he is again able to engage in business.

Lyons—S. W. Webber & Co. have become owners of the banking establishment of John R. Dougherty & Co. and as soon as possible will merge the business of the two banks. The bank has been moved to the Webber block and W. L. Kelly is acting as cashier for the present.

Jackson—Manley W. Hoffman and Harry H. Hoffman, who conduct a drug business here under the style of Hoffman Bros., have purchased an interest in the drug business of the Chas. F. Hoffman Co., at Hoopeston, Ill., which will hereafter be conducted under the style of Hoffman Bros.

Quincy—C. H. Houghtaling, after having been out of the drug business for about six years, has completed a deal whereby he becomes owner of the R. D. M. Turner drug stock. His son, George, who is now in St. Paul, will assist him in the business.

Ishpeming—Scott Nelson has withdrawn his interest from the general merchandise business of Joseph Sellwood & Co. to accept a position as manager of the dry goods department of F. Braastad & Co. Richard Matthews will for the present have charge of the grocery and dry goods department.

Saginaw—The Garand, Hyde & Dietrich Co. has been organized to engage in the millinery business. The authorized capital stock is \$20,000, held by V. L. Garand, Detroit, 660 shares; J. S. Dietrich, Saginaw, 660 shares; O. L. Hyde, Detroit, 660 shares, and M. A. Dietrich, Saginaw, 20 shares.

Detroit—Dumont, Roberts & Co. have merged their business into a corporation. The business of the company is selling merchandise on commission and building and leasing grain elevators. The capital stock is \$30,000, held by A. S. Dumont, 120 shares; R. C. Roberts, 60 shares, and A. E. O'Donnell, 50 shares.

Petoskey—T. B. Lillie, of Grand Rapids, has purchased the interest of John Fochtman in the implement business of Fochtman Bros., the new partnership now being known as Fochtman & Lillie. Mr. Fochtman retires from the business to extend his interests in the Fochtman Furniture Co., in which concern he is a leading stockholder.

Manufacturing Matters.

Allegan—Baines & Mosher have begun the manufacture of kitchen cabinets at their factory.

Lansing—The Hildreth Motor & Pump Co. has increased its capital stock from \$20,000 to \$30,000.

Detroit—The Automatic Pie Machinery Co. has increased its capital stock from \$30,000 to \$75,000.

Jackson—The capital stock of the Lewis Box & Package Co. has been increased from \$10,000 to \$40,000.

St. Joseph—The Truscott Boat Manufacturing Co. has increased its capital stock from \$100,000 to \$500,000.

Detroit—The capital stock of the Robert Mitchell Machinery Co. has been increased from \$5,000 to \$10,000.

Zeeland—Mann, Watson & Co., of Muskegon, have secured the site for

the establishment of a lumber yard at this place.

Sturgis—The Saratoga Chip Co. has nearly completed its new building and will shortly remove to its new quarters.

Baraga—The Baraga Lumber Co. will shut down its sawmill in a few days and the force of thirty men will be discharged.

Lansing—J. P. Hamilton will establish a rug factory here about Dec. 1, placing Ralph Perry, of Portland, in charge of the business.

Zeeland—Chris. DeYoung has purchased the planing-mill-machinery, site and building—of the defunct Vander Meer & Timmer for \$6,000.

Germfask—Gus. E. Le Vegue, who manufactures ties and shingles at this place, will shortly start a hardwood mill at Cook's Bay, four miles north of this place.

Whitehall—The Nufer Cedar Co. has closed its shingle mill for the season, on account of the dull shingle market. This is the earliest shut down for many seasons.

Sturgis—The Sturgis Cheese Co. has been established with an authorized capital stock of \$2,450. The stockholders are L. E. White, J. H. Whitmer, R. N. Woodruff and Jas. McKerlie.

Lansing—The A. Simon brass works has been merged into a corporation under the style of the A. Simon Brass Foundry Co. The authorized capital stock is \$6,000 and is held by Rachael Simon, 300 shares, and J. B. Simon and Jas. J. Casey, each 150 shares.

Adrian—A new industry has been established at this place known as the Adrian Basket & Veneer Co. The new concern is capitalized at \$10,000, the stock being owned by B. E. Tobias, 251 shares; L. D. Buck, 250 shares, and A. A. Buck, 1 share.

Ontonagon—C. V. McMillan & Bros.' sawmill will finish its season's cut this week and the plant will be closed down until January 1, by which time the firm expects to get its railroad now building along the lake shore in operation and supplying logs.

Marquette—the big mill of the South Arm Lumber Co. closed down last Monday, being compelled to do so on account of ice forming on the lake and about the mills. The company has cut during the present season 15,000,000 feet of lumber and expects to do the same next year, as it has a contract for that amount each year for four years, the product going to a New York State concern.

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

Commercial Credit Co., Ltd.

Widdicombs Building, Grand Rapids
Detroit Opera House Block, Detroit

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

Vege-Meato Sells

People

Like It

Want It

Buy It

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

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

The M. B. Martin Co., Ltd.

Grand Rapids, Mich.

Grand Rapids Gossip

The Barber Bros. Chair Co. has increased its capital stock from \$30,000 to \$50,000.

A. L. Crawford & Co. succeed W. E. Partlow in the confectionery business at 77 Canal street.

John Mawhir has engaged in the grocery business at Belding. The Musselman Grocer Co. furnished the stock.

Myrtle Briggs has engaged in the grocery business at Sunfield. The stock was furnished by the Worden Grocer Co.

Frank L. Orcutt, formerly engaged in general trade at Beulah, has engaged in the grocery business at that place. The Worden Grocer Co. furnished the stock.

Miss Elinor Lamoreaux, whose grocery stock was destroyed in the recent fire at New Richmond, has re-engaged in the same line of business. The stock was furnished by the Musselman Grocer Co.

C. E. Armstrong has sold his drug stock at 180 Butterworth avenue, which he recently purchased from Arthur W. Olds, to C. E. Hessey, who was engaged in the drug business at South Haven until recently.

A. R. Morehouse, who has been engaged in trade at Big Rapids "off and on" for the past quarter of a century, will shortly engage in the grocery business at that place. The Judson Grocer Company has the order for the stock.

Fred. W. Fuller has purchased the Monroe & Neenan general stock at Edgerton and will continue the business under the style of F. W. Fuller & Co., the firm including Ernest W. Bratt and Chas. H. Cline, who have been identified with Mr. Fuller several years in a clerical capacity in his two stores here. Mr. Bratt will remove to Edgerton and take charge of the business under the direction of Mr. Fuller.

The Universal Berry Box Co. has been organized to engage in the manufacture of berry and fruit baskets and wooden crates and boxes. Operations will be carried on at Newaygo and in this city, the business office being located here. The company has an authorized capital stock of \$25,000, held as follows: Wm. Clement, Traverse City, 100 shares; E. O. Ellis, Traverse City, 30 shares; D. L. Stiven, Newaygo, 50 shares, and D. L. Stiven, Wetzell, 20 shares.

The Grocery Market.

Tea—There is a decided firmness in the lower grades, while the higher priced goods hold about the same. It appears now that the conditions of last year will be rather reversed this season. At the former time the high grade teas were scarce and high. It looks now as if the cheaper teas would be the more difficult to get before the next crop comes in. Demand is normal.

Coffee—The market in actual Brazil coffee, both in this country and

Brazil, remains unchanged. The bull movement seems to have stopped temporarily. The demand is fair. Coffees, other than Brazil, are unchanged.

Sugar—As soon as the Cuban reciprocity treaty is in force there will be something like 200,000 tons of Cuban sugar on the American market and coming in under a duty amounting to about 30 points per hundred pounds less than the present one it can naturally be sold cheaper than sugar that is imported now. This would look like a plain case of a lower market, especially as the beet men and the other American producers will want to market as much as possible of their product before this sugar comes on the market. On the other hand, the price of refined sugar is now so close to the raw that there is nothing like the profit there was a short time ago in the refining process. The difference between the refined and the raw is now down to about 61 cents, which comes very close to what Mr. Have-meyers says it costs to refine sugar. So if the raw should go materially lower there would not be a profit so great that the refiners would be moved to share it with the trade. These are conditions and the reader can draw his own conclusions, but the preponderance of opinion seems to be that the market will go lower if there is any change soon.

Canned Goods—The future of tomatoes is uncertain. It is not unlikely that some packers will get weak-kneed and decide to move some of their stock at even a further shading. Corn is unchanged, being still very scarce and high. The main squeeze in corn is likely not to come before January or February. Some future Ohio corn has been sold at 70@75c and some Indiana brands at 75c. These States have come forward with their future corn business much earlier than usual. Maryland future corn is also offered at prices recently reported, but only a small business has been done. Peas are in moderate demand at unchanged prices. Some people expect lower prices after the first of the year, when packers sometimes decide to clean up their factories. Peaches are unchanged. They are getting scarcer every minute. California canned goods are unchanged and quiet.

Syrups and Molasses—The glucose market has remained unchanged during the past week, and in consequence there is no change to report in compound syrup. The demand for the latter has been light, but will be better now that cooler weather has come. Sugar syrup is unchanged and in fair demand. New molasses is scarce, shipments being considerably delayed. The market is practically unchanged. Demand for spot molasses is fair.

Fish—The fish market during the past week has been quiet, although somewhat better than the week before. Mackerel is unchanged and will probably remain so until after January 1. The market for Norways for future shipment, fancy grades, is about \$1 per barrel higher. Shore

mackerel show no change, and neither do Irish mackerel. Nothing to speak of is doing in sardines. Stock is scarce and some packers are out of the market. Prices are very firm. Cod has advanced on spot 1/4c per pound, and the markets on cod, hake and haddock down East are extremely firm. Salmon is unchanged and quiet.

Dried Fruits—There are no price changes in the fruit list this week except that loose Muscatel raisins are down half a cent a pound. The California Fruit Grower says: "This has been a quiet week with cured fruit shippers. The heavy orders have been taken care of, October closed out the bulk of them. At present orders are light, and for a general assortment; car lot buyers are the exception. Quotations have not been marked down, but a firm offer at a shade under present quotations would no doubt receive serious consideration. There is some demand for figs and evaporated apples, the latter having declined 1/4c during the past week except for fancy stock.

Provisions—But few changes have occurred in the provision market during the past week. Picnic hams have advanced 1/2c, because they were relatively too low. Regular and skin-back hams are unchanged and firm. Lard, both pure and compound, is unchanged, and no radical change is looked for. Unless conditions change, the next change in pure lard is likely to be a slight advance. Beef is unchanged and in good demand. Barrel pork is unchanged, family pork being almost out of market. Fresh loins are bringing so high a price that it is impossible to pack pork. Butt pork is unchanged.

Brooms—The situation in the broom corn industry this year is attracting much interest among broom manufacturers throughout the United States and Canada. For many years there has been a surplus, from broom corn raised the previous years, from which to draw, sometimes a sufficient amount to last the trade for an entire year without touching the new crop. But the present condition is in marked contrast with that as the old stock is very nearly consumed. There is now and then a crop of old corn in the growers' hands, and a comparatively small amount in the hands of the broom manufacturers and brokers, but it is infinitely small when compared with the amount on hand other seasons at this time of the year. The new crop is also practically cleaned up. The new crop has been easily disposed of at \$100 to \$110 per ton. Last spring the reports came from Kansas and Oklahoma that the State would plant the largest area in their history. This uncertainty held itself over the situation, especially in Oklahoma, until nearly harvest time, when the buyers began to flock there to purchase stock at a low figure, but much to their surprise found the tonnage much smaller than usual. Central Illinois this year produced only 40 per cent. of her usual amount, so that the situation resolves itself into an extremely critical one, which is attract-

ing the closest attention of everyone interested in broom corn and brooms.

The Produce Market.

Apples—Local dealers hold their stocks at \$2@2.25 per bbl.

Bananas—Good shipping stock, \$1.25@2.25 per bunch. Extra Jumbos, \$2.50 per bunch.

Beets—50c per bu.

Butter—Factory creamery has advanced 1c, being now held at 23c for choice and 24c for fancy. Receipts of dairy grades continue large and the quality is fair. Local dealers hold the price at 13c for packing stock, 16c for choice and 18c for fancy. Renovated is in active demand at 18 1/2@19c.

Cabbage—Has advanced to 65c per doz.

Celery—Has advanced to 25c per bunch.

Cranberries—Cape Cods and Jerseys command \$8.75 per bbl. and \$3 per bu.

Eggs—The market is stronger and higher, local dealers having advanced their prices to 26@27c for candled, 24@25c for case count and 23@24c for cold storage.

Grapes—Malaga command \$4.50@4.75 per keg.

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

Lemons—Messinas, \$4.50; Californias, \$4.65.

Lettuce—Hot house leaf stock fetches 12c per lb.

Maple Syrup—\$1@1.25 per gal. for pure and 75c per gal. for imitation.

Onions—Indications point to a lively season from now on. The crop is good, both as to size and quality, and the expectation is that the stock will keep well. Paying prices at present are 35@45c.

Oranges—California late Valencias, \$5; Jamaicas, \$3.25@3.50; Floridas, \$3.50.

Parsley—35c per doz. bunches for hot house.

Pop Corn—90c for old and 50@60c for new.

Potatoes—The market is very firm, due to the scarcity of cars. Buyers generally are paying 40c, but where they are sure of cars they are paying 42@45c. Enquiries for stock are coming in from all points of the compass, indicating a lively demand for some months to come.

Pumpkin—\$1 per doz.

Squash—1 1/4c per lb. for Hubbard.

Sweet Potatoes—Virginias have advanced to \$2.25 per bbl. Genuine Jerseys are steady at \$4 per bbl.

Kalamazoo To Entertain Battle Creek.

Kalamazoo, Nov. 24—At a smoker and business meeting of the Kalamazoo Retail Grocers' and Meat Dealers' Association last evening plans were made for the State meeting here the second week in February, 1904. Because of unavoidable circumstances the Battle Creek dealers invited to attend the affair last evening could not be present, but sent word they would be on hand next time.

J. Major Lemen, druggist, Shepherd: Would as soon go without any of my drug journals as to be without the Tradesman.

Novel Window Display Appropriate to Thanksgiving.

Among the striking illustrations of what can be accomplished by ingenuity in the dressing of a window is a turkey of generous proportions lodging in the large west window of the Monroe street pioneer clothier, Leonard Benjamins.

His turkeyship is not of the emaciated variety but is blessed with an abundance of embonpoint, being as broad as he is long and as long as he is high.

He differs from the common barnyard fowl with which the farmer is on a familiar footing.

He never strutted around with the ominous turkey-talk of his feathered brothers.

He never roosted high in a tree-top o' nights, alighting, after a good night's rest, with an awkward muffled flapping of wings and a dull thud of cumbersome feet.

He never waddled his fat anatomy around for a week before the last Thursday in November with a sickening fear in his palpitating heart that each moment would be his last.

He never had to "go back to the woods" to escape the Lord High Executioner.

No! Ever since his entrance on the arena of business life he has led as peaceful an existence as the monk in the cloister, or the former hermit of No Man's Land in the limpid waters of Grand Traverse Bay.

No thought of the future ever disturbed his Serene Highness, where his next meal was coming from.

He never had to worry over family matters.

All the difference between this gallinaceous bird and the rest of his clan is due to the interesting fact that he never was a flesh and blood buzzard. He's as "made-up" as an actor, but his stage is more limited as to space accommodation.

In fact, the existence of this specimen of the animal creation is due wholly to the ingenuity of a clever window-dresser, being nothing more nor less than a very good facsimile of the piece de resistance that graces the groaning table of every well-to-do family in this Land of the Free and Home of the Brave, on the one day in the year devoted especially to gastronomic enjoyment.

This turkey is entirely unique. I don't remember ever to have seen his duplicate in the Furniture City. He is composed entirely of neckties! Neckties big, neckties little, but all in subdued tones, in correct imitation of the genuine article. One is at sea, so far as his appearance is concerned, as to what may be his "stuffing," but it is presumably not of the time-honored toothsome mixture of dry bread and sage, pepper and salt and oysters. In all probability his wishbone is lacking, also, and it is safe to infer that his chief characteristic is that of an acknowledged flirt—he's a heartless creature! His eyes are like a miser's—beady. Perhaps I should say "pinny," for they are made of two fancy white stickpins. A flaming red string tie forms his

THE GOLDEN BOND OF FAITH.

The cloudless glories of the day
Are hidden in the night
As earth whirls round its central sun
And gloom usurps the light.
'Tis well for those who early learn
That change is ever rife
In all that goes to make the tale
And sum of human life.

Then all the more—since that which is
So soon no more shall be,
And Time, the never-halting stream,
Flows onward to the sea—
We should be wise as are the blooms
In field and garden cast
That open up their hearts to share
The sunbeams while they last.

Each soul, a world within itself,
Is bound by fate to bear
Some dreary waste that Sorrow's storms
Have brought with ruin there.
Still, thro' its wilds are oases
Within whose verdant lands
We rest and half forget the toil
And journey of the sands.

Then songs of deepest gratitude
With ardor swell the breast,
As dreams come up of old good-byes
And hands in friendship pressed;
In such a place, and at such time,
Who love, remember, pray,
They feel the worth and beauty of
The true Thanksgiving Day.

Be glad for all the countless flocks
And boundless stores of grain;
For wealth that turns on iron wheels
And ships that plow the main.
'Tis well to breathe of Freedom's air
Where no man's voice or hand
Dares speak or move, unwarranted,
In gesture of command.

A sense of pride, too, comes to us,
To see our cities rise
With mighty domes that grow until
They seem to touch the skies—
To note how industry and art
With learning's grace expand,
While smiles of circling plenty blend
Their sunshine thro' the land.

But that's not all; it may be least.
There's riches of the heart.
Here stock and mete-wand, silver, gold
Have neither worth nor part;
Perhaps a place that's filled no more—
One missing by the way—
Yet comes from it the sweetest note
In the anthem of the day.

So when, the garish light gone down,
We meet at eventide,
And talk of those who walked so long
And faithful by our side;
Or call up faces, memory-veiled—
Long buried with the years,
And love demands with silent lips
The tribute of our tears—

The heart o'erflows with thankfulness—
Thanks for the blessings shed
On Age's bent but patient brow,
On Youth's care-uncrowned head;
Thanks for the circle that is left;
Thanks for the golden bond
Of Faith, that links us thro' the tomb
With those that are beyond.

fierce wattles. If I counted straight, his maker isn't up on zoology, for he allowed his bird's feet only three toes apiece, and I am informed by the pretty young lady (her voice sounded like that) who answered the phone at Dettenthaler's that a turkey has four toes to each pedal! Usually, too, in real life they are very much alike as to structure, but the window-trimmer either didn't have enough neckties of one pattern to "go around," or wished to have his turkey out of the ordinary, for he created four toes of one style and two of another. The spread-out tail is a wonderful creation of emerald green and brown, as to color, and there is a plentiful sprinkling of little white polka dots all around it.

Taken altogether he's a foine-look-in' fellow, and reflects great credit on the skill and patience of the man in whose fertile brain the idea originated.

Packing Houses to Use Women Salesmen.

Some of the larger concerns of the country are seriously considering the advisability of displacing their specialty men with ladies. In talking the matter over with a representative of one of the concerns, he said in part: "While I can not say that any of these plans will be executed, I do know positively that it has been considered and very favorably reported on by some of the larger houses in the West, as well as some Eastern houses, the reasons given being the ever-increasing cost of maintaining a force of traveling salesmen."

A cane that once belonged to Abraham Lincoln brought \$145 at an auction in New York City the other day. The cane is of wood, with knots running along its length. Each knot has a top of silver on which is a letter, the whole series spelling "Abraham Lincoln."

Vanity takes the place of intellect; the less a man knows, the more he pretends to know.

HOLIDAY GOODS

DELAY NO LONGER

If you have not visited our sample room there is yet time.

Our vast assortment is still complete, and comprises everything desirable in Holiday Articles. Order at once to insure prompt shipment.

VALENTINES

Our travelers are out with a beautiful line —"The Best on the Road." Every number new. Kindly reserve your orders. Prices right and terms liberal.

FRED BRUNDAGE

Wholesale Drugs and Stationery
32-34 Western ave., MUSKEGON, Mich.

FUR OVERCOAT'S
DETROIT FUR CO.

\$10 up Mail orders; write for price list.
253 Woodward ave., Detroit

Benefits Derived from a Bargain Department.

"Success in anything is always earned" is an aphorism that is truly applicable to mercantile business. Perhaps the most essential feature in a grocery or general store is a well-managed bargain department. The benefits derived from such a department are twofold:

1. As an avenue for closing out short ends of stock at a margin of profit—and a bargain department that does not turn its entire stock at least six times a year, at an average profit of 25 per cent. on sales, is very poorly managed.

2. As a standing advertisement it stimulates trade, because all people, whether rich or poor, are always looking for bargains. The science of advertising is to bring people into your store, and there is nothing more attractive than a well conducted bargain counter.

In our store—a general department store—we make a special feature of our bargain department, not for one day or a week, but for every day in the year.

We sell anything and everything that we can make any money on, such as remnants of dress goods, tinware, hardware, dishes, sheet music, groceries and notions.

We purchase short pieces of dress goods and domestics in bundles for our bargain department; special lines of 5 and 10 cent dishes—in fact, we buy new goods expressly for our bargain department, some of which pay us a profit of 100 per cent.

A bargain department to be successful must be attractive. We mix the goods that come from our regular stock with our fresh bargain department goods, for the one helps sell the other. Our bargain department is the clearance department of our stock and store.

While a well-conducted bargain department needs no advertising, as it practically advertises itself, yet in our experience we find that it does pay to advertise our bargain department. We find that it pays better to make a special for one week of one line of goods than a general line continually. We make a special drive on dishes for one week and take up special lines in remnants of dry goods for another week, then a special in groceries for a third week, and so on through the line, always changing our specials in our bargain department each week, governing ourselves by the season.

To successfully manage or conduct a bargain department requires careful study and practical methods, as no bargain department will be a success and pay a profit by selling dead stock exclusively.

A bargain counter should contain such household articles as notions, toys, china, glass and crockery, wood-ware and tinware. The expense is very small; such articles as are new and fresh are always in demand and will help to sell dead stock as well.

Any merchant who will apply these methods in building up a bargain department will not only make a success, but will realize a handsome

profit from a well-conducted bargain department.

A Bargain Department a Necessary Feature.

A bargain department in any store will serve many useful purposes, namely: Move off stock that is out of season; clean up or renovate stock; get a merchant's money back when he is overstocked; create a special interest in your business on the part of ladies, especially. They can not resist a bargain or remnant counter, even if it does contain regular goods at regular prices. Why, I have known dry goods merchants to cut up large original packages of dry goods and sell them for more money than the regular price.

We all make mistakes sometimes. Goods are delayed in transit and it does not pay to carry them over.

Have a large table in or near the front of the store. Place on the table odds and ends that are out of date at about half the price; for example, for a week or a month fill it with 10 cent articles, placing a large sign conspicuously—"Anything on this table 10 cents," or 5 cents, as the case may be. Many 10 cent articles cost only 60 to 75 cents per dozen. Not a great loss to get rid of out-of-date goods at so small a margin of loss. Incidentally, put on some good drives that cost you 40 to 50 cents per dozen if it is a 5 cent counter, or 90 cents to \$1 per dozen if it is a 10 cent counter. Run only a one-price counter at one time. If you are compelled to have an assortment of prices, then

make up your selection so that you can placard it, "At half the regular price, to close out this line." To make it specially attractive, do not be afraid to put a few staples on the counter at a small loss. The advertisement will justify it.

A grocer should carry a few goods outside his regular line. He should keep well read up on price lists. He will find many jobbers closing out certain lines at a great deal less than the regular price. Many manufacturers change price lists either up or down. Above all things, though, never sell spoiled goods. Be sure they are good values or your trade will lose confidence. Large sales at close margins make more money and friends than small sales and large profits. A book publisher once said, "A million books sold at 1 cent profit makes \$10,000, but 10,000 books at 10 cents profit makes only \$1,000." This will hold good on a smaller scale in the grocery business as well. I have a bargain counter always.

Cure for Social Unrest.

If men of integrity and good intentions in the world of business would manifest their real feeling towards their associates and their employees by constant recognition of work well done, by the words spoken almost at random which show that a piece of work is valued and that credit is rendered to the worker, a large percentage of the social unrest would disappear; for love is the only solvent of the social problems.—Outlook.

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TOYS IN GREAT VARIETY**

SILVERWARE, JEWELRY AND SILVER PLATED SPECIALTIES, GIFT GOODS OF ALL KINDS, ETC., ETC.



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CHICAGO, ILL.**

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E. A. STOWE, Editor.

WEDNESDAY • • NOVEMBER 25, 1903

A SENSELESS SCARE.

For a year or two the Western World has been threatened by a European combine—a modern Spanish Armada—for the purpose of carrying on a commercial warfare against the United States. No longer ago than the middle of the month a member of the House of Representatives declared that our foreign commerce is threatened by the new tariffs of foreign countries and that unless there is an early let-up in our own cast-iron policy with other nations we are going to bring upon ourselves a retribution that we shall remember to our dying day. If we are to believe the representative talker the statesmen and political economists on the other side have watched not only with concern but alarm the commercial progress of the United States for a number of years and have come to the belief that the only measure that can save them from actual ruin is the making a common cause of their common interests and with a united force check and finally overcome their commercial foe. With the countries of Europe on one side and this country on the other, it will be seen whether we are to have things all our own way; and so it behooves the United States to be wise in time and get ready for this tremendous power which is to be brought against it.

In the first place, it is absurd to assume that the countries of Europe have common commercial interests. They are as diverse as are the interests in this country and those of any country in Europe and the competition between them is as intense. Fancy a combination between England and Germany. It is out of the question because there is a great difference in their commercial interests; and for a similar reason neither of those countries could make a tariff combination against the United States with Russia or Italy. Any European country desiring to enter commercial warfare with us must do so alone and in its own way, and the country considering itself equal to that has yet to present itself.

Not very long ago a member of the German Reichstag declared that Germany can not afford to enter into a tariff war with this country. He stated that American exports to Germany consist of raw materials and agricultural machinery, while those of Germany to this country are manu-

factured goods. The United States, as he saw it, could get along without the German products, but that country, without suffering enormous loss, could not get along without the cotton and other raw products which it gets from us.

Are we to suppose that Germany is the only country similarly circumstanced? And is not Germany the very country to commence this commercial warfare if there were the faintest shadow of success attending it? It is submitted, then, that there is little chance for the suggested combine and that the idea, if there is one, will end in a senseless scare—if enough have been found to entertain it seriously.

It may be well, in this connection, to consider whether concessions in the interest of our foreign trade may not be favorably looked upon. Canada has long complained of our attitude towards her. The underlying grievance of the modern European commercial armada against this country was based upon our unbending tariff relations with those countries. Unquestionably, the trend of public opinion in commercial circles is strongly in that direction—an idea that was advocated by President McKinley. Many Republicans believe that course to be expedient, and everything now seems to promise that it will be realized in time.

Be that as it may, at present there is very little danger of a commercial war against this country on the part of any nation in Europe—or anywhere else for that matter—and, as our foreign commerce has grown to its present proportions since the existing tariff went into effect, there is every reason to believe that the need of a change is neither urgent nor soon-coming.

The Railway World estimates that over 2,000,000 of the citizens of the United States are interested in railroad securities and 1,000,000 more are employed as wage-earners in railroad service. Eliminating the adult negro population of the South and the bulk of the foreign-born population resident in the country, the World assumes that at least 10 per cent. of the people receive their income, either in whole or in part, from the railroads, which goes far to explain the secret of railroad influence in politics.

Winter multiplies the wants of all classes. More clothing, more food, more fuel are imperative needs. In those cities where prolonged strikes have prevailed during the year it is feared there will be much suffering among the working classes, as they largely used up their savings during periods of idleness. Once they get behind on their bills poor people find credit difficult to obtain, and then they feel the real pinch of poverty.

A Denver woman committed suicide in Chicago because a "beauty doctor" there had been unable to restore the good looks she had lost. "Death," she said, "is preferable to life in this condition." What if all the women who never had any good looks to lose should follow her example?

POPULAR GOVERNMENT.

The success of popular government depends, first of all, upon public spirit. The authority of the people must, of course, be largely delegated to representatives and agents; but there can be, in the proper sense of the phrase, no government by the people where the popular interest is not constantly asserted as a controlling influence in every department of the public service. The citizen who takes no part in the selection and supervision of the servants of the public is not one of the governing people. Simply to cast a ballot on election day is not enough. Where party government prevails, the free citizen takes part in the work of the party organization, and especially in the nomination of the party ticket. If the nominations are made by conventions, he exerts his influence and casts his vote to secure the election of delegates who will fairly represent the popular will. In the discharge of these duties he can have no proxy.

If the people would actually govern, they must get and keep control of the parties which are supposed to have been organized simply to declare and carry into effect their views of public policy. It is in the highest degree dangerous, it is almost inevitably fatal, to the cause of popular government to permit the management of parties to fall exclusively into the hands of professional politicians. Men of that class are usually either office-holders or office-seekers. Principle becomes with them a secondary consideration, if they consider it at all. The people—perhaps overrating the importance of securing the service of experts—have trusted them; but they resolutely refuse to trust the people. They resent any attempt on the part of private citizens to take the initiative. They want to do their work undisturbed by any interference, or any suggestion from amateurs. But they require a very elaborate "plant"—rings and machines and a highly disciplined force of active "workers," quite distinct from the body of the people. The whole thing becomes a veritable imperium in imperio. It is something as real, as persistent, and as soulless as a corporation. Public men of high and low degree are both its benefactors and its beneficiaries. The distribution of patronage is at once the end and the means of its existence.

The restoration of political parties to popular control cannot be reasonably expected anywhere in the absence of an ardent and intelligent public spirit. Nothing else is so essential to national greatness and the security of civilization. Lecky, the learned and philosophic historian, who died last month in Ireland, remarks in his "History of European Morals" that the great place won for their country by the Greeks is one of the wonders of history, for ancient Greece was a small country, divided into separate and independent States, the largest of which might well have been regarded as insignificant in respect to population and territory. It is impossible now to ascertain with accuracy even the

population of Athens in the most illustrious era of its history. In the age of Pericles, the population of the whole of Attica was probably not greatly in excess of half a million, of whom nearly four-fifths were slaves, and many of the remainder resident aliens. The population of Athens itself has been estimated at from a hundred and twenty to a hundred and ninety-two thousand souls. But it was the public spirit of the people, so small in numbers, so great of heart, that saved Europe from subjection to Asiatic despotism, repeatedly repelling invading armies that would be regarded as enormous even now. But in the ancient world, and especially in Greece, the individual citizen felt that his own distinction was mainly derived from his State, or from the city in which he lived. In one of his famous orations Demosthenes reminded his audience that their great ancestors, the men who had made Athens the most renowned of cities, gave freely to public institutions and works, while their private dwellings were plainly and scantily furnished. Dicaearchus, who lived in the time of Aristotle, describes the dwelling-houses of Athens as generally mean and inconvenient, "so that a stranger would at first hardly believe this to be the celebrated city of Athens. But when he should behold the superb theater; the costly temple of Athena, called the Parthenon, overhanging the theater; the temple of Olympian Zeus, which, though unfinished, fills the beholder with amazement by the magnificence of its plan, the three gymnasias, the Academy, the Lyceum and the Cynosarges, all of them shaded with trees and embellished with grassy lawns, having witnessed the haunts of the philosophers, and the various schools, and the festive scenes by which the cares of life are cheated of their prey, he would have another impression."

The Tradesman begins this week the publication of a series of war stories from the pen of Capt. C. E. Belknap, ex-Congressman from this District. Mr. Belknap has long enjoyed an enviable reputation as a writer of brief narratives, especially those based on incidents of the war of the rebellion, and the Tradesman congratulates its readers on the treat they have in store. No matter what position Mr. Belknap occupies—and he has run the gamut from blacksmith, wagonmaker, soldier, volunteer fireman and Mayor to Congressman—he invariably acquits himself with credit and places his friends and constituents under renewed obligations to him at every turn. If Grand Rapids people were to be asked to name their ideal citizen—the all round man who puts his best foot forward on any and every occasion—the Tradesman believes that Charles E. Belknap would receive the grateful vote of every one who enjoys the pleasure of his acquaintance.

If the turkey intends to hold its place as the national bird it must be a little more numerous than it is this year.

THE UNCOVERED FACT.

An exchange, in commenting upon the thrifty condition of the foreign boot and shoe trade, takes occasion to remark that the value of the business, amounting now to \$6,500,000 a year, is due to the protective tariffs which have built up this home industry to its present colossal proportions.

Without undertaking any discussion of the tariff, a subject-matter foreign to the purpose of this journal, it is safe to say that, while that measure may have favored the present wholesome condition of things, all the protective tariffs under the sun never have and never will produce what has been produced in shoe trade unless the commodity has in itself the one thing needful to commend it to the popular want and need. Let us consider this:

It is not many years ago that the American shoe and the American shoemaker had little to commend them. People are now living who remember when the idea of "rights and lefts" was first thought of and realized. The shoe had nothing to commend it, in shape, at least. It was only a covering for the foot with no intention or desire of fitting it, warmth in cold weather being its only design. Good, stout, well-tanned leather, made up with the single purpose of not wearing out, was the leading fact of the shoemaker, and the strenuous objection to the rights and lefts was that they prevented the exchange of the shoe from one foot to the other and so hastened the wearing out. Think now of wearing the left shoe on the right foot to make it last longer!

At that time the well-to-do on this side of the sea made it a point to secure the workmanship of the French shoemaker, that craftsman being the first to insist that a well-fitting boot or shoe was an essential to the esthetic taste of the wearer who prided himself on being a well-dresser. They were not satisfied with the workmanship of the journeyman shoemaker who went from house to house in the fall of the year to make shoes for the families of their patrons. Without skill they made from cowhide or, at best, from calfskin something that any member of the family could wear, but the thought of making a shoe to fit the foot rarely entered the head of the crude workman.

At this period the treatment of leather began to receive attention in France, and for years the improvements there, with the skill of the French shoemaker, made that country the shoe shop of the civilized world. In time, however, the Yankee wit began to turn its attention to shoemaking as a business. Then things in that line changed. The genius that made the sewing machine and which made a lathe that would turn out a gun stock went to work and leather was sewn as easily as cloth and the last, foot-shapen, soon saw the light. The rest, as a matter of course, followed, and to-day the American shoe is a thing of beauty and, from the comfort point of view, an everlasting joy.

These are points that tell. They need no boosting or boasting. They stand for exactly what they are and they make their own way into popular favor. The writer of this article saw the American shoe exhibition in the Paris Exposition of 1889. It was not a large one, but it was a most effective one. Then for the first time Europe saw a machine-made shoe that surprised her. It was placed side by side with the Old World's best and was not found wanting. More than that, there was a beauty about a "number ten" that before then had never been dreamed of. Beautiful to look at, the European hands could not be satisfied without taking hold of them. They were found actually to be made to wear and it required no urging to induce my lady to try on a dainty 2½. It soon encased her dainty foot. Like always seeks like and when these two came together, the one inside the other, the fate of the American shoe was fixed. They have never since been separated, and now it is the American shoe shop that supplies the European warehouses with shoes, at the rate of \$6,500,000 a year.

European experience in these goods is the rest of the world's experience. Continent by continent it has been repeated and always with the same result. Both hemispheres have followed the same beaten track until sunshine is never out of sight of the American shoe. Prince and peasant alike are calling for it and the great middle class that settles such questions are more and more convinced that this only is what it is determined to have. That fact admitted it is absurd to talk of this American product's depending upon the tariff. It depends upon its own inherent excellence and its sterling qualities for its marvelous success and, tariff or no tariff, will retain its place in popular favor until something in every way superior, at a smaller price, shall supplant it.

Elias Hartz, of Reading, Pa., "for 75 consecutive years goosebone specialist and weather prophet extraordinary to the world," announces that he will have nothing more to say concerning the climate that is in store for us. He is 88 years old, and thinks he has talked about the weather to the limit. Hartz used to issue bulletins that were implicitly accepted by thousands of people in various parts of the country, who will be at a loss for a time to know how to conduct themselves and their affairs, unless indeed a new goosebone prophet arises somewhere in the land.

American manufacturers are capturing trade in South Africa in a manner that alarms the British. The London Board of Trade has issued a blue book giving a report of a Special Commissioner who was sent to investigate the conditions. American goods have the preference in many lines, and it will probably be no fault of the Americans if they do not keep the advantage they now possess. The trade of South Africa now amounts to \$235,000,000 per year, and as the population is steadily growing, it will soon be tremendous.

MERCANTILE HONOR.

In a recent address delivered before the Delta Upsilon convention in New York City, Dr. E. Benjamin Andrews, Chancellor of the University of Nebraska, made this remark: "Mark the cold greed and rapacity with which business is carried on. Mercantile honor is not unknown, but it is relatively rarer than heretofore." Dr. Andrews has had something of a public career, and his opinions, together with his utterance of them, have brought about several changes of location and employment. That he is a man of ability, no one questions, although there is serious and frequent question as to the soundness of his ideas. There is ample room to contend that he is in error when he says that mercantile honor is rarer than heretofore. The reverse of this proposition is susceptible of proof. Cases of sharp practice, of dishonesty in large deals and little ones, are in the aggregate more numerous than they were a half century ago, for the good and sufficient reason that there are many times more people engaged in business, and the proportion of black sheep runs about the same in every flock. Taking into account, however, the number of men in business to-day compared with the past, or the "heretofore," as Dr. Andrews calls it, the percentage of honesty is confidently asserted to be greater now than formerly.

Business honor and integrity are everywhere regarded as a fundamental of success. Now and then some unscrupulous man, a clerk, a cashier or a stock speculator, goes wrong, but relatively these cases are few. There are some scandalous proceedings, of which the ship trust revelations are a recent example, but where there is one such corporation there are a hundred of others which can not be criticised. Business life in the United States to-day is the greatest and most practical teacher in the world of the maxim that honesty is the best policy. It is taught to the boy when he goes into the store or the counting room. As promotion follows ability he realizes its importance, accords it to his superiors and demands it of his subordinates. An army of commercial travelers carry samples infinitesimal in size compared with the amount of goods they sell, and yet the delivery fulfills the promise of the agent. The man or the establishment whose goods do not come up to representations and the sample is soon forced out of business. The man or the firm whose word is not good speedily achieves a reputation that deprives him of all profit. The Yankee cunning of the wooden nutmeg era is no longer an accepted standard in business. Commercial transactions are largely conducted on faith, and to the credit of the business world be it said that the faith is seldom misplaced. There are exceptions to every rule, but these exceptions are fewer in the United States than they ever were before. American business methods demand continual honesty, and in the great

majority of cases it is forthcoming as a matter of course.

For a few days at least every fall the horse is thoroughly in evidence and easily the most popular of quadrupeds. That all comes about on account of the horse show in the metropolis. It did not start out to be so, but it speedily became almost as much a beauty and a dress display. The exhibition forged speedily into great popularity with the social leaders in New York and what the leaders there do, all the others go and do likewise. The result is that nowadays going to the horse show is one sure way of seeing not only the finest equine specimens but as well the latest styles and most elaborate feminine attire. It may be urged that the popularity is due more to the people than to the horses. The fact remains, however, that no other animal put on exhibition could draw so much attention. The show itself must be the basis and the horse show seems to have better drawing qualities than all the dog shows, hen shows and automobile shows that can be provided. The horse is called man's noblest friend and the most useful. The designation is deserved and people gladly avail themselves of the opportunity to see the horses and incidentally to take a look at the folks.

The annexation of Canada to the United States has been talked about more or less for years, and it is not improbable that some day it will come to pass. That it will be very soon is unlikely. The plan is not without able advocates on either side the boundary lines. The Boston Advertiser openly supports the proposition and urges that steps be taken looking to its accomplishment. The Advertiser believes that Great Britain should relinquish all sovereignty on this continent and turn everything over to the United States. That would be putting their possessions in good hands for safe-keeping, but it is very probable that the "hands across the sea" would object very emphatically. Annexation can not be brought about by any force other than that of public opinion. Perhaps in time the Canadians themselves, seeing the benefits that would accrue to them under this jurisdiction, will ask for annexation, and then something directly can be accomplished. Until then it will remain only a matter of argument and speculation.

The Medical Record, while deprecating exaggerated statements as to the prevalence of drug-taking in this country, declares that the evil is a serious one. "Perhaps," it says, "cocaine is almost as widely resorted to for its narcotizing effects among the white population as is any other drug. Of course, on the whole, the amount of cocaine consumed during a year does not compare in magnitude with that of opium, but then opium is prescribed as a medicine and taken by certain classes of the population—notably by the Chinese—far more extensively than cocaine."

Where there's much smoke there's likely to be a lot of soft coal.

BIG HANK.

Incident of Sherman's March From Atlanta to the Sea.

Big Henry, or for short, Big Hank, as he was called, joined the army down in the heart of the Georgia cotton fields on a bright November morning in 1864. We were midway between Atlanta and the sea, and every day was one of hard marching and constant skirmishing with rebel cavalry. In fact, the foragers and the cavalry were doing about all the fighting and it was mainly a battle for food and the right of way over the public roads and bridges. And it was in one of these contests for the possession of a lot of cattle that we captured Big Hank, who was, or seemed to be, the chief "Bull Whacker." There was a squad of Georgia Home Guards under command of a "Cracker," who led his men in a race for the woods, leaving all the stock and a lot of black boys to our tender mercies and ravenous appetites, and the man who called himself Hank attracted our attention at once, first by his great size, he was about six feet six, and by his perfect form and fine physique. He was clad in a suit of dirty cotton, shirt and trousers, a pair of cowhide shoes and an old straw hat covered a head not unlike that of a Roman gladiator, and in color he resembled old gold, sort of a yellow that is produced only by generations of white fathers mixed with other generations of black and yellow mothers. "Art thou thy father's son? Nay, I am my father's slave." He might have been his master's brother. We did not investigate, but, true, it was hard to believe he was only "a nigger" and a slave and not a white man and a soldier. He asserted that he was a black man. Our sight denied it, and when he told us he knew all the roads and plantations and all the fords and bridges for miles about, we swore him in as guide and general helper, and a good one he was until we had passed into a country new to him, and then he became the packer for the company. In most of the regiments in Sherman's army, each company was allowed one mule and no other transportation. Upon this mule all the camp equipment not carried by the men was packed each morning. This included the company records, the blankets of the sick and wounded men and their muskets then as a sort of fringe to the load, then were strapped on all the frying pans and coffee pots and a few axes. And on our company mule the load was topped off each morning with a music box that blew into camp one day, and when wound up ground out the "Last Rose of Summer," "Dory Day," "Pop Goes the Weasel" and "Jordan is a Hard Road to Travel." And when Big Hank started the machine in the morning he always played the last named tune, which seemed to touch a responsive chord in our sore feet and tired legs.

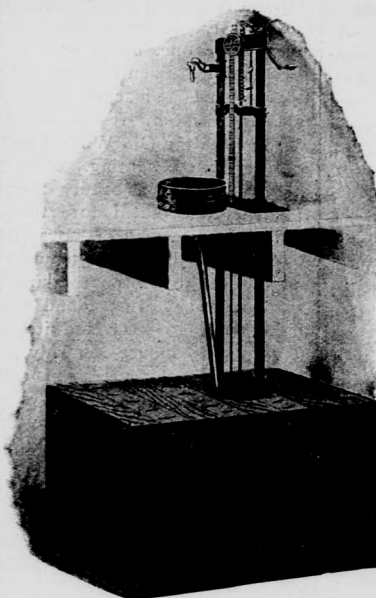
It was quite the custom to swap mules, especially on dark nights, and our old and tired mule getting worn out or having a big sore on his back, it became necessary to trade him off.

So one night Hank and the mule took a stroll out through the woods in the direction of the Twentieth Corps, and when Hank returned he was followed by a beautiful roan, who in the light of the camp fires looked eighteen hands high and about eight inches through at the shoulders. The suspicious thing about him was his tail, it had never been fringed. He was a bit shy and awkward and kicked down a couple of tents before he could be tied to a tree for the night. And in the morning Hank had to discipline him with a rail before he could get near him to pack his load. It happened that night that we camped on one side of a river and Joe Wheeler's rebel cavalry were on the opposite side, and when our troops started down the hill next morning to make a crossing the Johnnies paid us their regards in the shape of a shell that came whistling in the midst of our company, striking in the sand within a few feet of the mule and exploding with a crash, throwing the dirt and sand in all directions. Now it does not take a man very long to learn that the proper thing to do at such a time is to lie down or get behind a tree and the bigger the tree the better and that's what the boys did on this occasion. Every member of the company except the pack mule was out of sight in an instant, and the mule he was trying to climb a pine tree and would have done it had not Hank taken a turn about another tree with the tow line and brought his head down and then up went his heels, and while he knocked the cones off the top of the pine trees with the coffee pots and frying pans that flew into the air from his load, every man in the vicinity was kept busy dodging the hardware as it came down and shouting whoa, and it looked for a few moments as if the rocket would stampede the brigade.

And in the midst of the din another shell from the Johnnies' guns came in to help the thing along, and that mule shook himself free from everything and away he went in his fright down the hill toward the enemy, and they, thinking we were preparing to make a charge, gave us another volley from their guns. That sent the mule back up the hill and, charging through the regiment he disappeared in the woods at the rear followed by the curses, loud and emphatic, of all the regiment, including the chaplain. Well, it was a period in a soldier's life, a time of tears and prayers, a mixed sort of a time when prayers and lost coffee pots went high to heaven. The prayers were wafted away on the morning breeze, but some of the coffee pots must have come down in the enemy's lines, as the Johnnies were soon after seen going off on the run, not understanding the kind of ammunition we were firing at them. Hank was several shades whiter that morning than ever before, and as he went about picking up the scattered articles he muttered threats of vengeance upon the cause of his troubles.

After many days of hard work and marching we laid siege to Savannah, where rations became very scarce,

NOW, THIS GROCER LAUGHS



BASEMENT OUTFIT

BOWSER OIL TANKS

Are a Positive Economy

They save Oil, Money, Time and Labor. They pump Gallons, Half Gallons and Quarts at a stroke. They are Neat, Clean, Handy, and enforce Economy, whether you will or no, and will make selling oil such a pleasure that you, too, will laugh when a customer comes in with an oil can. Let us tell you more. Send for Catalogue "M."

S. F. BOWSER & CO., Fort Wayne, Ind.

When he sees a customer enter the door with an oil can.

The reason for his merriment is obvious. His store is equipped with the

Bowser

3 MEASURE SELF MEASURING

Oil Tank

He simply hangs the can upon the pump and turns the crank. This act measures and delivers the oil into the can without labor or trouble on his part. Neither is there any waste, dirt or slop.

But let him tell his own story:

Office of E. A. SCOTT
Cash Grocer

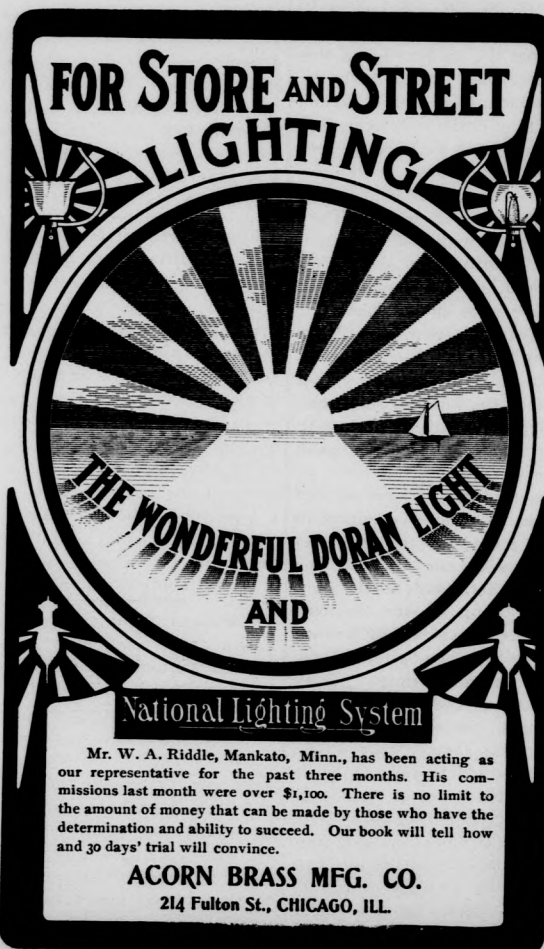
Cambridge, O., Aug. 6, 1900
S. F. Bowser & Co.,
Ft. Wayne, Ind.

Dear Sirs: Please find enclosed herewith check in payment in full of my account. The oil tank is Strictly All Right. I used to feel bad inwardly when I saw an oil can in a customer's hand, but now—it makes me laugh.

Yours truly,
E. A. SCOTT

Is it any wonder that he laughs?

FOR STORE AND STREET LIGHTING



National Lighting System

Mr. W. A. Riddle, Mankato, Minn., has been acting as our representative for the past three months. His commissions last month were over \$1,100. There is no limit to the amount of money that can be made by those who have the determination and ability to succeed. Our book will tell how and 30 days' trial will convince.

ACORN BRASS MFG. CO.

214 Fulton St., CHICAGO, ILL.

and had it not been for the cattle captured in the interior of the State and driven in with the army, and the rice left uncut in the swamps, we would have starved. Hank worked night and day. While the boys were in the trenches, using the shovel and the musket, he would be gathering in armfuls of rice and threshing it out of the hulls, which was done by putting about a pint of the grain into a piece of tent cloth and then digging a small hole in the ground, and with a stick for a pestle he hammered off the hulls, and the morning that we were to charge on the enemy's works he was in the ranks with a musket ready to do his share and take his chances with us in a conflict that seemed certain death to every man engaged.

And at Bentonville, the last great battle of the war, when the rattle of musketry upon the skirmish line gave indication of hot work, Hank turned his pack mule over to another contraband, and when the regiment made its daring charge upon the rebel lines Hank was in the front rank and one of the first men to mount the breastworks. With cheers and shouts of defiance he dashed over their lines into the crowd of maddened soldiers, striking right and left with his clubbed gun. He was wild with excitement. The enemy in our immediate front were beaten, but upon either flank they held their own, and moved out to surround us and we were compelled to fall back to escape capture. At this time Hank collared a colonel of a Georgia regiment and with his prisoner started away on the run to the rear. That night after the dead had been gathered in and the wounded cared for in the hospitals at the rear in the woods, I met Hank, who was sitting by a camp fire making himself a cup of coffee. I had tasted no food that day and was thankful of the invitation he gave me to join him in a cup and a hard tack, and while so engaged I noticed he had the Confederate colonel's sword belt about his waist and a red tie on his neck, and to my questions he told me of his day's experience, often crying like a child as he talked. He said:

"Captain, when the regiment charged this morning up to the rebel works the first man I remember seeing was my old master. He was the colonel of the regiment we was fighting and at first I thought I would kill him, but there was blood on his face, and when he saw me he said, 'Oh, Hank.' Then I threw down my gun and grabbed him by the arm; and my God, Captain, there were dead men and wounded men all around us and every minute more were hit. The bullets were whizzing all about us and I knew if we stayed there we too would get hit and then all our men started to go back and I hurried along with the rest, holding my old master. And the men kept falling on every side and then my old master gave a sharp cry and said, 'Oh, Hank, I am hit,' and he fell down; and then he begged me not to leave him and I just picked him up and put him over my shoulder and I run again to the rear in the woods,

and when I got back where it was safe I laid old master down on the grass and gave him a drink of coffee out of my canteen, but he was hit bad, a bullet in his face and then another one had gone clear through his body, and he said: 'Hank, there's no use. I must die. And I want you to take all my things when I am dead and go back to your old missus and tell her how I died fighting with my regiment. And, Hank, I know you will try to take care of your old missus.' And I cried all the time he was talking to me. Then after awhile he was dead, and I took him up in my arms and carried him a long way back to a house where all the wounded men was going and I got a shovel and dug a grave, and then I rolled him up in a blanket and put him in it and covered him up, but first I took all his good clothes off and I have got all his pocket things. And some day I shall go back to Georgia and work for my old missus, for she was always good to the black folks."

But I said, "Hank, you are now a free man, and have you no wife to work for when the war is over?" And he said he had a mighty likely woman and two children and he could take care of them when he got back.

We won a hard earned victory at Bentonville, and the days of conflict and struggle were followed by other days of sadness, as we gathered the dead, both blue and gray, and covered them up forever from the sight of man under the pines in the woods. Big Hank was the sole mourner of the gallant Georgia boys of his old master's regiment.

And as other days of skirmishing and marching followed, the company came to look upon Hank as one of them, not as a mulepacker, but as a comrade, and bound to us by ties of mutual respect and love, such as men have for each other who have touched elbows on the battlefield.

And when the day of the great review in Washington ended all our labors as soldiers, we made up a purse for Big Hank, and with a good \$100 in his pocket, a large pack of

food upon his back and a good Colts' revolving rifle upon his shoulder he turned his face toward Georgia, home, wife, children and missus. A tramp of a thousand miles lay before him. He walked out of camp with the blessings and good wishes of every man in Company H.

C. E. Belknap.

Ought To Be Published Widely.

St. Paul, Minn., Nov. 20—Having had the pleasure of hearing a lecture by D. M. Parry, on the subject of Unionism vs. Capital, and, later, comparing his remarks with the letter of Geo. P. Bent on the same subject, which appeared in the issue of your journal of Oct. 28, we endorse both views most fully. The general principles set forth by both parties are almost unanimous and we think are in accordance with the views of most manufacturers and employers of today. The letter of Geo. P. Bent we consider the most direct and unequivocal, and we think it ought to be published as widely as possible to awaken many labor employers.

One year ago we discharged every man in a small factory we were running, employing seventeen men, on account of their arbitrary, unreasonable demands, and employed non-union men, but these were gradually alienated from us until we gave a bonus of 2½ per cent. on all their earnings, which retained their services until such time as we went into the manufacture of registering conveyors, when we closed the factory, which it was scarcely profitable to

continue longer under the conditions required to operate it.

Spence Registering Conveyor Co.

Association Prices on Sugar and Oil.

The prices recommended by the Grand Rapids Retail Grocers' Association on sugar and oil are as follows:

Granulated sugar, 6c per lb.; 18 lbs. for \$1.

Oil, 14c for common and 16c for best.

We have a large and complete line of Fur Coats, Plush, Fur and Imitation Buffalo Robes, Street and Stable Blankets, String and Shaft Bells

and everything kept in stock to supply any up-to-date dealers in any of the above articles, at right prices. Send in your orders at once and get prompt shipments.

Also Harness and Saddlery Hardware.

No goods sold at Retail.

Brown & Sehler

Grand Rapids, Mich.

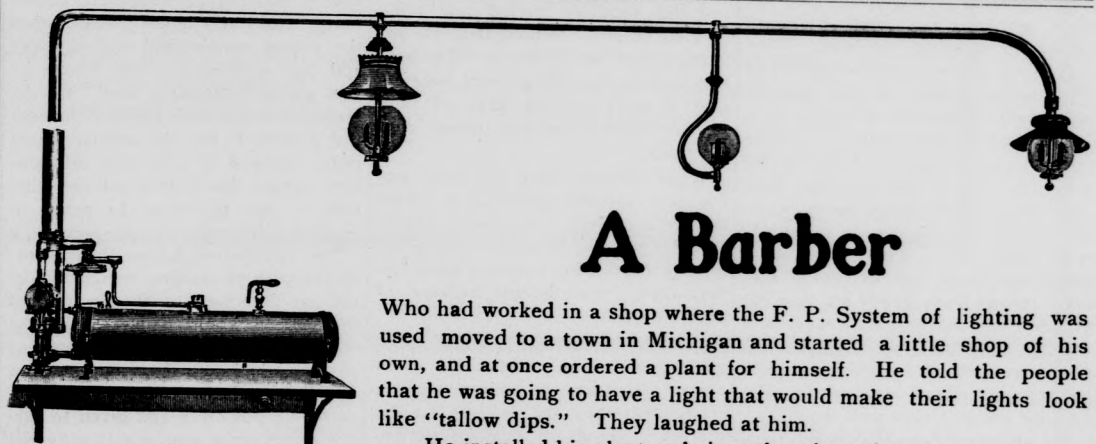
PAPER BOXES

We manufacture a complete line of
MADE UP and FOLDING BOXES for

Cereal Food, Candy, Shoe, Corset and Other Trades

When in the market write us for estimates and samples.
Prices reasonable. Prompt service.

GRAND RAPIDS PAPER BOX CO., Grand Rapids, Mich.



A Barber

Who had worked in a shop where the F. P. System of lighting was used moved to a town in Michigan and started a little shop of his own, and at once ordered a plant for himself. He told the people that he was going to have a light that would make their lights look like "tallow dips." They laughed at him.

He installed his plant and since that time (three months ago) we have sold six plants in that town, one of which was a 63 light plant in a large factory.

Now he is laughing at them.

If YOU want a better or cheaper light let us tell you more about the

(Fool Proof) **F. P. SYSTEM** (Fire Proof)

Made at the rate of fifty complete plants a day by The Incandescent Light & Stove Co., Cincinnati, Ohio.
Address LANG & DIXON, Ft. Wayne, Ind., Agents for Michigan and Indiana

Condition of the Underwear and Hosiery Market.

The reorder demand in the underwear division of the knit goods market continues dependent upon weather conditions. The season at hand is therefore quite backward in developing supplementary business.

The initial half of fall has been very satisfactory in its volume of orders. Standard staple goods have done well, but mostly in flat kinds. No great amount has been done in ribs excepting in the cheaper sorts; in medium and high grades the flat knit is much preferred. In staple numbers the choice is for merino, natural gray, sanitary, randoms, blue, shrimp and pink.

Worsted goods have proven strong with retail buyers and a good business should be done as soon as the weather is favorable to a better consumptive demand, which has been good only in certain localities, particularly Northern and Far West sections.

The wholesale season has been particularly strong on superweights in worsted goods this year, more so than usual, for the two-fold reason that the weather has helped their sale and people have taken to wearing lighter weight undergarments than before. Those who formerly wore 12-pound goods are now down to 9-pound, compensating for the lighter weight in their underwear by increased weight in outer garments. This change is more noticeable, say the wholesalers, in the East, where the seasons have been more fitful and less normal, than in the West, Middle West and Northern regions, where the winters have been normally cold. It is in the West, Middle West and North that the 10 and 12-pound or medium heavy and winter weights have sold best, while the super and supermedium 7 and 9-pound goods have sold best in the East.

Balbriggans made on the English balbriggan principle of manufacture, firmly knit, of fine grade, long, staple cotton, giving excellent wear, have been great successes this season, at a price enabling \$1 retailing. They are much preferred by men who are averse to wearing woolens. They also sell in 7-pound superweights, and while heavy enough for cold weather are as soft to the skin as velvet.

Specialists in linen mesh underwear report large increases in business this year over last. They say that their lines are not only selling more readily with the fine department and men's store trade, but have been taken up by small furnishers with gratifying success. Linen mesh goods are now obtainable in a variety of weaves and effects, including the natural linen shade, as well as in white, in plain weaves, lace effects and stripes, mixed with silk and also with wool.

An important decision was rendered in London late in October, in the case brought by the Belfast Flax Spinners' Association against one of the oldest linen mesh underwear makers, to the effect that the word "linen" was improperly used in connection with goods made of a mixture of linen and cotton, and not pure

linen, as they were advertised. Testimony given by experts showed that the fabric contained 60 per cent. linen and 40 per cent. cotton.

Unshrinkable wool underwear is another prominent feature at present that is receiving more than the usual consideration from retailers and consumers, and wholesalers report increasing business on this kind of goods. It is said that retailers are giving prominence to both pure linen mesh and unshrinkable wool goods, on account of their great merit and the fact that they are backed by guarantees.

Business on spring lines of underwear has been very fair in the West, and very good west of Chicago, while the Middle West has not shown up so well. Eastern business has been rather scattered, it being yet too early for heavy or full buying for this section, while trade with the South has only been moderate.

Cotton mesh goods in plain styles and fancy effects in ecru, white and colors have been very good, their success last summer being the cause of the extra demand this season. Substantially made, two-thread goods to retail around a dollar a garment are the best sellers. Lisles at \$8.50 and mercerized goods at \$12 have also sold very well. Domestic mills, whose specialty has been cotton goods, have brought out linen mesh lines at \$24 a dozen and report excellent business thereon. These retail at \$3 a garment and should be winners with retailers. Circular frame, 42-gauge gauzes at \$8.50 are among the big sellers for spring. Gauze underwear had a phenomenal run last summer and retail stocks were cleaned out, which makes business on this line good at present.

"Selling nothing but lightweight cotton goods" is the general verdict of the hosiery people. Last year they sold more novelty stuff in cashmeres, particularly embroidered effects. This season this class of goods has been inactive. The trade "doesn't seem to want them now." It is believed that the absence of enquiry on cashmeres is due to the open weather last year and that retailers carried over some of their fancies. Wholesalers are not getting duplicate business. The season is slow, but the general belief is that a week or ten days of cold weather would stimulate things considerably.

What demand there has been was for neat patterns—nothing in circular stripes. Styles that carry unmistakable novelty, because of their difference from what retailers have had heretofore, are bought because of their newness.

For spring lace half-hose are "dead altogether," and "can't be given away," according to sellers' reports. At present they are "a drug on the market." Goods of this description, which sold last year for \$4.25 and \$4.50, can easily be bought now for \$2.25 and \$2.50. Yet these goods cost \$3.40 to land. They can now be bought from stock in foreign markets to land for \$2 and sold at a profit for \$2.25.

Men are now going in for the light

gauze hosiery similar in texture to the diaphanous hosiery so much in vogue last summer in women's goods. But this gauzy fad will not last long in half-hose, as men will soon tire of buying hosiery so delicate in texture that they run their toes through it after short wear. With no satisfaction from gauze hosiery they will return to the heavier weight lisles. So that as gauzes have supplanted laces, lisles will later take the place of gauzes. Retailers should make a note of this.—Apparel Gazette.

Ingenious Method of Locating Elusive Debtors.

Proprietors of and collectors for installment-plan establishments in large cities have to be continually on the alert to ascertain changes of residence by their debtors. Some of the most pretentious stores of this sort employ one or more men to look after this matter exclusively. Not only do dishonest persons seek by moving to evade payment on goods only partially their own, but honest debtors are often careless, neglectful and indifferent in the matter of notifying the creditor concern. The police of Indianapolis recently ran down an ingenious scheme for hunting up elusive debtors of this class.

A woman out there the other day presented at the Interurban Railway station a postal card that purported to have been sent to her by the Interurban Express Co. It said that a valuable package was awaiting her, and would be forwarded upon receipt of her street number. As there is no Interurban Express Co. in Indianapolis, the matter was pronounced an attempt to swindle, and was referred to the police for investigation. The postal card gave a postoffice box address.

A little investigation by the detective department developed the fact that it was issued by a house that sells goods on the installment plan, and that the object was to locate a debtor who had changed her residence and had failed to notify the house of her new address. The manager of an installment house said that it was not an infrequent occurrence to call at a house and find that the debtor sought had moved away and had notified no one where he was going. Attempts used to be made to locate such persons through the postoffice, but the officials invariably refused to give any information, saying that it was not the business of the postoffice to assist in finding debtors.

The installment houses then adopted the plan of sending out cards like the one described, on the theory that the carrier would deliver it at the old address, where the delinquent customer had ceased to live, and not finding him there, it would be returned to the postoffice and given to carrier after carrier until it was delivered to the person for whom it was intended. The recipient would attempt to find the office of the Interurban Express Co. and, failing in this, would send a note to the company through postoffice box 232, which was the private box of the installment house sending out the notice. Instead of

having a "valuable package" delivered, the writer would be called upon by the collector and steps taken to prevent another move without notice.

"The scheme works all right," said the manager of the installment house, "and we have found that very few persons to whom cards are sent fail to respond when they can't find the express office. Of course, we give no hint of the means used to trap them, and some of them are probably looking yet for the package."

"If the postoffice would give us the information, there would be no trouble, but it is a rule there not to give the addresses of persons, and so we are compelled to send out the cards, knowing that they will go to carrier after carrier until the party is found. In this way the postoffice does us a favor for one cent that it would not do in any other way, and we get all we bargain for."

The Postal-Card Legend.

Before the present phrase on the face of United States postal cards was adopted, to inform the user that only the address is to be written on that side, there was a long series of experiments on trial with other sentences meaning practically the same thing. The direction has appeared in at least seven forms.

"One of the earliest cards," says Francis H. Whitney, Private Secretary to Postmaster-General Payne, "was made to bear the sign, 'Nothing but the address can be written on this side,' which was untrue, as many persons could write more if they so desired. Shortly afterward it was changed so as to say, 'Nothing but the address is to be placed on this side,' which was more sensible, but was clumsy and was soon discarded. The next issue of the cards was inscribed, 'The address only to be written on this side,' which it was soon seen could easily be construed to bar the use of a typewriter. The same objection could be raised to 'Write only the address on this side.'"

"Finally the authorities got hysterical, and the next issue of the cards informed the user that he could 'Write the address on this side, the message on the other,' which was not only clumsy, but ambiguous, and conveyed a wrong meaning, as the officials really, down in their hearts, had no objection to a person writing the address on both sides of the card. It was finally decided that there was no use in trying to be original, and so they fashioned the phrase which is now in use after the one used on the postal cards issued by the British government. Our English cousins say, 'The space below is for the address only,' and Uncle Sam has 'This side for the address only.'"

By way of illustrating the effect of poverty on infant mortality, a German statistician says that among the aristocratic circles in Berlin only 57 per 1,000 of the children die before they reach the age of five, whereas, among the poorest classes, the number of doomed children is 357 per 1,000. There can be no doubt that poverty is the most prolific cause of "race suicide."

The William Connor Co.

Incorporated

Wholesale Clothing Manufacturers

28 and 30 South Ionia Street, Grand Rapids, Michigan

November, 1903.

Friends:—We determined not to issue this circular to the retail trade until we had our Spring and Summer lines of samples ready to show; now the entire line is complete, and our representatives start out with a grand exhibition of fine, very fine, READY-TO-WEAR CLOTHING for retailing at popular prices, as low in price, and yet as good, as has ever been seen in the market. Competitors have been out for some time showing lines from swatches only; we have avoided this as far as possible, for good buyers prefer to see the coat. Our hand-tailored, union-made goods (bearing the union label) made in every style, with most splendid fit, marked so low in price and sold on such liberal terms, enable us to say that your orders placed with us will save and make you considerable money. Then our nobby goods, such as Swallow Tails, Tuxedos, Waldorf Sacks, our Surtout, silk lined, 53 inches long, handled very differently from the regular coats, and our dress Clothes generally for young men, most superb, must be seen to be appreciated.

Our Staple line, so well adapted to the farmers and the business men, of which we have such a large trade, is beyond the usual standard.

Our boys' and children's suits are exception-

ally great, with most recent improvements around the shoulders, which perfects the hanging of the coat.

Our Spring Pants line we really believe is the largest in the market, with dozens of different patterns and range of material, styles and values, including imported and domestic weaves; and our Children's Pants, made in one dozen packages from Two Dollars per dozen up, are immense.

We still have on hand for immediate delivery a fair line of Fall and Winter Overcoats and Suits for all ages, also Pants, heavyweights, Kerseys and Corduroy, from \$13.00 per dozen pair up, and other Winter Pants at lower and higher prices in all grades. We have retail merchants calling upon us daily from all parts of this State, Indiana and Ohio, who say it pays them well to come, because they can invariably find what they want, and who express themselves as most agreeably surprised at seeing such a large line to select from in our well lighted sample rooms. If you wish we will send a representative to you with a line of samples.

Mail orders promptly shipped and if not satisfactory you may return them at once.

With respectful regards,
THE WILLIAM CONNOR CO.

William Connor
President

Joseph L. Hoffman
1st Vice-President

M. C. Huggett
Sec. and Treas.

William Alden Smith
2nd Vice-President

Dry Goods

Weekly Market Review of the Principal Staples.

Staple Cottons—The actual amount of buying in the staple end of the market has been somewhat less for the passing week or ten days than previously. A good many of the buyers have practically finished up, and although there are new ones arriving, they are slow to commit themselves. We find no evidence of weakness in this part of the market, but, on the other hand, buyers are instructed by the mills to be very firm, and prices which would have been accepted only a short time ago are now persistently refused. On three-yard sheetings the quotations are 6c, although there have been some sales recorded at fractionally less, but it is not likely that any more can be had under 6c. Drills show no change beyond a strengthening appearance, and there is little to be found under a basis of 6½c for three yards. Ticks are sold ahead in many sections and bookfold ticks are held at value quite generally. Denims are rather slow, but the majority of the lines are well situated. In bleached goods there is a firmer appearance, although a good many Southern lines have been sold at a low price.

Fancies—That fancy goods will continue dominant in the suiting field appears to be the general belief, and that fancy worsted suitings are slated for a more active sale than has been their lot for the last year or more appears to be a strengthening belief. To what extent the sale of wool goods will be affected thereby is not clear, but there are many who continue to swear by the wool goods, claiming that they will continue dominant for another season at least. There are certain factors who incline to the belief that such plain fabrics as unfinished worsteds, thibets, Clays, etc., will show up to very fair advantage. A prominent clothier was quoted by an agent as stating that already he noted an undercurrent of fair strength in favor of these goods, and consequently he considered the outlook regarding them as very fair.

Wool Dress Goods—Trade conditions affecting the spring goods trade have not been changed in any important character. Quietness prevails from one end of the market to the other, pending a demonstration by the jobber and cutter-up of the possibilities of the retail market. The dress goods looms are pretty well engaged at this time, and leading organizations have orders in hand which will keep their equipment engaged until such time as duplicate orders can be reasonably expected to develop in volume, and in a fair number of instances lines are but little, if anything, short of a sold-up position. The view entertained by most initial sellers regarding the future is something more than hopeful. There is a well-defined belief that a fair average business will be done with the jobber and the cutter-up. A limited amount of duplicate business has already come to hand from jobbers who have made a play for spring trade al-

ready, and in some instances garment manufacturers have likewise seen fit to add to their first purchases to a certain extent. These reorders do not throw any particular light on the trend of demand. They have included staple effects and plain and fancy suitings. It must be some time before a clear light will be shed on the possibilities regarding reorder business and on the exact status of plain fabrics and fancies. The cutter-up is making up his sample garments, and after noting the attractive way in which certain fabrics made up, has seen fit to supplement his first purchases. In some cases these made-up garments have been shown to certain retailers who have expressed their approval of them. This approval has probably had something to do with the decision of the cutter-up to place some additional cloth orders. It is not likely that the cutter-up will add much to his first orders, however, until he has secured tagible evidence of the retailers' confidence in the selling qualities of the spring suits and skirts, for the cutter-up has shown well-defined conservative inclinations in playing close to his needs. In a number of cases initial sellers have been requested by cutters-up to make early shipments of spring goods, this being explained by the fact that certain of these goods can be utilized for current needs.

Underwear—The feature of the week has been the reorder business on heavyweights. It is not the size of the orders individually that is interesting, but the large number of small orders. These are coming from the retailers to the jobbing houses and indicate very clearly that a good many stocks have become broken, and it must be also a fact that buyers were overconservative earlier in the season. Just how many of these orders can be accepted is not clear, but it is true that it is easier to obtain goods now than it was a few weeks ago. There is one way in which they account for this, and that is, that there are a good many who had placed good orders but have despaired of receiving the goods in time and consequently cancelled. This has been an opportunity for others to get lines that would not otherwise have been available. Perhaps some mills have worked up a little game in regard to underwear. We should be sorry to accept the statement literally as made to us and only give it for what it may be worth, that is, that some of the mills which booked orders early did so on the basis of raw material at that time, gambling on the future. In spite of the date of these early orders the goods are not yet delivered, although it is broadly hinted that later orders taken at higher prices have been delivered.

Hosiery—The hosiery market still shows the activity which we reported last week. There has been a good amount of spot business during the week and quite a number of new spring orders have been placed, as well as old ones increased. There have been a few representatives on the road for short trips and they invariably report success; even New

Handkerchiefs for Xmas



Now is the time to select your handkerchiefs for the Christmas trade, while the assortment is complete. We have a fine assortment in the following grades:

Gents', Ladies' and Children's Cotton, Linen and Silk Handkerchiefs.

Gents' Handkerchiefs in corded borders, hemstitched and initial.

Ladies' Handkerchiefs in hemstitched, lace edge, fancy centers, embroidered, and initial.

Children's cotton and linen picture and plain Handkerchiefs.

Write for Sample Dozens.

P. Steketee & Sons,

Wholesale Dry Goods,
Grand Rapids, Mich.



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 Campbell St.
Grand Rapids, Mich.

HOW IS YOUR STOCK OF UMBRELLAS FOR THE HOLIDAY TRADE?



It's an article that always finds ready sale. We have a very good assortment for Men's, Ladies' and Children's use, and if you give us an idea of your wants we will give same prompt attention.

Grand Rapids Dry Goods Company

Exclusively Wholesale

Grand Rapids, Michigan

England, which has been a dull section and is still so on many lines, has bought generously of hosiery. A few agents have started out with new fall lines for the jobbing trade and prices with them range from 5 to 7½ per cent. above current figures, and even at these they are said to be securing a goodly number of orders. Several jobbers have been endeavoring to secure contracts for January delivery of 1904 fall lines at slight concessions in prices on a cash basis; only slight success is, however, reported.

Cotton Curtains—Medium grades of cotton tapestry curtains are expected to be the most active this season, ranging in price, wholesale, from \$2 to \$4 per pair. Mercerized curtains in the cheaper grades are also receiving a fair share of attention, while the higher-priced mercerized curtains are rather slow of sale. Some are offered at \$4@4.50 per pair. Buyers who placed orders last season which have not as yet been filled are willing to take the goods, as they realize that manufacturers will be obliged to curtail production should raw cotton and yarns continue to advance.

Lace Curtains—Some manufacturers of special lines report the outlook good for this season, especially on the lines such as Irish point lace and French novelty effects. The trade has placed some good orders with manufacturers, enough to keep them well employed for some time, these ranging in price at \$1.50 to \$12 and \$15 per pair, according to quality.

Carpets—The general opening in New York of all the samples of the leading mills on November 9 served as an inducement for a very large number of buyers to come into the market. Some of the ingrain carpets were first held for a straight advance of 2½c per yard. Buyers hesitated about paying this advance and the price was later dropped to 1½c straight on extra super ingrains, also cotton chain supers. Art squares, by some mills, are held at 2½c advance over last season. On the body Brussels and Wilton carpets, the price remains the same as last year. The body Brussels is one of the best carpets made and the expense of production is much greater than on some other lines, but the tapestry Brussels, which is sold so much lower in price, leads in the demand and bids fair to increase each season. Other grades of ¾ carpets advanced on the average 2½c per yard over last season, while some makes of 10-wire tops are held at an advance of 3½c per yard over last season. Good orders have already been placed with the large manufacturers' agents. Some of the agents are now on the road showing samples. It is a little early yet to hear the result of their solicitation for orders. Generally speaking, the trade are looking forward to a good season's business, owing to the very meager stocks carried over from last season. To this fact can be attributed the larger interest shown this season at the opening as compared with last season. Many expected buyers to place orders very conservatively and were agreeably disappointed

at the amount of orders already booked for this season. All goods have been sold with a guarantee for the initial orders, and duplicate orders later on in the season will be taken subject to market conditions at the time duplicate orders are taken. Every seller admits that prices should have been higher at the opening and many have been disappointed as they hoped to obtain 2½c advance on all-wool, extra super ingrains to offset the high price of all kinds of raw material and yarn used in carpets. The Philadelphia carpet manufacturers last season were not in the swim and when the larger Eastern mills were satisfied to accept 1½c advance on ingrains they were obliged to be content or possibly lose considerable business, as they realize that there are several disturbing factors, referred to in our last review.

He Refunds Them a Day's Receipts.

A startling innovation in an advertising way has been put into effect in a Philadelphia pharmacy. Checks are given out with every purchase, the ordinary cash register slips with date being used, and announcements being made that at the beginning of the ensuing month a day's receipts will be returned to the parties holding slips for that day. The selected day being announced, on presentation of the vouchers, the proprietor hands back the cash value of each to the holder. The first few months there were but few presented for redemption. Lately, however, it seems as if every check on that particular day has turned up.

Clams are now said to be threatened with extermination, as lobsters are. The natural beds in which both varieties of bivalve have hitherto been found are becoming exhausted. Foreseeing such a result the United States Fish Commission has looked into the possibilities of artificial culture in the case of the soft, or long, clam. The prospects are not very promising, for while clams are easily cultivated, the difficulty is to find places to plant them.

The Old National Bank

GRAND RAPIDS, MICHIGAN

Our certificates of deposit
are payable on demand and
draw interest at

3%

Our financial responsibility is
almost two million dollars—
a solid institution to intrust
with your funds.

The Largest Bank in Western
Michigan

Assets, \$6,646,322.40



THE IDEAL 5c CIGAR.

Highest in price because of its quality.

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

JULIUS A. J. FRIEDRICH



Pianos and Organs

Angelus Piano Players

Victor Talking Machines

Sheet Music

and all kinds of

Small

Musical

Instruments

Our Motto:

Right Goods
Right Prices
Right Treatment

30 and 32 Canal Street

GRAND RAPIDS, MICHIGAN

A Satisfied Customer is the
best advertisement a
dealer can have.

The Welsbach Brands

make satisfied customers—more
and more of them every year.

Priced Catalogue on application.

A. T. Knowlson

Sales Agent, The Welsbach Company

233-35 Griswold Street
Detroit, Mich.

Clothing

Simplicity and Uniformity in Evening Dress.

With unvarying regularity each autumn come discussions of changes in the accepted standard of evening dress. Some gilded youth has been seen wearing this or that oddity of his own devising and some exquisite, dear to the columns of the penny dreadfuls, has given his gracious sanction to another peculiarity. Then the daily newspapers, whose ignorance of correct dress is simply abysmal, take up the subject, and the man to whom dress is a matter of intelligent and sympathetic concern sees a flood of harrowing hodge-podge and flimsy flubdub poured forth for the delectation of the multitude. We are informed on the authority of a frequenter of hotel palm gardens that grey evening suits will be quite the thing, while an habitue of the flashy restaurants on Upper Broadway sponsors velvet cuffs. Mr. Reggie Rattleplate talks in whispers of beflowered evening ties and Mr. Harold Halfwitt solemnly assures the newspapers that crimson sashes will be worn with evening suits. The thing would be funny, if it were not so serious, if it did not give well-meaning, but imperfectly informed people a false idea of dress, its function and underlying principles.

Custom and tradition wisely impose simplicity and uniformity in evening clothes. Simplicity is the truest elegance in dress; absolutely no colors known equal black and white in softness and richness of effect. Uniformity is necessary to establish a standard to which all must bow, otherwise one man would attend a formal function frock-coated, another man in swallowtail and a third in a cutaway coat. That, obviously, would produce chaos. We must have a standard, clearly defined and firmly adhered to. Hence, the present forms of evening coat, U-shaped waistcoat and somewhat loose trousers were adopted.

Uniformity is just as important in the details of evening dress as it is in the essentials. The white shirt guileless of tucks and embroidery on the bosom, the straight white tie, the poke, lap-front or straight standing collar, the white glove, the patent leather buttoned boots and the pearl studs and links admit practically of no change. The pique bosom is worn, but it is not in the best form, nor is the fancy tie as good as the plain tie, the pearl gloves as good as the lace, laced boots as good as buttoned or gold studs and links as good as pearl. Far be it from me to condemn these things unconditionally, but there can be only one correct standard and that standard is the standard of severe simplicity.

Tucked and embroidered bosoms on evening shirts, fold cuffs on evening shirts and velvet collars on evening coats are all bad form. The moment we open the door, however narrowly, to oddities and idiosyncrasies, that moment do we endanger what it has taken years to bring to its present state of ripeness and excel-

lence. The things mentioned are merely whimsicalities of the wearers and express their personal taste, or rather their want of it. The standard of evening dress in this country, and I am speaking all along of formal evening dress, allows no choice and gives no play to personal taste. Certain forms and those only are correct. Assent to them and you are right, dissent from them and you are wrong.

Handkerchiefs, to go with formal evening dress, are of plain white linen with or without self cords, and having the owner's monogram embroidered in white. Japanese pongees are favored by some men, but I recommend the fine sheer linen with a $\frac{1}{8}$ to $\frac{1}{2}$ inch hem. These can be folded with ease and take up little room in the pocket, an important item, by the way. The correct muffler is black or white, preferably black, stitchless and unlined and measuring 36 inches. Fancy mufflers should be tabooed and all forms of made-up shields and protectors are to be avoided. I don't wish to seem didactic or arbitrary in this matter, but it must be self-evident that what is angular, mechanical and studied is not as tasteful as what is soft and natural. In mufflers as in every other article of wear the well dressed man seeks that which looks comfortable as well as that which is comfortable.

So far as jewelry is concerned, it is not in evidence in evening dress. Watch chains are, of course, invisible, fobs are never worn except by whom for want of a better name I must term the socially unclassified, and gold studs and links yield to pearl studs and links. The boots are patent leather, buttoned with kid tops, save for a dance when pumps are proper. The gloves are white glove with self backs and the hat is the good old silk with a cloth band. The opera hat is now only worn at the opera or the play, and it is decidedly incorrect to substitute it for the silk hat. That and that only is the head covering for formal dress.—Beaunash in Haberdasher.

The Irony of Fate.

Mrs. Scribbler (impressively)—Whatever you do, never, never marry a newspaper man.

School Chum—Why not?

"I married one, and I know. Every night my husband brings home a big bundle of newspapers from all over the country, and they nearly drive me crazy."

"The newspapers?"

"Indeed, they do. They are just crammed with the most astonishing bargains, in shops a hundred miles away."

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.

When You Put on a Pair of Gladiator All Wool \$3 Trousers

you are immediately conscious of an indefinable something that distinguishes them from any other kind. The high excellence of their make-up, combined with the beautiful material used, places them in the class of custom work only.



"GLADIATOR" MEANS BEST

Clapp Clothing Company

Manufacturers of Gladiator Clothing
Grand Rapids, Mich.

M. I. SCHLOSS

MANUFACTURER OF

MEN'S AND BOYS' CLOTHING

143 JEFFERSON AVE.
DETROIT, MICHIGAN

Is offering to the trade a line of spring suits for season of 1904. Perfect fitting garments—beautiful effects—all the novelties of the season. Look at the line when our representative calls on you.

1904====Spring====1904

A Good Seller Always Brings Trade

Our Clothing Is Therefore a Good Investment

Our line of spring clothing is awaiting your inspection; if you wish, drop us a postal and we will send you samples prepaid by express.

We make garments that fit, wear and please; moreover, we guarantee every garment that leaves our place. They are Union Made, properly trimmed, artistically cut and there is no detail too small to be overlooked nor no effort too great to be made in making our clothing the standard of quality, price, workmanship and reliability.

Wile Bros. & Weill

Makers of Pan American Guaranteed Clothing

Buffalo, N. Y.

THE INTRODUCER

Who Sells People Who Don't Want to Buy.

He is a money getter who represents the highest type of salesman, and his position in business is a new and interesting one. He is a thorough gentleman of well-matured years, broadly intelligent, a good conversationalist and able to discourse learnedly upon almost any subject. His affability at once wins the confidence of those whom he approaches, yet he is gifted with a degree of finesse which, exercised with an intuitive knowledge of human nature, enables him to invariably do the right thing at the right time, making him at once a pride and a profit to the house that originated "The Introducer."

Mr. Introducer is not an imaginary individual, occupying a possible position in business. He is a profitable reality, filling a responsible office with one of the largest and most enterprising retail clothing and furnishing houses in Greater New York. The store to which he is attached is located on Broadway in a section of the metropolis much traversed by people visiting the city. The location is contiguous to railway and ferry terminals and in the heart of the theater and hotel district. Occupying such a position the house gets a great deal of transient trade, in addition to its large clientele of good dressers. The new functionary's business is to introduce customers to the merchandise of the store, presenting it in such a way as to induce them to buy, when their intention was probably to defer such purchase until another time. While such a place is simply the amplification of good salesmanship, the appointing of one man to do this makes the position a separate and original function in storekeeping.

Mr. Introducer is not expected to sell, yet it is entirely at his discretion whether he turns a customer over to a regular salesman or makes the sale himself. His business is to note the customers as they enter the store, approach them in a gentlemanly way while they are purchasing a collar, a necktie, or shirt at the furnishing department, engage them in conversation, upon the weather perchance, or any current topic which may happen to hold the interest of the customer, and then to adroitly turn the subject to clothes, hats, shoes, according to the impression Mr. Introducer has obtained during his brief introductory study of the customer. This is followed by a polite invitation to inspect the merchandise, with the assurance that it is a pleasure for him to show goods, as that is the position he occupies, and it therefore matters not if the customer does not buy, as he will not have obligated himself in any way by the volunteered inspection.

A stranger enters the store and, leisurely sauntering to the neckwear counter, tells the man behind the counter he wants a scarf. While he is busy making his selection Mr. Introducer approaches and takes up a position close by, awaiting an opportunity to place the customer in better

acquaintance with the store. The opportunity finally comes as the customer reaches into his pocket to pay for his purchase and glancing up at Mr. Introducer says:

"Rather disagreeable weather we're having?"

"Yes; it is very unsettled for this time of the year," replies Mr. Introducer, "and weather that makes a man feel out of place unless he's equipped for it like a duck."

"That's so, for an umbrella isn't of much service in such a downpour," replies the customer.

"True; but there's nothing so serviceable as one of our raincoats for shedding water. If you haven't seen our latest design in this garment I would like to show it."

The customer has received his change and parcel, and signifies his willingness to look at the garment. Mr. Introducer leads the way to the raincoat table and brings out a \$35 coat, which, after it is briefly yet interestingly described, the customer buys. Conversation waxes interesting. The visitor says he is from the South, intimates that he has need of a suit of clothes for business wear, and is forthwith conducted to the business suits, where he makes a purchase amounting to \$30. As he pays for his clothing and gives the address to which it is to be sent, he turns to Mr. Introducer and remarks: "This is certainly an interesting store. I like the way you have treated me. I had no thought of spending more than half a dollar for a scarf when I entered, and here you have got \$65 from me and have treated me well. I'm really glad I came in."

The foregoing is but a case in point to illustrate how the new office works. Mr. Introducer's experiences are varied. Sometimes he does not sell his man, but simply establishes a better acquaintance with him through showing the merchandise of the store. Again he will sell another a number of suits of clothes where there was no intention to buy at all at the time. Occasionally he greets a customer who is a regular patron of the house, and if so informed while he is showing goods, asks who is his salesman. The customer is then turned over to his salesman, Mr. Introducer probably remarking: "I have interested Mr. So-and-So in these suits and believe you can help him make a satisfactory selection."

We have cited enough to impress the merchant with the possibilities before the gentleman filling such a position in making new friends for the store, and catching people whose minds are on purchasing, but have not reached the point where they have determined just when they will buy and what they want. Mr. Introducer becomes helpful to them. He likewise picks up many transactions that the house would otherwise lose. His sales average about \$900 a month, and during the most active month of a busy season will run up to \$1,800; besides, he is increasing the firm's business, adding a new customer to their list every time he makes a sale, and a probable customer of everyone who

looks but does not buy at that time.

Should he approach a customer who seems hurried, or disinterested, a pleasant remark is exchanged, and the customer passes on his way out.

There are many merchants, no doubt, to whom the office of introducer will appeal as being unique and a profitable one to be introduced into their business. If tactfully filled it should be a source of profit and material benefit to a business.

The buyer or small merchant who is constantly moving in his own stock might elaborate on this idea, putting himself forward as the introducer and thus directly benefit his own business. There are many different ways that the position could be filled, the merchant taking upon himself to act as introducer while in the store, and appointing one of his chiefs to assume that position during his absence. The same would apply to the buyer.—Apparel Gazette.

To-Day.

It's so easy to murmur "I'll do it to-morrow"—it's so near, yet so far away; but postponement is often prophetic of sorrow—then why not do it to-day? "To-morrow" is misty, is vague and uncertain, tho' the present is mirthful and gay; no human eye pierces the morrow's black curtain—so take hold and do it to-day. The future is made of our coming to-morrows—have faith in it, therefore, I say; but if you would make it secure against sorrows—then do your whole duty to-day. G. W. Hatch.

Made to Fit and Fit to Wear



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

Ellsworth & Thayer Mfg. Co.

MILWAUKEE, WIS.

B. B. DOWNARD, General Salesman

LOOK TO VALUES WHEN YOU BUY COVERT COATS



LOOK at the best coats made and you will find them in our line.

LOOK at the material; the best No. 1 Palmer coverts. We use them for their wearing qualities.

LOOK at the linings and workmanship

LOOK at the fit every time.

LOOK at our sizes and see if they are not full and true to size.

LOOK to the interest of your customer, and see that he gets good values so that he will come to you again.

We make these goods in our factories and will be pleased to receive a sample order and test the truth of our statements.

THE DEAL CLOTHING CO.
61-63 MARKET ST. 38 & 40 LOUIS ST.
GRAND RAPIDS, MICH.

SUBSTANTIAL ASSET.**American Immigration Into the Canadian Northwest.**

Following is an article written by a Canadian correspondent of the London (England) Times, which shows a keen appreciation of the various phases of the American immigration into the Canadian Northwest. Notably correct is his estimate as to the intelligence, energy and general desirability of Americans of the second, third and fourth generations, and as to the rapidity with which farmland values in the Northwestern States are increasing.

Curiously enough, the Times' correspondent fails, utterly, to discover the ultimate result so well understood by those who go from the United States or send their money into Northwestern Canada, to-wit: That the next generation will be in political control of things in that country and annexation to the United States will follow. The correspondent writes:

"Not the least among the many factors that are contributing to the quite unprecedented prosperity now enjoyed by Canada is the steady flow of immigration which is pouring into her Western Provinces from the United States. There is not the slightest doubt that it forms 'one of the most substantial assets that Canada has received within recent memory and that its high-water mark has in all probability not been reached. In the past year as many immigrants have gone into the Northwest from the United States as from Great Britain, nearly 40,000 in each case. These Americans of the second, third, or fourth generation are for reasons tolerably obvious the very best immigrants that Canada has ever received. As to this I have heard but one opinion, and, with my own knowledge of the States and Canada, never for a moment expected to hear any other. The curious thing is that, while all former immigration into this great Northwest has come in timidly in isolated and ill-organized fashion, these shrewd Americans come in boldly, confidently, and in large companies. Now that they have made up their minds the country is a fine one—and of judges in such a matter there can be none better on earth—there is no halting, no half-hearted measures; they come by thousands, and from the very best classes in the Western and Northwestern States.

"The subject, I am aware, is not wholly new in England; but let us recall once more the conditions which cause the movement. The first lies in the simple fact that all the free or cheap lands of really good quality in the States and worthy of a skillful farmer's labor have been occupied. Furthermore, the Canadian Northwest has now proved itself beyond any question a much better wheat country not merely than the Northwestern States are to-day, but than they ever were. These immigrants come mainly from Minnesota, the Dakotas, and Iowa, and in a less degree from Nebraska, Illinois, Kansas, and even Missouri. Every Canadian I have seen—and they are

many—who has had to deal with them speaks of them with unqualified praise. The mass of these men own farms in one or another of the States above mentioned, which were bought at prairie value or homesteaded in the seventies or early eighties, and are now worth \$40 to \$75 an acre—improved, well-cultivated farms, accessible to towns and railroads. It is a notorious fact that American immigration Westward has leaped forward during periods of prosperity and each successive frontier remained comparatively stationary during the intervening periods of depression. Just now prosperity is rolling its tide Westward. Buyers from the East and Middle West are stirring among the improved farms of the belt beyond them, which twenty to thirty years ago was the frontier. Prosperity, too, in America produces a certain demand for farms among the newly enriched business men of the newer towns and cities. Still, it may fairly be asked why the owner of a fine improved farm of 300 acres in Iowa should wish to leave it, even although he gets a good price, and move on to the cheap lands of remoter prairies. The answer is simple enough as regards a certain number of such people—namely, those who have sons—in that the old farm provides only for one, while for the rest of the family there is no local opening on the land whatever, except in the purchase, at a high price, of a neighboring farm which has presumably approached or reached its limit of value; but the Iowa or Dakota farmer, blessed with sons and looking prudently into the future, reflects that with the money derived from the sale of his farm he can acquire enough virgin land to settle all his family in life and have abundant capital left to build and to buy stock with.

"I have talked with scores of these American immigrants, both on trains and in hotels, and with many of those who have been here a year or two on their own farms. Most of them seem to have from \$10,000 to \$15,000, some much more. Two carloads, for instance, of these people with stock, furniture, and effects went up the Edmonton line one day in the past season, representing a cash capital, so one of their number told me, of \$300,000. Nor is it only the money these Americans bring in, but quite as much the men behind the money. Anything more widely different than these men from the \$10,000 or \$15,000 amateurs from the old country could hardly be imagined.

"Perhaps the most curious thing about this immigration is the methods by which it is worked. For nearly all of it is controlled and moved by land companies founded for purposes of profit by American capitalists. A big company is formed in the first instance and purchases a block of several hundred thousand acres. Small companies then buy smaller blocks from the former and retail it in farms, through real estate agents, who go among the farmers in the various districts of Iowa, Dakota, or wherever the field is most promising.



Saving Pennies

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

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

Keep it Ever Before Them

They can make your business blossom like a rose.

A Dayton Moneyweight Scale

does this more effectually than anything else.

Ask Dept. "K" for 1903 Catalogue.

**The Computing Scale Company
Makers**

Dayton, Ohio

**The Moneyweight Scale Company
Distributors**
Chicago, Ill.



As stated above, these American companies buy immense blocks of land wherever they can secure it of good quality and within easy reach of railroads. In all these tracts, however, every alternate section (640 acres) is the property of the government, available only as a free grant on the homestead conditions. Some of these may be already occupied, but as a rule there is very little settlement where the American companies have purchased. They acquire their land at, say \$3 an acre, and either directly or through subcompanies bring in their settlers in wholesale fashion from south of the line. These last buy at, say \$7, but, settling thus in communities, by the very force of their own numbers they make the land at once worth that much or more. Many, if not most of them, take up the alternate section or part of a section if available, according as the numerical strength of their family admits of a homestead or free grant. The retention of this involves at the end of three years' probation an oath of allegiance to the British Crown, and there does not seem to be the least reluctance on the part of the Americans to assume this role of British subject.

"In conclusion, I will indicate roughly the districts of the Northwest to which these American immigrants are chiefly proceeding. Manitoba, which is still mainly a wheat-growing Province, has attracted comparatively few. Probably there are not sufficiently large blocks of cheap land any longer available for the American companies. Assiniboia has been largely patronized. In the Southeast over thirty townships have been acquired by the Americans. All along the line running from the American border to Moose Jaw, near Regina, the capital of the Territories, the newcomers are settling thickly. Up the Prince Albert line from Regina, through Northern Assiniboia and Saskatchewan, are three great blocks of land—one of them, I believe, a million acres—acquired by Americans for actual settlement, not to speak of smaller colonies. Alberta, however, seems upon the whole the favorite 'stamping ground'—that belt of country within 100 miles of the Rockies and in sight of them, where ranching, small and great, is the main industry and grain a supplement. Edmonton, at the terminus of the branch line, some 200 miles long, running north from Calgary, on the Canadian Pacific Railroad, is a popular center with its grain-growing facilities. And, again, south of Calgary, in the direction and in the neighborhood of Fort McLeod, there has been considerable American investment. Several thousand and Mormons, too, are to be found near the border, the best of settlers. In another place 5,000 acres are being prepared by an American syndicate for the cultivation of the sugar beet, a totally new experiment."

Pilgrims to Mecca will soon be riding to the tomb of Mahomet over steel rails "made in America," of which the prophet never dreamed in his days on earth.

HAVE NO BRAINS.

Horses Have Less Sense Than an Ostrich.

"My word for it, a horse has less brain power than any other animal," said Edward Shipp, a circus horse trainer, the other day. "An ostrich has more sense than a horse; so has an alligator. That curious, indefinite quantity known as 'instinct' is at the bottom of all the tricks the horse learns. Just as he eats from instinct he learns tricks. Usually the eating is at the bottom of his entire education. He does things for the most part because he gets something good to eat after the doing. It is his natural search after food that makes him do them, just as he paws away the snow to get at the grass. After awhile the actions become habits and we will say he is 'broken.'"

"Nothing of the sort. There was never anything to break. His instincts were simply set in motion. Some men take months to teach a horse the simplest trick and weeks to make him bridlewise. In a week I can have the same horse responding easily to my directions in simple tricks. It isn't the horse; it is the trainer. Some men exercise an influence over animals which is almost hypnotic. The man himself can't tell how it is done. In some mysterious manner the horse's instincts make him do certain things in certain ways at certain times. He does them just as he eats and with no more evidence of judgment."

"It is no uncommon thing for a horse to open a feed box to get at the grain inside. Some people fancy this is a proof of intelligence. Really it is natural nosing after something to eat. Man is not the only animal whose heart can best be reached through his stomach. There is not the slightest reason to believe that a horse has a thinking mind. Here is an instance:

"During the winter two of our ponies that do a pedestal act, and always get a lump of sugar for it if they make no mistakes, rehearsed so much their pedestals became dun-colored from dirt. When we came into Madison Square garden to perform the little platforms were repainted. What do you think those ponies did? They refused to act. When led into the ring and set at their tasks they looked and sniffed at the new pedestals and didn't make a movement in the direction of their usual performance. It wasn't intelligence that made them act thus. The same lumps of sugar were waiting at the end. They simply had not sense enough to know their own implements in white paint. If a horse is taught to go through a red door he will have to be taught all over again to go through a white one. All doors do not look alike to him."

"But a horse has nerves, plenty of them. Sometimes I think it is more these little electric wires than anything else that make him amenable to teaching. Imagine, then, the skill a trainer must possess to train creatures with nerves but no logic so far as I am able to see."

"It takes patience, such as any man

may own to. Also courage. An enraged horse is a redoubtable foe, as is any creature of temper with no good sense to back it. Any one who has ever seen a human idiot in a rage can understand the situation. There is nothing more horrible than blind, unreasoning, unguided temper. Creatures of nerves are also creatures of fear. Kindness must be exercised at all times in order to overcome it. Until a horse is unafraid he is valueless."

"Sometimes they never get over their tempers. Not long ago one of our finest thoroughbreds killed his partner. It was in a car. The partner fell down. The other literally trampled him to death. He danced on him and refused to stop long after he was dead. They never dwelt in peace, these two. From their first days together they quarreled. The end was inevitable. We should have seen it. As I said, success of a trick horse is all in his trainer. The public fancies it is in the horse, but it is not. Without a sensible trainer a trick horse is nothing."

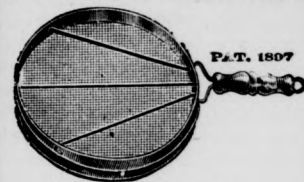
Bluing Gun Barrels.

The two ways of doing this are by heat and chemicals. In the former case the cleaned and polished steel is heated in wood ashes to a temperature of from 500 to 600 deg. By the chemical method a solution such as liq. antim. chlor. is applied to the hot gun barrel, and the surface afterwards rubbed with a piece of green oak.

Martin Neuss.

The art of keeping the mouth shut should be taught in every school.

A GOOD SELLER



Gas Toaster

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

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

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

ASK YOUR JOBBER

Fairgrieve Toaster Mfg. Co.
A. C. Sisman, Gen'l Mgr.
287 Jefferson Avenue. DETROIT, MICH.

SAVE TIME IN TAKING INVENTORY

January 1st will soon be here. Send for Circular NOW.
BARLOW BROS., Grand Rapids, Mich.

PILES CURED

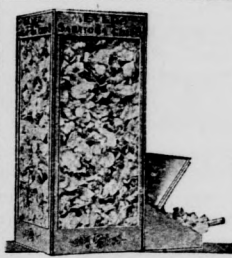
DR. WILLARD M. BURLESON

Rectal Specialist

103 Monroe Street Grand Rapids, Mich.

MEYER'S RED SEAL BRAND SARATOGA CHIPS

Have a standard reputation for their superior quality over others.



MEYER'S Improved Show Case

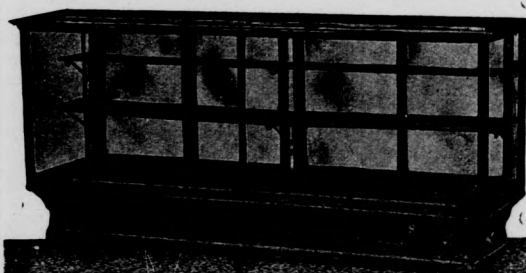
made of metal and takes up counter room of only 10 1/2 inches front and 19 inches deep. Size of glass, 10x20 inches. The glass is put in on slides so it can be taken out to be cleaned or new one put in. SCOP with every case. Parties that will use this case with Meyer's Red Seal Brand of Saratoga Chips will increase their sales many times. Securely packed, ready to ship anywhere.

Price, filled with 10 lbs net Saratoga Chips and Scoop, \$3.00

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

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

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



SUNDRIES CASE.

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

Grand Rapids Fixtures Co.

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

Shipped
knocked
down.
Takes
first
class
freight
rate.

Shoes and Rubbers

Two Men Who Don't Believe in Advertising.

Once in a while you hear of a shoeman who says that advertising won't do him any good because everyone in town knows of his store.

Then there is another man who says that his business consists of "family" trade, and certainly he sees no use of advertising to gain a business following he already has.

If these arguments held good, and every business man went on the theory of "letting well enough alone," being content with his measure of success, and wishing no more, how many of the world's most prosperous businesses would have attained their present large trade following?

Very few, that's sure!

Everybody, or almost everybody, in New York, and for miles around, knows A. J. Cammeyer, the shoeman. How much of his present success would have been possible if he had saved all the money he has spent on advertising in the last ten years, and depended on those who knew him and his store?

The answer is simple. None!

The man who lets well enough alone is a sure candidate for a sheriff's sale. He may prosper for a while, but the time soon comes when a rival appears who applies to his business the same principles that apply to mercantile success everywhere—then his downfall is certain. The people who know him gradually drop away from him to his competitor. Little by little his trade drifts away, then the end comes. He sees his folly, but it is too late. He did not think advertising would do him any good, but he sees how much good it did do his rival.

The man who is satisfied with his family trade is not much better off than the other fellow. Advertising may not be of any benefit to him in adding to his already good family trade, but family trade doesn't last forever. A new generation is growing. The younger generation may be satisfied with his goods as long as their parents foot the bills, but the time comes when they seek a change, and unless his store and methods are up to the hour, their money soon finds its way into the hands of some more enterprising dealer.

A family trade is a splendid good thing, but it must be replaced, as one by one customers drop away, or drift, as such trade will drift. Family trade must be kept alive by good advertising. A constant study of the requirements of a business is necessary to do business. A man with "family trade" will succeed in keeping it only by going after the new trade.

It is always the last try that brings success. Some time ago a large concern—the name doesn't matter—got into difficulties and was hard pressed for money. Business had been gradually dropping away and no new business being added to replace the old, things began to look black and squally.

The manager saw that they were

slowly losing money instead of making it. Some money was raised to tide over the hard time, but things soon got back into the rut, and as a last resort, to cut expenses, the help were dismissed.

Soon after, two young and energetic men were added to the working office force. One as book-keeper and the other as a general hustler after new business. The only training this young man had had was that received in college, where he had devoted his spare time to the position of business manager of a college monthly.

After a month's study of the conditions of the business, he found that the weakness of the whole business structure had been the lack of good advertising, properly placed, and an utter lack of understanding on the part of the one who was responsible for the welfare of the business. Then he set to work to remedy matters.

He prepared a list of names of possible customers, to each of whom he sent a circular letter. He enclosed a stamped envelope for reply. He chased those who answered his letter with booklets and other good advertising.

In less than a month enough replies had been received to warrant him going still further into his scheme of pulling new trade. Under his constant hammering at things in this way, business began to grow again, and soon all other departments felt the effect of new life. He succeeded in pulling the business from the rut and placed it again on the road to prosperity.

The theory of the old management had been to retrench when dull times came. The other way, as seen by the new man, was to make money by spending it.

Once a man gets it into his head that he can't afford to spend money for good advertising when times are dull, it is the starting point for a quick slide to the pit of business stagnation.

The following is vouched for by one who was "on to" the scheme. A dealer, whose store was situated in one of the crowded factory districts, hit upon this plan for attracting attention to his show windows and new customers to his store.

He made arrangements with three or four young women who were employed in a factory near by, to stop each noon for a while and look at his window display, all the while talking, woman fashion, about the fine quality of the goods and the very low prices asked for them. Then others passing would stop and look. These, overhearing the conversation about the quality and prices, were often attracted into the store. Once in a while the "cappers" would go in the store and buy some of the articles they were sure wouldn't last long at the prices marked on them. This influenced many others to do the same thing.

There are many shoe dealers situated just as this man was, in the midst of a factory district. Why wouldn't this scheme pay for him as well as it did for the other man? He

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.

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.

OUR MISSIONARIES are out with our new samples. It will pay you to see them before buying elsewhere.

Walden Shoe Co.
Grand Rapids, Mich.

certainly would get a lot of good advertising, and probably many new customers.—Shoe Retailer.

Some Points About Polishes That Retailers Should Know.

Do you realize that it would pay you to keep better posted regarding the use and abuse of the different kinds of dressings, paste and blackings? When a customer enquires for a bottle of polish don't take down a ten-cent bottle of polish and sell it to the customer without a word, as the writer noticed a salesman do recently.

Not one person in fifty read the directions as they should do. What is the result when such a person buys a bottle of friction polish? They think, owing to the fact that the polish contained a small sponge attached to the cork, that all that was necessary was to apply and the shoe would shine without any rubbing or polishing. And when to their astonishment it did not, they became dissatisfied and back they go to Mr. Dealer, looking for trouble.

When customers ask for shoe dressing it would be well to find out whether the shoe they wish to dress is made of oil or dry tanned leather. If the shoe is of dry leather, show them a 25-cent bottle, not a 10-cent one, of some good friction polish, and explain to the customer that it makes a great deal of difference with the wearing quality of this leather what kind of dressing is used on it.

Give them to understand that you have something which will positively make it wear longer, if it is used properly, but state that both the quality and quantity are better. The importance of making this very plain to each customer is evident.

Make it a point to sell friction glosses for all shoes excepting those made from oil-tanned calf. While the polishes that can be applied with a sponge without any rubbing are all right, they do not clean the leather as friction polish does. In selling polish here is your opportunity to get in your good work and make an effort to sell a polish brush or pad, especially if it is a bottle of friction polish. It can be explained to the customer that they are required with that polish, giving the reason.

What is the matter with putting in an entire window of dressings and various other findings for a few days? You no doubt get tired of dressing the windows time and again with shoes and this might be a profitable change. Make a pyramid of each kind of polish, having high pyramids in the rear of the window and the smaller pastes and blackings in front. Place about and between the polish polishing strips, brushes, pads and daubers. They will help make the window attractive and you will certainly sell a number of them. Make free use of catchy signs in connection with the display.—Shoe Retailer.

Feel free to tell your friends that you are sorry you can not talk with them longer—when they persist in taking up time for which you are paid.

ATTRACTING TRADE.

Methods Pursued by Merchants with Good Results.

A prominent Western merchant has used the following idea with great success to attract trade to his store:

He advertised that on a certain day he would set free twelve pigeons, to each of which would be attached a tag redeemable at the store at the value of one dollar each, if presented ten days from the date of the liberation of the pigeons and by children who had previously registered at the store as intending to participate in the contest. The dozen birds were put in a cage and moved around from department to department. Another feature which added interest to the contest was the placing of a premium on certain birds. Each customer was allowed to pick out a pigeon as a possible prize. The merchant said that the idea was so good that it kept his store crowded all the time. On the day the birds were to be liberated there was a large crowd in front of the store. Each child was presented with a badge and the children were divided into squads, according to their premium choice. As each bird was liberated the squad which had selected him followed his flight. The wearing of the badges aroused the curiosity of the people met on the way, who stopped them and asked questions. Finally all the pigeons were released and the badge-bedecked children were scouring the country for them. None, however, alighted in the county in which they were liberated and none were presented for redemption.

Great interest was aroused in the town and the trade started by the contest kept coming after it was over. The registration of contestants and possible premium winners gave the store a good mailing list which it has since used to good advantage.

"These sacks of flour will be given away free; if you know of a worthy family, come in and deposit their name in the box. No need to buy. Will be distributed Thanksgiving morning."

These were the words on a placard in the window of Mr. Nusbaum, a dealer in men's wear at East Palatine, Ohio, just before Thanksgiving last year. Many persons availed themselves of the opportunity thus afforded to relieve suffering of which they were aware, but which they did not know how directly to help. As an evidence of good faith and to bring the attention of the public more forcibly to the matter, Mr. Nusbaum bought fifty sacks of flour, which he placed in his window, putting on them the placard above quoted. On Thanksgiving morning the box was opened and the flour distributed to the persons named, with the explanation that, "There was a kind of a contest at our store and you are one of the winners," thus taking away the humiliation the recipient might feel by being made avowedly the object of charity. Mr. Nusbaum said that some of the happiest moments he ever experienced were when he received the thanks of those bene-

fited by his offer. Conceived from motives of charity and good will, the plan turned out to be of much advantage in a business sense, arousing the interest and commendation of the people at large.

When a new man or a new family enters your town they will be likely to think it a chilly place until they get acquainted. It is said that first impressions are the most lasting. If you send them a polite note soon after their arrival, inviting them to your store, without laying it on too broadly that you want their money more than their company, you will be likely to make a permanent customer. Small courtesies to strangers are seldom wasted. There is an old story about a man who entertained an angel in disguise. He did it so well that his reward was soon forthcoming.

Jenne Bros., clothing merchants of Collinwood, Ohio, told the following experience:

An abandoned skating rink was

hired by the merchants and booths were fixed up, where merchants in all lines displayed their goods. Tables were placed down the center of the room, and on these also goods were shown. No goods were allowed to be sold on the premises, but each merchant gave out his cards or other advertising matter. Some of the wholesalers sent salesmen with their sample lines, thus helping the merchants who carried these lines. A good band furnished music. There are other towns with abandoned rinks or unused buildings of sufficient size to accommodate a local industrial fair. The variety of entertainment that can be offered is limitless. Such an affair can be made the vehicle of valuable public instruction in the industrial arts, and the people, who are always hungry for knowledge, will appreciate such an innovation.

It is difficult to say who do you the most mischief, enemies with the worst intentions, or friends with the best.

Rubbers

We are agents for the



Boston Rubber Shoe Co.

Bostons are always durable. We're sure of that or we wouldn't be selling them.

We carry a large, well-assorted stock. Send us your orders now and avoid the rush.

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

Don't Drift===Pull

Don't let your business drift any old way. Take a firm hold—PULL. Get business pullers to pull business your way. Our own Factory-Made Shoes will do it. Give them a chance.

Herold-Bertsch Shoe Co.

Makers of Shoes
Grand Rapids, Michigan

THE ABUSE OF APPEAL.

Restrictions Which Supreme Justice Brewer Would Impose.

Justice David J. Brewer of the Supreme Court of the United States has arrived at an age from which he can survey the world and the relations of mankind without passion or prejudice, and in the ripeness of his years, with the wisdom which they bring, and in the light of an experience of a long life in the administration of justice, he has reached the conclusion that the right of appeal and review should be taken away except in cases where some Judge of the appellate court should certify that the record shows probable cause to believe that justice has not been done. His remarks, which have attracted wide attention throughout the country, had reference to criminal cases, but no one would claim that the right should be denied in criminal cases but granted in civil cases, and Justice Brewer does not think so, as plainly appears from a careful restatement of his views in a recent number of the New York Independent.

In this article Justice Brewer points out that the right of a defeated litigant to a review of his case in a higher court is not guaranteed by the Constitution—the Supreme Court having repeatedly so decided—nor is it a natural right. It is simply a statutory right, to be given or withheld at the discretion of the lawmaking power. The state owes to its citizens the duty of providing one tribunal to settle disputes, and this may be called a "natural right" of the citizen, but the state is not bound, as Justice Brewer points out, to provide two or three trials of the same cause. Of course, Justice Brewer does not propose to abolish appeals to or reviews by appellate courts. On the contrary, he desires to so relieve the appellate courts that they can properly try the cases which must come to them, which they can not do now. What the Justice means is that review for alleged error in the trial court shall not be allowed unless it results in injustice. If a man is guilty the fact mistakes were made in the method of proving him guilty shall not give him the chance and the public the cost of a new trial with the essential witnesses out of the way. If evidence is offered and disallowed it shall be taken, not in the hearing of the jury, and go into the record. If the appellate court is of the opinion not only that the evidence ought to have been admitted, but that if admitted it might have changed the verdict, a new trial would be granted. Otherwise not. As things are now, any criminal with money enough to employ a shrewd lawyer can escape justice almost indefinitely by the simple expedient of excepting to every adverse ruling of the trial judge, on the mere chance that the appellate court may find some error upon which it will order a new trial, by which time the witnesses will have died or disappeared. If any error whatever is discovered injury is presumed, although it is very seldom, indeed, that any error committed by the trial

Judge changes the verdict of a jury, whereas the chances are excellent that by the delay of a year or two it will be impossible to find the witnesses necessary to convict. As a matter of fact, the safeguards surrounding an accused person are so complete that it is almost impossible to convict an innocent man of crime. The actual facts, so far as they can be known, are best developed immediately after the event, and they are so developed, and if juries ever err they almost invariably err on the side of mercy. It is the opinion of Justice Brewer, at least, that in countries where the trial court has been the final court in criminal cases justice has been more certainly and more effectually done than in those where appeal exists as a matter of statutory right, if any error whatever is alleged in the rulings or charge of the trial Judge.

In civil cases it is notorious that justice is a luxury not to be expected by the poor man, not because it is not to be had but because it costs too much. There can hardly be a civil cause in which the attorneys on each side can not lay ample foundation for appeal by exceptions to the rulings of the Judge. The rich man or corporation whose attorneys are salaried officers appeal from all judgments against them as a matter of course. It wears the poor man out. His case drags on for years and his lawyers get whatever is finally paid. Justice Brewer states an instance—doubtless typical—of a corporation which by regularly appealing from all judgments against it and then compromising for small sums paid its entire legal expenses with the money thus saved, the judgment creditors taking less than their due rather than endure the delay and increased expense. As Justice Brewer says, justice delayed is justice denied. This would be impossible if appeals were allowed only when in the opinion of the appellate court, or some Judge thereof, the error alleged resulted in a probability of injustice. The vital question in all litigation is, is the man guilty? Not was he proved guilty in a perfectly regular way. Does Smith owe Jones a certain sum? Not whether the debt was proved in precise accordance with rule. Doubtless the rules of law and evidence should be observed, and trial judges endeavor to observe them, but in the multitude of the technicalities of practice, as to which the highest courts themselves often disagree, there is great chance for mistakes. If they occur and work injustice the higher court should correct them. If the judgment is a just one no error in reaching it should be allowed to upset it. And it is questionable whether even in a just cause appeals should be allowed when the cost of prosecuting and defending the appeal would be more than the amount of the judgment. It is better for litigants and far better for society that causes be promptly and finally decided in the trial courts and that the appellate courts be not distracted with continual technical questions involving trivial amounts.

Unfair Competition.

"This commercial struggle is terrible," said the druggist, who takes everything he reads seriously.

"What's the trouble?"

"The patent food people are trying to make everybody so healthy that there will be no one left for the patent medicine people to cure."

Never give up as long as there is a spark of life left in your business. Good advertising and hard work will fan the tiniest spark to a flame.

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Simplicity, Safety and Protection.

The brake bearing cork center makes a sure foot and a lighter heel.

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TRADESMAN COMPANY, Grand Rapids, Mich.

MOTHER NATURE

Is a Food Adulterator of the Worst Sort.

An official announcement recently made by the chemists of the Montana State Experiment station at Bozeman has caused a marked sensation among State Food Commissioners and others interested in the pure food question, and is likely to influence powerfully future pure food legislation in this country.

It has long been contended by manufacturers of food products that existing pure food legislation—an unsystematic, unsystematic hodge podge of conflicting laws adopted by thirty-odd different states and innumerable rulings made by thirty-odd different food commissioners—was framed and has been administered in ignorance of the real nature of modern antiseptic food preservatives, the purpose for which they are employed and their effect upon the health of those who consume manufactured food products kept from spoiling by their aid, just as other manufactured food products have, from time immemorial, been kept from spoiling by the use of the old-established food preservatives—salt, sugar, vinegar, alcohol, wood-smoke, etc. Consequently the state pure food laws, say the manufacturers, and the mode of their administration by state food commissioners are based on an assumption that all the modern harmful but downright poisonous and all the old and familiar preservatives are not merely harmless but actually healthful. The manufacturers contend that this assumption is entirely unwarranted by any scientific knowledge of the modern food preservatives, and, moreover, is in flat contradiction of the facts. Recently experiments have been conducted in this and other countries, by qualified scientists, with a view to arriving at exact scientific knowledge of the character and effects of the modern antiseptic food preservatives. The results, so far, of these experiments strongly indicate that many of these preservatives—such as boracic acid, salicylic acid, benzoic acid—are, weight for weight, less powerful, more "natural" and more harmless than that vigorous chemical preservative, "chloride of sodium," which under its popular name "salt" has long been universally employed and universally regarded as harmless, although, as everyone knows, it is the specific cause of a terrible disease, scurvy. (No such charge as this has ever been made, much less proved, against any of the modern preservatives.) Not the slightest attention has ever been paid to the scientific facts by the public or the food commissioners. The assumption that all the modern food preservatives are poisonous has continued to dominate public opinion, the pure food laws and their administration, and thus, it is claimed by the manufacturers, great injustice and damage have been done to a most important and valuable American industry, while the public itself has been harmed rather than benefited. The announcement of the Montana discovery is a contribution to this controversy that even the most determined prejudice can hardly ignore.

trovery that even the most determined prejudice can hardly ignore.

To appreciate its importance it must be recalled that for years past salicylic acid has had about the worst reputation of all the food preservatives. It is commonly regarded and spoken of as "a poison," and since Dr. Wiley recently began his investigation of salicylic acid at his "poison boarding house" editorial writers in the foremost newspapers of the country have been gravely discoursing of the fearful risk incurred by Dr. Wiley's "boarders," and expressing doubts of the right of the Government to permit human beings, even of their own volition, to be made the subjects of such frightfully dangerous experiments. Salicylic acid has been found by food commissioners in food products, especially in canned and preserved vegetables and fruits, more frequently than any other "adulterant." Probably one-half of all the prosecutions for violation of the pure food laws, year in and year out, have been based on the presence of salicylic acid in the condemned product. It is a fact that nobody ever uses salicylic acid or any other preservative in canned goods; manufacturers have proved past the possibility of reasonable doubt that they had used no salicylic acid in products of theirs in which the presence of salicylic acid had been detected; authoritative scientific food experts, of world-wide reputation, have declared, again and again, that the harmfulness of salicylic acid is greatly exaggerated, and have even suggested that salicylic acid is a natural constituent of most fruits and vegetables. All this made no difference whatever in the popular or official view. Thousands of tons of food products have been condemned and hundreds of manufacturers and dealers have been prosecuted, convicted and branded as criminals on the faith of "the characteristic reaction for salicylic acid" obtained by state food chemists in their laboratories.

But about a year ago the Montana experts decided that the constant presence of salicylic acid where, according to all the rules of evidence, no salicylic acid could possibly be, constituted a mystery worthy of attention and, in the hope of solving it, they began a long series of careful experiments with freshly-picked fruits and vegetables in their natural state. They have just published the result of their investigations in an official statement dated October 20. Their statement is sufficiently startling, and conclusively solves the problem they set out to solve. They found in freshly picked fruit and vegetables—strawberries, raspberries, blackberries, currants, plums, cherries, apricots, peaches, grapes, apples, oranges, tomatoes, cauliflower and string beans—about the same proportion, weight for weight, of salicylic acid that, found in the same fruits and vegetables, canned and preserved, had served as the sole basis for a host of criminal prosecutions and convictions for violations of pure food laws.

So, unless the popular and official view of salicylic acid is all wrong,

Mother Nature is a food adulterator of the worst sort, and the human race has been constantly poisoning itself since its first parents ate the apple.

Further comment seems superfluous. No intelligent person needs to be told that this discovery casts suspicion on the whole existing system of pure food laws and their administration, nor that it strongly emphasizes the need of a National Pure Food Law, uniform everywhere, enforceable everywhere, and based on exact scientific knowledge instead of popular assumptions of facts that are not so.—Rochester Democrat.

A Lesson From Sweden.

In Sweden it is an immutable custom for the bride to present the bridegroom with a shirt, which he wears on his wedding day and then puts it away. He wears it the second time as a shroud after he has "shuffled off this mortal coil." In our country it is a more practical custom for the groom to give a life insurance policy to the bride, which he puts away to keep the wolf from the door in case of her husband's departure to the Great Beyond.

The arguments that sell goods in the store would make good data for newspaper advertising.

THE "OLDSMOBILE"



Delivery Wagon, \$850.00

It delivers the goods cheaper, quicker and better than any horse-drawn vehicle. Will do the work of 3 horses, 3 men, 3 wagons. If interested, write for special circular.

ADAMS & HART

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If you have not seen the catalogue of the Michigan Business University, Grand Rapids, you are not yet familiar with the best Michigan has to offer in the lines of Business Education, Scholarship, and Penmanship. Write for it.



Sell Mayer Ladies' and Misses' Shoes

And increase your shoe trade. They are stylish, snappy and correct in every particular. You can surely increase your shoe trade by selling

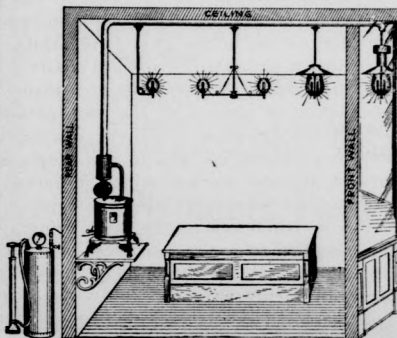
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SHOES

We know you can because others are doing it every day. Back of them is a big advertising appropriation that will bring new trade right to your door. Ask us to send a salesman.

F. Mayer
Boot & Shoe Co.,
Milwaukee, Wis.

How Does This Strike You?

TRY BEFORE YOU BUY



To further demonstrate to you that our Lighting System is a "Money Saver," and the most practical and safest on the market, we will allow free trial for ten days and guarantee it against imperfection for two years. Can you afford to be in darkness any longer with this opportunity before you? Send in your diagram for estimate. We are Manufacturers, not Assemblers. Avoid cheap imitators who demand money in advance.

White Mfg. Co.

186 Michigan St.

CHICAGO, ILL

MORALS AND MANNERS

Are Being Undermined by a False Philosophy.

"An appalling epidemic of crime exists in the United States," writes James M. Buckley, LL.D., in the Century Magazine for November.

Doctor Buckley, who is also a Doctor of Divinity, is the able editor of the New York Christian Advocate, the leading organ of the Methodist church in the Northern States. This distinguished writer not only views the social situation in this country from a moral and religious point of view, but from that also of a journalist who is accustomed to watch and note events of every sort as they occur.

Crime is wholly a social condition, for if human beings were not assembled in groups for social purposes there would be no such thing as an offense against the regulations of society. But it should be noted that crime, specifically, is the violation of law. It may be a wise or a foolish law, it may be founded in justice or it may be tyrannical and injurious in its operations; it may be intended to conserve the public good, or to subserve some individual benefit at the expense of others, but unless there be a law violated there can be no crime in a judicial sense.

Nevertheless, acts which work damage to the good of society are those which are wantonly and unjustly injurious to the individuals that compose society. It is to forbid the perpetration of such acts that criminal laws are made.

As an evidence of the epidemic of crime declared to exist, the writer mentioned notes that there is an enormous increase of juvenile and youthful crimes, and of crimes of premeditation and ingenuity committed by persons under or but little over what is called legal age. Moreover, these crimes among the young are by no means confined to the so-called lower classes. It occasions only momentary surprise to read that a scion of one of the best families is guilty of some heinous offense against law and morals. Indeed, the number of crimes committed by the highly educated is an alarming feature of the situation. The list of defaulting book-keepers, bank-tellers, clerks and college graduates constantly lengthens, reflecting a lurid light upon the theories of those who attempt to account for the origin of all sin, vice and crime by ignorance.

The Doctor declares that the claims that intemperance is the cause of all crime are silenced by the fact that many prevalent crimes require the keenest intellects and the most concentrated attention so that only the strictest sobriety makes it possible to commit them. Forgery and counterfeiting are of this sort, and so are fraudulent book-keeping and criminal manipulation of the cash of an employer. The professional gambler, too, must be sober and cool-headed at play. It is noteworthy, also, that representatives of the clerical, the legal, and the medical professions are furnishing an increasing number of

crimes of dishonesty, violence and pollution of domestic life.

Dr. Buckley combats the idea that any but the lowest classes of habitual criminals can be detected by their external appearance. He says on this point:

"About three years ago I delivered an address to the prisoners in the penal institution at Sing Sing. In the audience of 800 were 2 bankers, 30 bookkeepers, 47 clerks, 4 physicians, 5 lawyers, 1 united States Consul, 21 salesmen. Besides, there were policemen, chemists, dentists, 9 merchants, 2 journalists, an architect and 2 clergymen. The balance of the 1,250 in the prison included all trades and occupations. Prominent representatives of almost every denomination were there, and several members of families of high ancestral distinction in the country. In addition to these were many skilled workmen. After a similar address in the Tombs Prison in New York, I visited the prisoners from cell to cell. Among them were 14 charged with murder. Of these 10 would compare favorably in appearance with the male attendants at any religious service. It is not so surprising that more than a third of the inmates of the Elmira Reformatory are well educated, and many of them refined and ingratiating in conversation and deportment. The alarming fact is that a large proportion of these are among the most incorrigible.

"Another peculiarity of the time is that it is common to read the statement that the accused, when brought before the Court, 'seemed the most unconcerned person in the room.' As a rule, nothing can account for such effrontery except familiarity with thoughts of crime and calculations on the possibility of detection. Again, the most outrageous acts are perpetrated with no very powerful ascertainable motive for their commission. The brutality, also, which marks many recent criminal acts has never been exceeded. Outrages upon children and upon the aged of both sexes, and the assassination of benefactors, are every-day occurrences. A single morning paper will recount scores of such ghastly facts. I recently counted fifty-two in a single number of a daily paper."

This is truly a startling state of things to have to face when so many good people are declaring that the world is rapidly moving on to a millennial state; that the heathen in the hitherto least accessible portions of the country are being christianized and that savages and barbarians are being civilized. These worthy optimists see the approach of the millennial period in the growth of arbitration in national and private affairs; in the freeing of slaves; in the emancipation of women; in the propagation of revolutionary socialistic doctrines in all countries, and in the progress of physical science, which is banishing all sentimentalism and superstition from human life, and bringing it down to a common level of materialism. When all these revolutionary movements shall be fully consummated, it is claimed that there will

be no more crimes, probably on the ground that there will be no more laws.

But since such social conditions are a long way off, it becomes statesmanship and philanthropy to grapple with the existing situation, which is characterized as an epidemic of crime and vice, and if possible, apply a remedy, as society can not afford to wait for the salvation that is to come from the anarchistic forces that are to uproot and overthrow the existing social state, with all the evils that are engrafted on it, and in view of the necessity for some more immediately available remedy the first thing is to find out, if possible, the cause or causes of this demoralization.

Dr. Buckley attributes it in part to the spirit of lawlessness which was engendered by the Civil War. This seems a far-fetched conclusion. Over two million men were set free from the armies on both sides, and with extraordinary zeal and industry they devoted themselves to peaceful and honest occupations, and with exceptions so few that they need not be considered at all, these vast numbers of discharged soldiers became the most useful and law-abiding citizens.

Another cause to which the writer quoted referred is the rapid growth of cities and the excitement and temptations of city life. That does not seem to be borne out by the facts since many of the most atrocious crimes are committed in villages and country places by persons who have never lived in cities. It is true there are certain sorts of crimes and vices

**Convex and Flat
Sleigh Shoe Steel,
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Light Bobs,
Cutters, etc., etc.**

If in need of any of these goods write to us for prices before placing your order.

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THIRTY YEARS EXPERIENCE
WE MAKE THE BEST



**PHELPS & BIGELOW WIND MILL CO.
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Halo 500 Candle Power.

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

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

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

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100 Candle Power.

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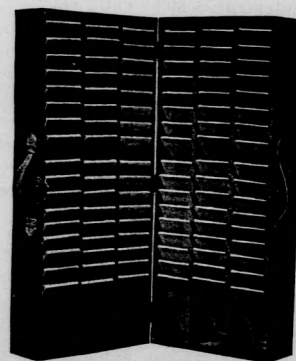
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It earns you 525 per cent. on your investment. We will prove it previous to purchase. It prevents forgotten charges. It makes disputed accounts impossible. It assists in making collections. It saves labor in book-keeping. It systematizes credits. It 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.

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

that are prevalent in cities, but according to the head of population, the country districts do not show any special preponderance of virtue and honesty.

Dr. Buckley finds, as other causes of the growing demoralization, the violence growing out of strikes and labor disputes, and the injurious effects upon the native population of an unrestrained and almost unlimited foreign immigration. It is true that the labor organizations exclude youths from learning the trades that would make them skilled workmen and able to earn an honest living, so that they are forced to seek employment in stores and business offices, or failing in that, to roam the streets, and increase the number of loafers and idlers. This accusation against the times is not without foundation, but as to the charge against immigration, that is greatly exaggerated. Of course some foreign paupers and criminals are brought into the country, but the greatest numbers of the newcomers are industrious and thrifty, and their children become as good Americans as any. Probably it will appear, if the matter be studied, that foreigners and their children among our population are quite as peaceful and law-abiding as the natives.

It is probable that our country is suffering from a false application of the philosophy of its institutions, and this may turn out to be the most serious cause of the conditions complained of. Under our political doctrines one citizen, as to rights and opportunities, is as good as another. A rail-splitter and a tailor have been Presidents of the United States, and any American boy has the same theoretical possibilities before him. Boys from the humblest classes of society have become leaders in finance, in philanthropy, and in society. Theoretically any American boy may hope for a like career.

Now this theoretical right is vastly different from any real right to rise to such dignities. Success is only possible by taking the same courses as were pursued by others who attained such prominence. The right is there provided it be converted into a reality by the extraordinary exertions required to accomplish success, but how few there are who would accept the conditions and work them out to completion, and even then they could not succeed without the necessary qualifications.

Now too many persons who possess no qualifications, not even industry, pervert this doctrine of equal right, under conditions, to an unequivocal claim that they are entitled to any and every good thing that any other individual gets, and thus are begotten envy, jealousy, malice, and all uncharitableness against everyone who is in a better condition than the unwise theorist. This is a dangerous doctrine to be propagated broadcast among a population, and that it is doing its work in this country is evident enough. In its proper form it is the foundation of all the free institutions of our republic; but in its perverted sense it is rapidly uprooting

and destroying those institutions. In fact, the man who believes he is entitled to everything and fails to get it, either with or without an effort, and is determined to get it at any cost, is ready for any crime.

But there is another doctrine that is being sown broadcast through the world, and particularly among its most enlightened peoples, it is that assumption by scientists that everything in the universe is a material or a physical emanation from matter, and that, therefore, there is no warrant for a belief in spiritual forces, power, authority and influence, and, therefore, all the restraints of religious belief and religious organizations are mere superstitions, which have no warrant or importance and, therefore, may be discarded or accepted at pleasure.

The mischief done by the perversion of what started out to be a mere assumption as to matter from a purely physical point of view is enormous. Men, in the average, are not governed to any great extent by a sense of duty, but by the fear of the penalties they may have to suffer as violators of law. Not a few are more impressed and repressed by the fear of spiritual than of legal responsibility. Take away these two great checks upon human conduct and you open the floodgates of crime and vice.

It would seem that morals and manners are being undermined by a false philosophy and that this is more than anything else the cause of the epidemic of crime and vice complained of by a distinguished journalist and sociologist, and it can scarcely be claimed that under the circumstances, the world is growing better.

Chafing Dish Furniture.

Furniture inventions are often a matter of accident.

"I got tired of fetching and carrying on the occasions of my wife's chafing dish parties, and so I contrived a table for her where everything should be handy," said a furniture manufacturer.

One style of cabinet is low and rather small. It has a square table top, with a more or less ornamented drawer beneath, and about a foot or more below this follows a shelf with a second shelf at the same distance below it and near the floor. Sometimes the whole lower portion is incased in glass, but more often the two shelves form the top and bottom of a glass cupboard which is shut in by pretty little leaded panes or by single plates of glass. These dainty affairs are of fine quartered oak or mahogany and show a bright array of such things as may be needed with a chafing dish.

Young men, especially college men, whose rooms are not open to the raids of the feminine members of their households—like tall, spindly cupboards that may scarcely be designated as such, so ornamental are they in manufacture.

Upon the top may stand a chafing dish or ornament of any sort, while a charmingly wrought door in weathered oak opens upon a small square

cupboard compactly arranged with metal stands, clamps and rings holding an array of cut glass bottles, decanters and glasses. An open space below the cupboard is followed by a shelf intended for the chafing dish. This shelf forms the top of another cupboard in which are plate and cup racks and holders for all the small chafing dish accessories. These are arranged in a space so small as to make a housewife marvel at its convenience.

While any of these pieces of chafing dish furniture might serve in a home or apartment where space is an object, the chafing dish is also provided with a little sideboard of its own to place in a dining room. This is a small, low affair, with a deep curved-under drawer below the flat top and with or without a shelf near the floor.

Mutually Agreed.

"But, George, as time passes on and I grow stout and red faced, will you love me just the same?"

"I don't think it's quite fair to put it that way, Mabel. You see, I'm quite likely to experience a change myself. No doubt I'll develop an aldermanic rotundity and a fierce double chin, and a dignified waddle and—"

"Stop, George, I can't bear to think of your looking like that."

"And I can't dream of you as stout and red nosed, Mabel."

"Why borrow trouble?"

"Why, indeed?"

40 HIGHEST AWARDS In Europe and America

Walter Baker & Co. Ltd.

The Oldest and
Largest Manufacturers of
**PURE, HIGH GRADE
COCOAS
AND
CHOCOLATES**



No Chemicals are used in their manufacture. Their Breakfast Cocoa is absolutely pure, delicious, nutritious, and costs less than one cent a cup. Their Premium No. 1 Chocolate, put up in Blue Wrappers and Yellow Labels, is the best plain chocolate in the market for family use. Their German Sweet Chocolate is good to eat and good to drink. It is palatable, nutritious, and healthful; a great favorite with children. Buyers should ask for and make sure that they get the genuine goods. The above trade-mark is on every package.

Walter Baker & Co. Ltd.
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Established 1780.

Michigan Lands For Sale

500,000 Acres in one of the greatest states in the Union in quantities to suit

Lands are located in nearly every county in the northern portion of the Lower peninsula. For further information address

EDWIN A. WILDEY
State Land Commissioner, Lansing, Michigan

Grocers

A loan of \$25 will secure a \$50 share of the fully-paid and non-assessable Treasury Stock of the Plymouth Food Co., Ltd., of Detroit, Mich.

This is no longer a venture. We have a good trade established and the money from this sale will be used to increase output.

To get you interested in selling our goods we will issue to you one, and not to exceed four shares of this stock upon payment to us therefor at the rate of \$25 per share, and with each share we will GIVE you one case of Plymouth Wheat Flakes

The Purest of Pure Foods The Healthiest of Health Foods

together with an agreement to rebate to you fifty-four cents per case on all of these Flakes bought by you thereafter, until such rebate amounts to the sum paid by you for the stock. Rebate paid July and January, 1, each year.

Our puzzle scheme is selling our goods. 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

Produce

How to Prevent Mould in Storage Eggs.

"We are having trouble with eggs which are going out of our new cold storage plant. We do not know what causes the trouble, but judge it is because the rooms have been carried too damp or improperly ventilated. The eggs are covered with white mould, and we are afraid that unless something is done, this will cause them to take on a strong flavor. What can we do to check or destroy the growth of fungus or mould, and do you think it would be the proper thing to increase the circulation of dry air so as to dry the eggs out as far as possible? We would appreciate a few words from you on this point."

We judge from your letter that you have stored eggs in a room which is or has been too damp. We do not think that your expression, "improperly ventilated," carries exactly the idea that you wish to convey. Ventilation may cause dampness in itself rather than dry out the room. Possibly your eggs have had too much of this kind of ventilation. You say that the eggs are covered with a white mould. If this is the case they are probably more or less flavored and have no doubt become strong already to some extent. There is no way, to our knowledge, by which you can improve the quality of these eggs to any material extent after they have once taken a strong or musty flavor. You can, however, prevent their further deterioration by airing the rooms in which the eggs are stored or by removing the eggs from storage and placing them in a room which may be aired and in which the temperature can be controlled at the same time. We have now come to a time of year when in your locality you should be able to get nights and even days when the temperature is close to the freezing point and the relative humidity very low. That is, the air would be very dry. On such a night or day as this you can safely open doors or windows in your storage room and allow the air to circulate freely through. The general condition of a room of this kind can be improved by the introduction of a quantity of chloride or calcium placed about the room on galvanized iron trays, so that it will absorb moisture from the air. This will tend to purify the room also, as well as dry it.

Another method which you can adopt to check the growth of mould and sweeten the eggs would be to secure a barrel or two of air slacked lime and scatter it daily by throwing it forcibly, so as to create a quantity of lime throughout the air of the room. This is a very mussy way of overcoming your difficulty; but if the eggs are to be repacked no serious objection can be made to this method, as the lime will not get into the cases enough to do any damage, although it will probably muss the outside of the cases to some extent.

If you will state more fully your situation in regard to where these

eggs are stored, how the room has been cooled and the quantity of eggs you have in storage, the length of time they have been in, etc., we could perhaps make you a line of suggestions which would apply more specifically to your case. As it is, we have made general suggestions and you will have to apply whichever you think best adapted to your case. Probably this lime method will be best adapted to your situation, and you will get good results from its use if followed faithfully. It is a very old method, a survival of the oldstyle overhead ice systems, wherein the air moisture could not be controlled. It is still in use in many places.

Madison Cooper.

Observations of a Gotham Egg Man.

I have lately heard complaint as to some particulars in the handling of eggs by transportation companies, upon arrival at the local docks, and there seems to be very good foundation for it. It is not at all uncommon for a lot of eggs to be more or less damaged in transit, by accident or careless handling, and losses due to such causes constitute the basis for just claims against the transportation companies. It is said that sometimes when a lot of eggs arrive on dock with part of the cases broken and the contents damaged by breakage, the freight lines will have their coopers put the broken cases in order, mix them through the lot, and thus conceal the damage. Such an act is, manifestly a gross injustice and results in trouble in various directions.

It is bad enough at this season, when the eggs go directly to consumptive channels; the damage is discovered when the eggs reach the dealer who takes them out, and it is then, of course, more difficult to place the responsibility for the loss; it also throws suspicion upon the entire consignment. A case was mentioned to me in which part of a car of eggs was sold to a customer in which there were found a number of cases badly smashed and evidently re-coopered after arrival; it became necessary to go through the whole of the balance of the lot in order to ascertain their condition. But in the spring, when many of our egg receipts are going into storage, the action complained of might result in more serious losses as a lot of eggs might be stored in which the concealed damage would result in total destruction after long holding.

It ought to be beneath the dignity and honesty of any transportation company to resort to any such tricks as this to avoid a just claim for damages; certainly if the eggs should be damaged in transit the receiver should know the facts.

Our receipts of eggs have been running just a little ahead of last year since Nov. 1st; last year they were extremely light during the early part of November. But the recent arrivals have included a good deal of refrigerator stock coming from comparatively nearby storage places—Pennsylvania and Interior New York—so that the proportion of fresh gathered eggs has been small. Our

reduction of refrigerator reserves in local warehouses is going on at a rapid rate, notwithstanding the very high prices ruling. Late information indicates that our remaining stock in New York and Jersey City is now down to about 160,000 cases and at the present rate of reduction we should have but little over 110,000 cases left by Dec. 1.—N. Y. Produce Review.

Cold cash has burned many a man's fingers.

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

BEANS

We want beans and will buy all grades. If any to offer mail good sized sample.

BROWN SEED CO.

GRAND RAPIDS, MICH.

WE CAN USE ALL THE

HONEY

you can ship us, and will guarantee top market price. We are in the market for your TURKEYS.

S. ORWANT & SON, GRAND RAPIDS, MICH.

Wholesale dealers in Butter, Eggs, Fruits and Produce.

Reference, Fourth National Bank of Grand Rapids.
Citizens Phone 2654.

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.

Butter

I always
want it.

E. F. Dudley

Owosso, Mich.

Carrying Poultry in Storage for Late Markets.

At this season of the year large quantities of poultry are dressed and packed to hold for a later market, and other stock is sent forward under a limit so that receivers if unable to secure the price set by the shipper put the poultry in storage for his account. Poultry intended to be held for a late market should always be dry-picked. Only the very choicest goods should be selected for this purpose, and extraordinary care must be taken that the stock be thoroughly cold and dry when packed. The treatment varies according to circumstances of weather, etc. Probably the best results are obtained when the stock can be frozen by natural out door temperature. But in seasons and localities where this is impossible the freezer may be used successfully. Cases only should be used, made of planed, well seasoned lumber. For old tom turkeys the size is 36x22x18 inches, and for young toms 36x22x15 inches; these should be of inch lumber. For chickens, ducks and geese the size is 30x20x about 10 inches, or deep enough to allow for two layers, made of 5/8 inch lumber. Two layers of poultry should be packed in each case. Stow the poultry snugly and closely, striving to have as regular and handsome appearance as possible. Turkeys should be packed backs up and legs out straight. Chickens, ducks and geese should have the breasts down on the bottom layer and up on the top layer. Pack old toms separately and never mix them with young toms and hens, and never pack old fowls and young chickens together. Each should be packed separately and the kind neatly stenciled on the outside of case.

When stock is frozen in natural out door temperature the cases may be filled at once when the thermometer is below zero, but if above zero only one layer should be frozen at a time. Use no packing material whatever and be sure to protect from wind while freezing. When solid frozen the stock should be put away and kept where it will not thaw out, preferably in cold storage. When the poultry is to be frozen artificially the cases may be filled full and placed at once in the freezer. In this case it is well to construct the cases so that a slat in the sides of the box may be removed and left off until the stock is solid frozen; the quicker the freezing the better. In the freezer the cases should be separated by slats to permit free circulation of air around them. Some packers get excellent results by freezing the poultry separately and packing after frozen. Some of the very finest frozen poultry is handled in this way at near-by points, and is not packed at all until ready for market, when it is packed in straw and shipped for immediate sale before warm weather. But for large lots, sent from a distance, which have to be placed in storage again upon arrival in market, it is best to pack in cases before freezing.

Save Scalded Chicken Feathers.
"You would be doing your subscri-

ers a great favor," writes a large feather dealer, "by calling their attention as forcibly as possible to the profits which may be made this year by saving scalded chicken and turkey feathers. These feathers must be free of the stiff wing and tail quills. Where possible they would be improved by running through a wringer to get the water out. Immediately after dressing the poultry, the feathers should be spread out and the animal heat and the heat from scalding allowed to leave them uniformly. If stirred occasionally this will be accomplished in a few days. Then the feathers can be put in barrels or boxes or in a pile and allowed to freeze up for the winter, and next spring spread out, stirred and allowed to weather dry. These feathers promise to bring 5c per pound at least in the market, as chicken feathers will be short. This alone will be a saving of \$100 to \$1,000 to the average poultry dresser, as this class of feathers go into weight very rapidly. I will want 50 to 100 tons of scalded chicken feathers myself."

Crossing a River.

Taking out a policy of life assurance early in life is like crossing a river near its source. The cost of assurance is then lowest, and the width of the river is there narrowest. As a river widens and deepens as it flows towards its outlet, so the cost of assurance increases the longer it is delayed. If, while in early manhood, at the head of life's river, a man assures his life, he can do so with comparative ease, as the premium is then lower than it ever will be again. The longer he waits, the larger will be the premium he must pay annually. If he should defer the matter until old age, the cost might be prohibitive.

A river that must be crossed sometime should be crossed at its narrowest point; and when a man knows he will need life assurance some day, he should procure it at the time the cost is lowest.

Australian Rabbits.

A few years ago the rabbit was the plague and dread of the whole pastoral class in Australia. Australians are learning now to turn the rabbit itself into a commercial asset. Twenty million Australian rabbit skins were sold in London last year, while nearly 3,000,000 rabbits frozen in their furs were sent to the London markets from Victoria alone. The Australian rabbit is thus supplying the tables of the United Kingdom with food and the wardrobes of the civilized world with ornaments.

His Happy Thought.

Wife—I'm actually ashamed to go to church with this old hat on. It isn't up to date at all.

Husband—Is the cook going to church this morning, my dear?

Wife—No, I think not.

Husband—Then why not borrow hers?

That advertising in the best papers costs more is true, but it is equally true that such advertising is sure to bring greater returns.

SHIP YOUR

Apples, Peaches, Pears and Plums

—TO—

R. HIRT, JR., DETROIT, MICH.

Also in the market for Butter and Eggs.

POTATOES CAR LOTS ONLY

Quote prices and state how many carloads.

L. STARKS CO., Grand Rapids, Mich.

WHOLESALE

OYSTERS

CAN OR BULK

DETMENTHALER MARKET, Grand Rapids, Mich.

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.

DID YOU EVER USE

RENOVATED BUTTER ?

ASK

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

Wholesale Dealer in Butter, Eggs, Fruits and Produce

Both Phones 1300

FOOTE & JENKS'

Pure VANILLA Extracts and highest quality
EXTRACTS LEMON the only genuine, original Soluble

FOOTE & JENKS'
JAXON
Highest Grade Extracts.

TERPENELESS LEMON PRODUCTS

"JAXON" and "COLEMAN" brands

FOOTE & JENKS, Jackson, Mich.

Grand Rapids Trade Supplied by C. D. Crittenden



HERE'S THE D-AH

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

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

Woman's World

Some Attributes of Manhood Women Should Imitate.

One of the reproaches that is brought against the new woman is that she tries to imitate man. This is regarded as a monstrous accusation, although it is hard to see why, considering the fact that the more a woman is like a man the honester, the franker and the broader-minded she is, unless man regards himself as good enough to copyright and resents any infringement on his patent.

Of course, there is a prejudice against all kinds of imitations, and it can not be said that women's understudy of the masculine role has been particularly successful. At one period women seemed to think they would achieve manliness by making guys of themselves, and that the hideous and abominable bloomer could be made a satisfactory substitute for the neat and convenient trouser. This craze passed, to be superseded in our own day by the imitation athletic college girl who is rasping her voice with college yells, and ruining her health by broad jumps and flat-footed jumps and quarter-mile dashes in a frantic and futile attempt to be like her brother. Happily women's experiments along the imitation line have been mostly failures, for the very good reason that they are constitutionally unable to do certain things. Few women, for instance, can drink a cocktail without feeling wicked, or making faces, while as for swearing,

while they have the desire, they lack ease and facility in execution. This is not to be treasured up against the sex. It has taken man several thousand years to reach the state of perfection he now enjoys, and it is not to be supposed that woman could dash off a satisfactory copy of him at a moment's notice.

Now, I am one of those who, like Abou Ben Adhem, wish to be written down as one who loves her fellow-man, and while I don't desire to become an imitation man myself, or to see my sisters making caricatures of themselves by wearing trousers and short hair, and assuming what they fondly believe to be a masculine swagger, I do think there are any number of things in which women may well imitate men and be the better for it.

The first particular in which, to my mind, women should imitate men is in adopting the same rational attitude towards each other that men do to other men. If man's inhumanity to man makes countless thousands mourn, as the old poem says, woman's selfishness to woman makes millions of people dead tired. Talk about the caste prejudice among Brahmins and Parsees! It sinks into nothingness before the haughty glare which the woman who is worth \$100,000, and rides in an automobile, turns on the woman who has only \$50 a month, and is glad to ride in the street cars.

More than this, every woman regards with deep, dark, deadly suspicion every other woman who is not

on her visiting list. In nothing is this exclusiveness of women so noticeable as in traveling. A man whiles away the long hours on train or ship by pleasant conversation with the men he happens to encounter. Often these chance acquaintances develop into agreeable friends or valuable business connections, and at the least a man has gained information or passed the time pleasantly. Not so with the women. Every mother's daughter has sat up frigid, silent and unapproachable in her own section, with an expression on her countenance as she glanced at her sister woman that said as plainly as words: "I don't know who you are, but I am sure you are no better than you ought to be, and you don't inveigle me into any conversation." I know of one woman who proudly boasts that she made the entire trip from Vancouver to New Orleans and never once spoke to a single soul but the employees of the railroad and hotels. Think of all the pleasant companionship she must have lost; but, truth to tell, it takes a brave woman to risk the snub she is apt to get if she addresses a woman to whom she has not been properly introduced.

A couple of weeks ago I made a tedious journey on a delayed train from New York with a most charming looking woman. For nearly three days I gazed in admiration at her fine and intelligent face, and wished that I knew her. She gave no signs that she reciprocated my desire for acquaintance, and, as my rashness in making advances to other women has

frequently been a boomerang that returned and knocked me down, I discreetly kept silent. If we were men, I thought sadly, we should have been acquainted before we got out of the city. She would have told me where she was going, what her occupation, whether she was married, or only in love, and I should have returned her confidences with similar details of my private life, and we should have enjoyed ourselves, instead of sitting up like mummies for a thousand miles, just because we were women. At last an accident happened to her clothes, and I supplied from my bag a safety pin in an emergency that made safety pins worth their weight in gold to her. "That will fetch her sure," I thought. She thanked me and then petrified again. Every now and then I still meet her on Canal street. If we were men we would stop and shake hands, and I should say: "Hello, old chap, did that safety pin hold?" and we would both laugh and have a chat. But, being women, we don't do that. Instead, we stiffen up when we meet, and she sights at the top of the buildings, while I become absorbed in contemplating a display of tin pans in a shop window, and so we pass each other by, because a silly custom has decreed that the wayfaring woman is a fool if she shows any sort of graciousness to another woman whom she does not officially know.

Another thing in which women might imitate men to advantage is in taking themselves less seriously. A woman who does anything out of the

Gold! Gold! Gold! Gold!

Bright and yellow, hard and cold,
Molten, graven, hammered and rolled;
Heavy to get and light to hold;
Hoarded, bartered, bought and sold,
Stolen, borrowed, squandered, doled;
Spurned by the young, but hugged by the old
To the very verge of the churchyard mould;
Price of many a crime untold.
Gold! Gold! Gold! Gold!
Hard to get and harder to hold!

Please
send me
booklet tell-
ing how I can
keep more of the
gold I take in over
my counter.
I saw your ad in

CUT OFF HERE

MICHIGAN TRADESMAN.

Name _____

Address _____

It is our business to help retail merchants to keep the gold which they work so hard to get. Let us help you. Mail the attached coupon today.

National Cash Register Company

Dayton, Ohio

common always feels as if she was a Christopher Columbus who had just discovered the world, and that she was the only thing in it. Nor is this all. The worst of it is that she can never rest until she calls on everybody to come and see her do her little stunt. "Behold!" she shouts from the housetops, "I am the great and original woman carpenter; I have driven a nail! It is not straight, and I smashed my finger hammering it in, but that is nothing. I am a woman, and I have demonstrated a woman's right to the carpentering sphere, and to drive nails if she wants to. My picture will be in the paper, and the women's clubs will give me a reception, not because I am a great carpenter, but simply because I am a woman carpenter."

Now, as a matter of fact, work is the one sexless thing in the universe. It is good or bad, independent of whether it was done by man or woman, and when a woman claims for what she has done that it is good for a woman's work, she has damned it with faint praise.

Perhaps it is because men have been longer at work in broader fields that they never glorify what they do by their sex. You never hear of a man who has to sew on his own buttons, or patch his own trousers, triumphantly flaunting his achievement in the face of the world, and exhibiting it as an example of what a really intelligent and talented man can do. No man considers that he is a missionary who is working out the manifest destiny of his sex by performing upon the kitchen range, or that darning his socks entitles him to a reception from the poker club, and furnishes a sufficient reason for his picture being exploited in the papers. Instead, if he called attention to it, he knows very well he would be considered a blooming idiot. Woman's work will have gained in dignity and worth when it ceases to be celebrated as woman's work, but as good work.

Another thing in which we may imitate men with profit to ourselves is in taking a saner attitude towards life. That men are happier and get more pleasure out of existence than women no one will deny. It is women who imagine slights, and take offense at unintentional words or looks, and nurse tiny grudges into grievances. It is the wife, and not the husband, who walks the floor in anguish when the partner of her bosom is half an hour late, as she pictures the gory details of a sensible and able-bodied adult being sand-bagged and kidnapped in broad daylight. It is the mother and not the father who lies awake at night when little Johnny has the sniffles, torturing herself with all the horrors that she would suffer should a slight cold develop into diphtheria.

And even in the great and inevitable sorrows of life, when death robs us of our best beloved, it is man and not woman who meets the situation with intelligence, philosophy and Christian resignation. He goes out into the world, into God's blessed sunlight, and among cheerful people

who distract his mind from his loss, while she stays at home swathed in black and in darkened rooms where everything reminds her of her sorrow, and where she turns and turns the knife in the wound, as if by her suffering she could bring back the dear dead. It is a folly worthy of a pagan and one that utterly belies her Christian faith, and it will be a happier day for the world when women learn to meet death with the courage of men.

Men know also how to make themselves more comfortable than women, and in this respect women may well take a few tips from their brothers. A pertinent illustration of the difference between the sexes is afforded by the way men and women eat. No one wanting a good dinner, and capable of judging of what a good dinner consists, would any more go to a woman's restaurant for it than they would go to a coal yard to buy diamonds. The places where women go to eat are symphonies in pies and studies in cream puffs. If a good, honest, thick steak should, by chance, find itself in a woman's restaurant it would throw the establishment into hysteria, while a juicy mutton chop would be a curiosity worthy of being preserved in a glass case. Of course, such places serve what women demand. Women gorge themselves on chocolate eclairs and rancid patties, sometimes because they don't know a good thing when they see it, but oftener because it is cheap. The last thing a man economizes on is food; the first thing a woman feels that she can do without is something to eat. A woman will pay twenty-five dollars for a hat that consists of a flower and a quill without turning a hair, but it gives her heart failure to think of paying fifty cents for a good lunch. A man knows that good food, eaten at the right time, means strength and health and ability to do good work, and this is one of the most important things that the woman who means to compete with men in business and the professions has to learn. No gigantic financial transactions were ever erected on a basis of omelette souffle or floated on ice cream and cake.

Women have been in the example business so long that it is hard for them to realize that men are morally, in many respects, better than they are, and have much to teach them. Men know how to forget as well as forgive. They know how to discuss disagreeable topics and then let them drop. A woman can never resist dragging a skeleton out of its closet. Men attend more to their own affairs and less to their neighbors'. They are less critical. They judge people less by their clothes. These are all virtues which the bachelor girl might well copy from her gentlemanly brother.

Dorothy Dix.

What a Woman Must Be To Look Pretty.

A famous beauty expert was asked a few days ago what he considered the essential features of a really pretty woman. Here is his answer, which

will be read with interest by everybody:

A pretty woman, first of all, must have clearly cut, regular features.

She must have a skin above reproach, untouched by rouge or powder.

She must have full, clear eyes, with the eyelashes long and curling upward. Her eyebrows must be finely marked, slightly arched, long and narrow, yet the narrow line should be thickly covered so as to be well marked, as if penciled.

She must have a straight nose, yet delicate, neither fleshy nor pointed nor broad at the tip, with the nostrils free and flexible; and her mouth must be rather too large than too small, with lips full and plump and rosy red. Even an exquisitely shaped mouth has no charm without expression.

Her regular teeth, of moderate size, pearly white, with full enamel, should show when she is smiling.

She must have a chin neither sharp nor blunt, but gently undulating in its line, round and cushiony, turning a little upward, with a dimple in it. All this must be supported by a round throat, full and pillar-like.

She must have glossy hair that has never known the touch of bleach or dye, and she must fully understand what best suits her in the way of hairdressing, and cling closely to that style.

She must have small, delicate, compact ears, of a shell-like shape.

She must have a forehead smooth, even, white, delicate, short and of an open, trustful character.

A woman may have all these attractions—be either dark or fair, tall or short, slender or full-formed, grave or piquant, majestic or vivacious, serene or brilliant—and unless her own personality be charming, unless she have tact, it dawns on you after you have seen her once or twice that she is not a pretty woman, but a pretty doll.

Such a one—notwithstanding her attraction of face and figure—rarely becomes the chosen helpmate of the ideal husband. The day of the doll-like damsel is long past.

Hope is perennial; it thrives on rebukes, disappointments, vicissitudes of all kinds, and is ever ready to lend a helping hand.

The Banking Business

of Merchants, Salesmen and Individuals solicited.

3½ Per Cent. Interest

Paid on Savings Certificates of Deposit.

Kent County Savings Bank

Grand Rapids, Mich.
Deposits Exceed 2½ Million Dollars

CHAS. A. COYE

JOBBER OF

Cotton, Jute, Hemp, Flax and Wool Twines

Horse and Wagon Covers, Oiled Clothing, Etc.

Grand Rapids, Michigan

11 and 9 Pearl St.

Buckeye Paint & Varnish Co.

Paint, Color and Varnish Makers

Mixed Paint, White Lead, Shingle Stains, Wood Fillers

Sole Manufacturers CRYSTAL-ROCK FINISH for Interior and Exterior Use

Corner 15th and Lucas Streets, Toledo Ohio

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

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



Hardware

How Hardware Manufacturers Should Distribute Their Products.

I have something like forty years' experience in selling goods to the jobbing trade and I have found it a mighty good trade to have. My experience has convinced me that the men doing business in the American wholesale hardware trade are among the best business men in the world. As a class, they are honorable, energetic, pushing and clean-cut men. The great variety of goods they handle tends to make them broad-minded and gives them wide experience. Then, remember, they have the inestimable advantage of close association with the hardware manufacturer, in itself a liberal education, for next to the American hardware jobber surely stands the American hardware manufacturer, and these two representative types of American business men working in unity constitute one of the strongest factors in the marvelous progress of American commerce.

It seems to me that the making and selling hardware comes very near the ideal way of a business pursuit, for is it not after the plan that God adopted in making man? Not of cotton, nor of silk, nor of wool (not of flour or grain, nor even of a new breakfast food) did He make him, but of the very earth itself from which we get the material for our hardware.

I think we are working in the right lines; we are at least working in harmony with nature whether always in harmony with each other or not. I believe the hardware business is in some respects an ideal business and that men in it have every chance at least to be honest. They do not have to sell shoddy or adulterated articles, but they come very near getting their supply from nature itself, from the forests and mines of the earth. Now it would seem that having such a good start we ought to be able to adopt the right kind of policy in regard to distributing our products, and I think upon the whole we have done so. I believe it is the policy of the average manufacturer to depend upon the jobber to distribute his goods. Of course, some mistakes have occurred, for even the best of us make mistakes, and some manufacturers have been foolish enough to sell their goods to retailers, some even to consumers, and some have been so absolutely bad that they have sold to catalogue houses. But I think most of them have sooner or later come to realize and repent of their sins.

Of course, every line of goods can not be handled in the same way. Manufacturers of machinery must necessarily sell a large portion of their product direct to the user, while manufacturers of such articles as tacks and screws would be very foolish to do so. Then a manufacturer of a new line of goods must create a demand for them and you know that many jobbers are very cautious, and have to be, in taking up the sale of an unknown line. So it sometimes

becomes necessary for the manufacturer not only to sell to the retailer but to the consumer.

I well remember that when I had the good fortune to represent the Enterprise Manufacturing Co., of Pennsylvania, in the introduction of Mrs. Pott's sadirons, some thirty years ago, we found it very difficult to get the jobber to buy them and we had first to send out men to sell them from house to house and then to the retailer and create a demand before we could get the jobber to buy them. The policy pursued by the Enterprise Co. was a just one: they sold the goods to the consumer at the consumer's price, to the retailer at the retailer's price, and to the jobber at the jobber's price; and between the consumer's and retailer's price there was a good margin and between the retailer's and the jobber's price there was also a liberal margin. Now this is the kind of policy that I think the manufacturer should adopt in distributing his product.

The manufacturer must create a demand for his goods before he can expect the jobber to buy them. In this work, however, the manufacturer should never fail to make prices to the retail trade that will enable the jobber to supply the demand, when created, at the same prices with a fair margin of profit. On the other hand, if the jobber were more quick to recognize the difficulty which the manufacturer meets when endeavoring to introduce new goods or establish reputation for his better grades, when confining his efforts to the wholesale trade exclusively, it might be possible that a greater part of the necessity of going direct to the retail trade would be removed; at any rate the work would be carried on with greater harmony and better results secured.

I think it would be the policy of every manufacturer, in the first place, to make the very best quality of goods in his line that can possibly be produced.

Second, I believe it fully as important for him to make the trade understand that he is absolutely reliable and trustworthy.

Third, I think he should be very careful in the selection of salesmen to represent him; that he should send out only good, clean, reliable men who know the line thoroughly and who will gain the confidence and respect of the buyers. I consider it very poor policy for any manufacturer to allow his line to be sold by any one who may want to carry it for a side line.

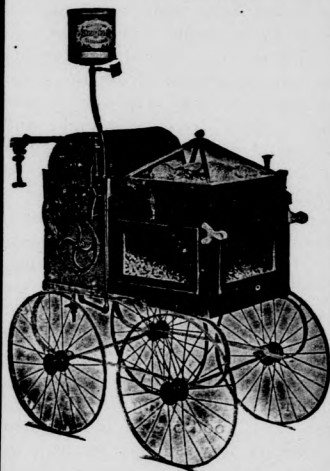
The salesman should be able to tell the buyer all about the goods he is selling; about the material and the process of manufacture, what it will cost for special sizes or special packages; in fact, he should be able and ever ready to thoroughly inform the buyer all about the line he represents. It sometimes seems to me that manufacturers are careless with regard to their representatives, yet I would say in this connection that many of the ablest, manliest, and most likable men I have ever known

have been among the men I have met "on the road."

Fourth, the manufacturer should be a liberal advertiser. Of course, the kind of goods largely determines how they should be advertised. In our case we have found it does not pay to advertise for the consumer to any extent; the purchase price of one article, or the total purchases of one consumer, being too small to warrant the expense, so we advertise for the buyer, leaving it to him and to the quality of our goods to create a demand for them. Just how much money shall be expended for advertising in the catalogues of our buyers and how much space we shall take in the progress of the different associations each must decide for himself.

I remember when I was a boy of sixteen I started out on the road to make my first trip selling goods and I took with me an old fellow who was supposed to be the champion seller of scythestones and who was called "Silver Gray" or "Whetstone" Palmer. He was very bright and very smart but he had the unfortunate habit of taking too much of the "oh-be-joyful" which made him rather talkative. At the first town where we stopped he met a professor who was principal of a somewhat famous academy and he told him he would like to place his son in his institution, so he would get able instruction such as the professor only could give him; he also told him that where his son was at that time he was getting into bad habits, one of which was that he was buying a good many peanuts and

Little Gem Peanut Roaster

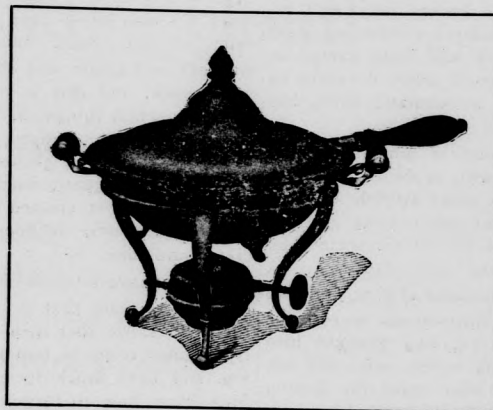


A late invention, and the most durable, convenient and attractive spring power Roaster made. Price within reach of all. Made of iron, steel, German silver, glass, copper and brass. Ingenious method of dumping and keeping roasted Nuts hot. Full description sent on application.

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

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

PLACE YOUR ORDERS NOW



We show a large line of

HOLIDAY SPECIALTIES

Chafing and Baking Dishes, Five O'clock Teakettles, Carving Sets in Cases, Etc., Etc.

WRITE FOR PRICES

Fletcher Hardware Co.

Detroit, Michigan

eating the shells and giving the other boys the meats. This story then impressed me as being very funny, but I have seen the point of it more in later years. We must not spend all of our money in one kind of advertising, for if we do we will find ourselves like the boy—we shall have given the other fellows the meats and be eating the shucks ourselves.

It has been predicted that the time would come when the same conditions would prevail in this country as now prevail largely throughout Europe. That is, that the manufacturer would distribute his goods through the factor or selling agent direct to the retailer and consumer; that there would be no longer any need of the hardware jobber, therefore he would go out of existence.

I do not believe this condition will ever come about in this country. I believe it would be an unfortunate day for the manufacturer if it should come. Where the manufacturer depends upon the factor or selling agent to distribute his goods he loses a great deal because no matter how good the agent may be he can not have the knowledge and interest in the line that the manufacturer himself or his direct representative will have. It would also be a great disadvantage to the manufacturer not to have stocks of his goods at different commercial centers. It would be a great annoyance and expense to have to sell in small lots and to collect from the consumer or retailer. It is a great advantage to the hardware manufacturer to have such good paying customers as the wholesale hardware merchants. I believe it the safest trade in the world.

E. B. Pike.

Hardware Specialties as a Leader.

The retail dealer, as a rule, is slow in keeping his eyes open for profitable lines in which he can make the most profit. What if your competitor in business does sell a dozen kegs of nails or a ton of barbed wire at a ten cents a hundred pounds profit? If you can sell a single handsaw, hatchet, hammer or any one of a dozen other articles that are of standard manufacture in the same time that it takes him to sell the nails or wire you will have made as much profit in dollars and cents as he has, and with far less expense on your part in handling the goods that you do. To be sure your sales may not be so large, but your profits will show up to better advantage, and that is what counts. You can make a wonderful difference in your business by pushing profitable goods, such as are not found in the catalogue houses all over the country. Let the goods that barely pay a sufficient profit to cover the cost sell themselves and put your energy into selling specialties which admit of a better margin and do not cost so much too handle. You may have to do a little more talking to get it introduced among your trade, but that costs you nothing when you consider the profit you are making out of it. And then when you consider that the article you are selling is of the best offered on the market and will give

the best of satisfaction to your customers, and on account of the push and energy you have put forth in selling the article you have succeeded in developing and building up trade on that particular article that will stay by you, you have the satisfaction of seeing your labor highly rewarded, and you profit largely in taking a brand of goods that your competitor refuses to take hold of, because they had not been on the market quite as long as some other brands that require no talk to sell.

It is essential to the dealer that the brand of goods he sells, whether saw, hammer or chisel, be of a high quality with a guarantee from the manufacturer, and in this progressive age the dealer only profits himself when he sells that brand of goods that is liberally advertised by the manufacturer among the consumers. His trade once established, he is sought after, and he finds himself advertised among the consumers as the man carrying the best brand of goods the market affords, and his trade steadily on the increase. Then why not be among the progressive ones and sell that which will be of the most profit to you?—G. W. Gladding in American Artisan.

Those 1804 Silver Dollars.

One day last week a United States silver dollar, now in its ninety-ninth year, began its journey from Denver, Colorado, to Portland, Oregon, after having lain in a Denver coin collection for more than eighteen years. Although the dollar is about the size of those coined during the present year, and contains about the same number of grains of silver, it brought in the neighborhood of about \$5.35 per grain of pure silver in its combination, and all this because it has been in the one form for nearly one hundred years.

This dollar is one of the coinage of 1804, of which there are only seven known to be in existence. It was bought by the late J. V. Dexter at the Chapman sale of coins in 1885. At that time the coin had been but lately secured from a collection in Berlin, being the only one of the dollars that is known to have been in a foreign collection. Mr. Dexter paid \$1,000 for the dollar, having to bid against several other collectors, the price being at that time the largest that had ever been paid for one of the coinage named. Since then one of the other coins had been sold for \$1,200, a record that held good until last week, when H. G. Brown, of Portland, Oregon, paid \$2,000 for the coin to R. G. Parvin, who succeeded to the ownership of the Dexter collection. Mr. Parvin did not willingly part with the coin at that price, for he has held it as the key piece of his numismatic collection.

The scarcity of dollars of the 1804 "vintage" is explained by an accident at sea. The larger part of the silver dollars of that year was struck off to pay United States soldiers and sailors doing duty in Tripoli, North Africa, and were shipped to that place. The vessel that carried them away from this country was never

heard from again, so the entire cargo is supposed to rest somewhere upon the floor of the Atlantic ocean. Just seven copies of the dollar of that year are in existence, two lying in the mint at Philadelphia and the others being in private collections. In 1858 some copies of the coin of 1804 were struck off, being known as "re-strikes," but all but two of them were called in, the records show, and destroyed. One copy of the "re-strike" is in the mint at Philadelphia and the other is owned in England. No counterfeit of the 1804 dollar was ever known.

Unreasonable Man.

Passerby—Here, boy, your dog has bitten me on the ankle.

Dog owner—Well, that's as high as he could reach. You wouldn't expect a little pup like him to bite yer neck, would yer?

QUICK MEAL

Gas, Gasoline, Wickless Stoves
And Steel Ranges

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

D. E. VANDERVEEN, Jobber

Phone 1350

Grand Rapids, Mich

GRAND RAPIDS FIRE INSURANCE AGENCY

W. FRED McBAIN, President

Grand Rapids, Mich.

The Leading Agency

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.

FIRE ARMS

We have the largest stock of Shot Guns, Rifles and Ammunition in this state. This time of year is the retailer's harvest on sportsmen's goods. Send us your order or drop us a postal and we will have a traveler call and show you.

Foster, Stevens & Co.

Grand Rapids, Mich.



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.

BY HER FACE.

Sure Method of Judging a Woman Correctly.

You can tell the good-natured girl without a chart to reveal her whereabouts. All you have to do is to look at her face.

There is a man who is giving drawing room lectures upon faces. He reads the character, not by the head or the hand, but by the face.

"You take a face that is open," says this lecturer, "and you find a peculiarly frank disposition. The girl who can laugh and show her teeth, broadening her mouth into a wide smile, is a girl who has an open spirit, one who would not deceive you."

"The woman who, when she smiles, keeps her lips closed, is not the woman whom you can trust. She may not be dangerous, but she is secretive. And, although she may tell you the truth, she will not tell you the whole truth."

"But the open-mouthed girl may have a quick temper and she generally has. Her upper lip is short and her temper is no longer than the upper lip."

"She gets angry in a hurry and it is flare-up with her. Soon over, it may be, but, for a few minutes, the girl with the short upper lip, the laughing mouth and the white teeth falls a victim to her own temper."

"It is usually supposed that the girl with the quick temper is the girl of unfortunate disposition, the girl to be avoided. But, as a rule, the quicker the temper the sooner over; and the girl with the spirited disposition is the one who is the nicest in the long run."

"Affectionate girls can always be told by the mouth. The lips never stay together, but are always parted or ready to part."

"The affectionate girl is the emotional girl. She always has her sympathies on tap, and she can weep with you as readily as she can laugh. Her lips, which lie in a curve half parted, will reveal all the emotions of her soul and at very short notice."

"The round, soft-chinned girl is the girl to choose for a wife. The woman who has no chin at all, or at best a sloping chin, is not the woman who would make a good helpmate. She would have no self-control whatever, and would fall a victim to every temptation that beset her pathway."

"The weak-chinned woman is the woman who becomes addicted to alcoholism, who takes to smoking and to the minor vices for women. And it is the weak-chinned woman who goes far beyond her husband's income and can not resist doing so again and again."

"The weak-chinned woman is not vicious, but just weak. There are a great many estimable women who have no chin to speak of, but they are estimable only because they have never been tempted to be otherwise."

"Quite the opposite is the woman with the prominent chin. Here is the woman who knows a thing or two, and does not hesitate to tell you so. She absolutely rules the household roost."

"The amiable woman has a round-

ing chin, just chin enough and no more than enough. It may be a single chin, or it may be a double chin. But its type is unmistakable."

"This desirable type of chin is curved, and sometimes dimpled. It is rather wide, far from pointed, and it gradually broadens into full happy cheeks."

"The beautiful type of chin may not belong to the beautiful type of face, for a pretty chin does not make a pretty woman. But it is one of the straws which show which way the wind is blowing."

"The eye reveals character, but unfortunately not so clearly as the other features, although the contrary is supposed to be true."

"People are too much influenced by the color of the eye, which is, after all, no guide, and they are too much influenced by the size and the luster, whereas neither is any indication whatever of character."

"Character is revealed in the eyes by the expression, by the softness or by the hardness, by the glow, by the appeal, by the way of looking at you."

"There are people who can not look you full in the eye, and these are the people who are not frank, the people whose strategy, whose duplicity, whose methods and whose means are not the best in the world."

"Dark eyes are supposed to belong to the best type of soul. But this, also, is a fallacy. Dark eyes are more expressive than light eyes. They are more capable of showing the emotions, they can say more than light eyes. But they do not denote any clearer, better character."

"On the contrary, there are many people who argue wholly in favor of the light-eyed person, and say that blue eyes are true eyes, and that black

eyes and brown eyes are full of duplicity."

"If you are going to read character by the face, do not forget to read the complexion. The skin is a wonderful index of the state of the body, and consequently of the habits and disposition of the body."

"The skin of a dyspeptic is sallow. The skin of a morbid person, troubled with the liver, is a greenish yellow, going into saffron. The skin of a woman who is lazy will be mottled."

"Ill temper affects the circulation of the blood; it sends the quick rush to the head; it paralyzes the nerves of the skin and makes the hands and head hot and the feet cold."

"Women are more affected by ill temper than they suppose, and a great many colds are caused by bad circulation, which in turn is caused by an attack of bad temper."

"The skin that is perfectly clear and pretty almost always belongs to the good-natured woman, and a pair of bright, pretty red cheeks are almost always the property of the girl with a sunny disposition."

"It is said that an ill-tempered woman can not have a nice complexion. Certainly her chances are much better if she will govern her temper, guard her tongue and try in every possible way to remain equally balanced through the trying scenes of life."

"The contour of a woman's face, while set to a certain degree by nature, is not arbitrarily fixed. She can influence it in every case, and absolutely alter it in a great many cases."

"The forehead, which is such an index of character, can be kept free from lines. It can be made smooth by massage and kept smooth by care. It is one of the features which show very plainly the disposition of the

owner, and the feature which, more than all others, first displays the marks of age and ill temper."

The Desire for Truth.

The desire on the part of civilized man for truth, if it be only the truth of material fact, is constantly becoming more marked. Its most conspicuous manifestation is the great popularity of the sciences and the progress made in their cultivation. We want to know things as they really are; we are no longer satisfied with fables and legends, and with the irresponsible vagaries of dreamers; we have comprehended that the truth about ourselves, and about the universe which we inhabit, is far more wonderful and absorbing than any fairy tale; and, moreover, that sound knowledge of such truth is productive of practical good and power in the conduct of our lives. Whoever professes to tell us truth commands our attention; and if his story is proved trustworthy, he rules to that extent the kingdom of our minds.

Julian Hawthorne.

The Gentle Voice He Heard.

"Naomi," he said softly as he gazed at the moon above them, "isn't the evening beautiful? Do you know, strange fancies throng my mind on a night like this. Every zephyr seems to bear gentle voices, perhaps from the spirit world. Do you hear such voices?"

Silence for a moment.

"I think I do, George."

"What do they sound like to you?"

"They are very indistinct, but they make me think that papa and brother Henry are calling the dog."

Vanity has as many forms as there are people. It ever arrays itself in the sacred garb of penitence and humility.

PROGRESSIVE DEALERS foresee that certain articles can be depended on as sellers. Fads in many lines may come and go, but **SAPOLIO** goes on steadily. That is why you should stock

HAND SAPOLIO

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,

MEN WHO SUCCEED.

Those Who Make Themselves Talked About.

A man who nowadays rents a store, hires help, and does not figure on advertising is not destined for a successful business career. He had far better figure rent first, then advertising, and his help expense afterward. If he does not advertise it will not be long before he will not need employees. Had it not been for advertising I should have been crowded out of my business the second year. If a man does not know enough to advertise in these days he can buy that kind of brains that does know, and he had better do so or quit buying goods, get out of business, and work for the man who does advertise; he will need you.

Look around you. Who are the men who succeed? Are they not the advertisers? Make yourself the talk of the town. It can be done. I can not be otherwise than a great believer in advertising. Window advertising has been with me one of my great successes. Here is a sample of how effective judicious advertising is:

"I started in business with a small capital. The first year I did a business of over ten times the amount of my original capital, but lost money. At the end of this time I had a big stock of goods, not paid for, and no money in sight to satisfy my creditors. I didn't want to take my name down from over the door. No doubt the sheriff could have made a successful sale and turned merchandise into cash and me into the street. Such official services are, however, expensive, so I determined to use his name without his services. I had a sign made, large enough to cover the whole front of the store, except the door. The announcement read: 'Closed, but not by the Sheriff. This store will be open to-morrow at nine.'

"The 'Closed by the Sheriff' were the only large, bold letters on the sign. The words 'but not' were in very small letters. The phrase, 'This store will be open to-morrow at nine' was in medium size print.

"Next morning at nine the store was packed. This ended in one of the most successful sales I ever had. I succeeded in getting out the goods and getting in the money. Many people expressed their regrets; many were glad of my action, although they did not say so, for it gave them a chance for bargains. Some asked, 'How much money would have saved you? Why didn't you tell me?' I found out how many real friends I had, and I have not lost their addresses. After I had explained to my friends and asked them to read the sign carefully, they would laugh and say, 'That is a good one,' and turn around and buy some goods.

"I found that I secured splendid results from what are known as 'blue pencil advertisements,' both in my windows and in street cars. They originated in this way: About three years ago, after trimming a window, I found that I did not have any printed or painted show cards to advertise the goods and prices. With me it is necessary that every window

have some kind of an advertisement. Every show window, it matters not how beautifully it is dressed, is ineffective if there is not some kind of a written or printed advertisement in it. In this instance, as it would have taken time to have had a card printed, I sent out for a blue pencil, and wrote the first blue pencil advertisement ever written. They took. I wrote more, six or eight of them, and put them all in one window. All day long twenty-five or thirty people were reading them. I have been writing them ever since, only instead of writing them for one window I now write them for twelve.

"I never study an advertisement. I write any odd sentence that may happen to come into my head. It must, however, be amusing to be successful. If you can amuse the public, you can get their money.

"I find that the more a man gets into the habit of writing advertisements, the more ideas come to him. Many a man who thinks that he can not write advertisements is mistaken. A little nerve often proves that a man has some advertising brains of which he did not know.

"Assume prosperity. Look prosperous; be prosperous in your attitude toward your employees and your customers. Wear a smile. Dress well, for a well-dressed man appears prosperous; and, after spending your money and energy to get your customers, do not deceive them. Never advertise anything at a special price unless it be true. If you sell a garment and it does not give satisfaction, the customer will no doubt make complaint. Satisfy him. Don't do it by talk; give him satisfaction. Be liberal about it. Make him think you are the squarest man he ever traded with. Make him a walking advertisement for you.

"In order to buy merchandise, and also to receive clever treatment in case you should want a favor from your creditors at any time, select houses that are above suspicion and known to be honorable in their dealings. A reliable firm will give you more favors if you need them than a firm with a questionable reputation. The minute a firm of the latter class does not get its money promptly, it is far more apt to suspect and to lose confidence in you than is the other firm.

"A man may get to be a successful merchant and build up an immense business, and wake up some day with the realization that he is fast losing it. He wonders why, for he is still doing the same hard work. He must not overlook this: He is not alone in business; he has partners. He must not make them too 'silent.' I refer to the employees. It may be possible that he has in his employ some fellow who has more brains than he has—a future merchant prince. He should encourage him; give him a chance. Let him tell once in a while what he thinks. If his ideas are good, no one should be ashamed to adopt them. He may be a bigger man than his employer some day.

"To hold your trade you must have

employees who are civil. Civility is cheap and lack of it expensive. To gain this end, be civil to your employees. You can not expect an employee to be civil to customers if you are not civil to him. If you do not feel well, if you are cross and can not come to business and meet your help with a pleasant 'good morning' and remain pleasant, you had better stay away for the day. Your employees can run your business far better for that day without you. Stay home, play golf, play anything but the fool. Cross words and stern looks are catching. Your employees are apt to meet and use your customers in the same way that you treat them.

"Be civil to all men. Put yourself out to speak to a man who is not worth a dollar more than you would to a millionaire, for the latter will not feel offended if you do not recognize him. His money and conceit cover the slight.

"Don't go into business unless you intend to advertise. Don't engage in business unless you can be civil and obliging. Ever keep in mind that the time may come, be you ever so successful at present, when you may be reversed in life—sometime be an employee again."

The silk or stovepipe hat is said to have lost caste so generally in London society that of the 8,000 men engaged there a few years ago in its manufacture only one-half that number are now employed.

Why try to analyze a sunbeam or a woman's smile?

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

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.



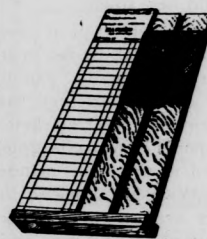
Make Tidy Packages

ATTRACTIVE, neat and substantial packages—that is a good way to draw good trade—and to hold it. Use our WRAPPING PAPER and TWINE. If your bundles are untidy, cheap-looking and insecure your business will suffer, particularly with women. Our wrapping paper is much better than any other at the same price—stronger, wraps better. The colors are bright and attractive—Mottled Red, Pink, Blue and Fawn Color. It's thin enough to fold easily and quickly and makes the neatest kind of a package. So very tough that it stands a whole lot of handling without breaking through. Suppose we send you samples and prices?

Grand Rapids, Mich. U. S. A. **WHITTIER BROOM & SUPPLY CO.**

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 GO., LTD., Grand Rapids, Michigan

PLASTICON

THE UNRIVALED HARD MORTAR PLASTER
EASY TO SPREAD AND ADAMANTINE IN ITS NATURE

PLASTICON is the COLD WEATHER PLASTERING, requiring but twenty-four hours to set, after which freezing does not injure it. PLASTICON finished in the brown float coat and tinted with ALABASTINE, the durable wall coating, makes a perfect job. Write for booklet and full information.

Michigan Gypsum Co.

Grand Rapids, Mich.

THE UPPER PENINSULA.

Erroneous Opinions as to Its Future Possibilities.

Written for the Tradesman.

A good many people throughout the country entertain the idea that about all the Upper Peninsula is good for is mining and lumbering, and as the lumber industry is bound to come to an end in a few years they believe that in time there will be nothing doing up here outside of the mining districts. Perhaps it is but natural for people to believe this because of the fact that a majority have never visited this part of the State to study the resources. And many who have been North know nothing of the country, only as they have studied it from the car window. The idea that this part of the State has a climate like that of the Hudson Bay country is also prevalent. The continual talking of such stuff tends, perhaps, to injure the northern part of the State, but, in spite of all the things that are said against the land of the deer, the bear and the wolf, this territory is being steadily developed along lines that can but insure prosperity for all time.

The vast agricultural possibilities of this region are not well understood by anybody but the man who has been here and seen things with his own eyes. That is the reason there are so many people skeptical regarding the locality. Probably it would be hard to make the average resident of the Fruit Belt believe that apples can be grown up here with success. Yet such is the case. They are being grown in many sections; not in large quantities but enough to show that they will not winter-kill in this climate. And when an apple grows on a tree up here it is a good one. One never finds wormy fruit here. That in itself is a great thing. It means much to the man who desires to be successful in horticulture. The largest apple orchard in Michigan is located near Cheboygan, a location not far south of this peninsula, which proves beyond doubt that the climate is conducive to the culture of this fruit. Time was, the older residents tell me, when apples would not grow here on account of the severe cold of the winters, but for many years the climate has been growing milder. The winters in the northern country are not so hard as they used to be.

This is also a great country for small fruit. A grocery firm in the Soo, which commands a good share of the trade in fruits and vegetables here, raised nearly all its strawberries the past summer, and they sold readily, because they were of finer quality than the fruit shipped in. Huckleberries grow wild in abundance and in the summer months the Indians make considerable money marketing the crop.

The only crop that does not do so well as it might is corn. The seasons are not hot enough to make it grow fast. However, root crops and grain flourish in a way that makes the heart of the farmer glad.

Over at Menominee the first beet sugar factory in this part of the State has just been started and farmers find

that, notwithstanding an unfavorable season, the percentage of sugar in the beets is greater than that in the beets grown in the Saginaw and Bay City country. The factory cost \$850,000. An effort is being made to establish a plant of similar size in the Soo, and there is good ground for the belief that it will be accomplished, as capital is procurable to start things with as soon as the necessary 5,000 acres is secured. It is figured that 3,000 acres can be secured in Chippewa county and the remaining 2,000 in adjacent counties.

In many of the counties successful agricultural fairs are held annually. In Chippewa county two are held in October, one at the Soo and the other at Pickford, a farming village of 500 people. The farmers are all doing well, and I have it from the lips of Mayor James L. Lipsett, of Sault Ste. Marie, that many of its inhabitants are waxing rich. Mr. Lipsett is a dealer in agricultural implements, perhaps the heaviest dealer in the Upper Peninsula, is interested in banks at the "Soo" and is, therefore, in a position to know whereof he speaks. Potatoes and hay are staple products which bring dollars to the pockets of the farmers to an extent that stimulates business considerably.

In considering the possibilities of this country one must remember that the land on which the pine timber stands is not like that of the great sand plains of the Lower Peninsula. The greater portion of it is loamy, and there is considerable clay. True, there is sand in the Upper Peninsula, but not in the quantities to be found farther south. Thus it will be seen that when the timber is gone the country will be even better off than it is now, as the land will be tilled by a class of people who will make money and build new towns.

Prices are better here than in other places, and probably will be for many years, for there are many rapidly growing cities in this territory that will always furnish a good market.

And the Upper Peninsula is going to be developed in the same manner that the Great West has come to the front. Settlers are pouring in here by thousands every year. Every train on the Canadian Pacific line that crosses the St. Marys River brings a load. Most of these people are of a hard-working class. They are from "the old country," and to stand at the depot and watch them scramble from one train to another is an interesting experience. These people are coming here to make their homes. Land is cheap. Good rich land can be purchased for from \$5 to \$10 per acre and the terms are such that there is no reason why the settlers can not pay for their homes in a few years. One company is just throwing on the market 1,000,000 acres of good land at the above named figures and it is being taken up rapidly by these sturdy people, who see before them prosperity such as they could never expect to attain in their native land.

What effect is this going to have on the business condition of the country? There can be but one answer: It will result in the building of

towns where tradesmen of all kinds will thrive. This is strictly a business country. Dollars and cents appear in the eyes of the people of the North much the same as they do to the residents of Chicago. This is not a "beauty spot," from the artificial standpoint, but the business is here, and is sure to develop into still greater volume. This is not a land of rest, neither is it a good place for the man who likes to sit and wait for things to come to him. Such a man, no matter what his trade, will find that he is "up against it"—"The race is to the swift"—but he who has energy and stamina can find here that for which he is looking—prosperity.

The Upper Peninsula is business clear through. It is alive. Its people are imbued with thoughts of greater things to come, and are moving forward. It is a country of business men. Raymond H. Merrill.

Test for Enthusiasm.

If you have enthusiasm you don't talk about putting ginger and snap and other mysterious ingredients into your advertisements, they are all there. You don't worry about "top of column next to pure reading matter;" the advertisements stand out from any part of the paper as if each had an electric light behind it. You don't wait and tear your hair if Tuesday's advertisement does not get in until Wednesday—the matter does its work if it does not get in until Saturday or next week.—Fame.

Ingratitude makes a man look like a dollar minus 99 cents.

WE ARE NOW GIVING

FREE

with each 3 doz. case 10 ct. size



One Set Nickel Plated

Asbestos Sad Irons

Jennings
Flavoring Extract
Co.

Grand Rapids, Mich.

Advertising matter in each case.

THE LIFE OF TRADE

Competition doesn't much trouble the grocer whose business is run along modern lines—the life of his trade is the superiority of the goods he sells.

Superiority means more than mere quality. The Salt that's ALL Salt is second to none in cleanliness and purity; but it is because it is just right for butter making that it is so universally popular—because it is dry and flaky; because it works easier and goes farther than any other salt on the market.

The Salt you sell is in the butter you buy—hence handling Diamond Crystal Salt is a good rule that works both ways: sell your trade better salt and you'll get in better butter, with better prices and better satisfied customers all 'round as a final result.

Perhaps our most popular package is the 1/4 bushel (14 lb.) sack which retails at 25 cents.

For further information address

Diamond Crystal Salt Company
St. Clair, Mich.

THANKSGIVING DAY.

How the Past Is Linked To the Present.

Written for the Tradesman.

"I may mistake, but it looks much as if the farther we get from the bare unquestioned fact the nearer we are to that ethereal something embodied in the true, the beautiful and the good and, whether we will or no, are influenced by it. It was a crude enough cradle that the early New England baby was rocked in, but that and the cradle-song murmured above it have fixed the fate of this Republic and given for all coming time the sweetest melody that unfettered manhood will ever sing."

The feast had been eaten and they were lingering over the walnuts and the wine. To a man, they were white-headed, or had the gray well-mingled with the brown. All had in boyhood gone after the cows at sunset to the scant pasture and all had taken to town with them the all-around training which can only come from the thrifty home-life lived on a thrifty farm. The town had looked kindly upon them and now, in the autumn season of their days, they found themselves looking back to the old home among the New England hills and feeling, as they had never felt before, the "ethereal something" which the poet only knows, and which had come, a rich blessing, into their lives while, "barefoot boys with cheeks of tan," they were wandering among the rocks of upland and dale. The Thanksgiving dinner they had eaten turned naturally enough the common thought to the old home and the life they had lived there; but the diner whose words have been quoted best expressed the prevailing idea, and the talk that followed strengthened the conceded fact that "the sweetest song the poet sings," divine as it always is, owes its divinity to the unquestioned crude that gave it inspiration.

They were themselves the happiest illustration of their own transcendent theme for in them was incarnate the whole story of our National life and character. The "Then and Now," presented by these columns a week ago, furnishes the basis of the inevitable of all that is good and true and beautiful in the unparalleled splendor of our Native Land to-day. Those four men who went out to shoot game for the first Thanksgiving day dinner were the builders of their own houses, the raisers of their own corn and beans, the cobblers of their own boots, the menders of their own clothes, doing crudely—but doing it—whatever need demanded. They ruled the State. They went to meeting. They fought the Indians. Whatever necessity called for they furnished and when the end came they died in the nurture and admonition of the Lord, and so laid the foundations deep and broad and strong of a National life which is to-day unequalled. There was no poetry, and little thought of it, in going out with the dog and gun to shoot something for a dinner that raw November day. To the hunter the autumn leaves, rustle

they ever so loudly, had little in them to bring cheer to his earnest heart. The cornfields stood blank and bare and the shocks that dotted them, with the black vines that had died upon them, had little to call forth joy and gratitude in the face of the fierce New England winter then just at hand; and yet around that fearful far-off day are clustering the memories of almost four hundred years and from sunrise until sunrise again will be sung, to-morrow, the divinest song which Heaven has inspired humanity to conceive and sing. The hard life, the crude life has been breathed upon and lo! the sublimest anthem which the world has known.

It was this thought which the happy diners clung to. They insisted, from first to last, that the hard experiences of the past furnished the basis of all that the American is willing to acknowledge in American poetry, metered or unmetered. The American mind can soar with the loftiest, but it must touch something solid when the soaring is over. Longfellow is the acknowledged poet of the affections, but it was the real suffering of Evangeline that won for him his crown. Whittier, "the plain brown thrush of the Amesbury marshes," sang his warsongs, but his place in the American heart was given to him in "Snowbound" and enshrined by the verse in which he enshrined "The Pumpkin Pie."

All of these ideas, however, center at last in to-morrow's general home-gatherings, as they centered in that Thanksgiving dinner far away from the New England home and the New England burying-ground. Each had his own experience to relate and each, when it was over, showed how true it is that the heart-song has the crude for its home-song when the singer is taken at his best. The old grindstone under the butternut becomes an inspiration. The stone-picking in the north lot, seen through the mist of years, is pleasant to look back upon. "Bob White" then on the zigzag fence in the summer morning is sweeter than the best of bird-songs now. The old has come back again with its old-time glory and what was once a pain to endure is radiant to-day with pleasing recollections.

That these all centered at that New England Thanksgiving dinner need not here be emphasized. That they will be present at every feast to-morrow and be the acknowledged leading joy is tenderly looked forward to. For the readers of the Tradesman may there, in this, be no disappointment. May plenty crown the board, may seedtime and harvest have brought to all an abundance and may the old-time New England Thanksgiving, with all its old-time memories, be with them and bless them more than a thousand fold.

Reuben M. Streeter.

Buttermilk a Liquor Cure.

A buyer for one of the largest importing liquor houses, who has to sample enough wine and spirits every day to put an ordinary man out of business, says that buttermilk is his salvation. "I not only buy five

or six glasses a day at the dairy restaurants or street stands," he says, "but I drink it all the time at home, instead of tea or coffee. I never touch beer or anything like that. I keep a stone crock of buttermilk in the cellar and let it get just a little stale. It is better than if taken fresh. A man who insists on drinking liquor will find very little trouble if he takes plenty of buttermilk. If he wants to swear off, buttermilk will help him. It is a splendid stomachic. Two quarts of good buttermilk a day will cure any case of nervous indigestion."

One faces a breeze to light a pipe. 'Tis the same way in life. If a man desires success he must face the music from the cradle to the grave.

ELLIOT O. GROSVENOR

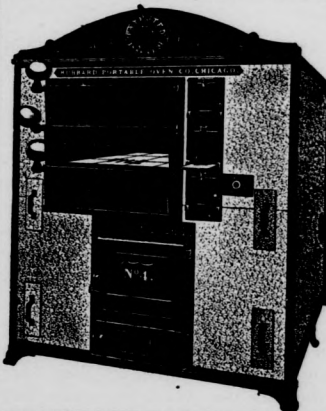
Late State Food Commissioner
Advisory Counsel to manufacturers and jobbers whose interests are affected by the Food Laws of any state. Correspondence invited.
1232 Majestic Building, Detroit, Mich.

RUGS FROM OLD CARPETS THE SANITARY KIND

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

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

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.

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.

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

STORE DECEPTION.

True Circumstance That Occurred at So-Called Bargain Sale.

Written for the Tradesman.

It takes all kinds of people to make a world and it takes all kinds of stores to make up the commercial life of a community.

By "all kinds of stores" I do not refer to the different sorts of goods that are sold in them to the more or less dear public, but I mean the personality of a store, if I may use the term, for a store certainly does possess just as striking characteristics as those of the man or men who preside over it.

Every store has its "atmosphere," so to speak, which is felt to a more or less extent by every man, woman or child entering its doors. It is like the perfume of an unseen flower, indefinable, but it is agreeable or not to us just as that is pleasant or not to our olfactories.

In some stores you feel instinctively that you have to be on the defensive; you have to "look out for them." In others you trust implicitly the word of the servitors, from the highest to the lowest. You feel that they would no more cheat you, or attempt to, than you would cheat yourself.

Anent this subject I am reminded of a circumstance that was related to me not long ago regarding a so-called special sale that was held last July by a prominent shoe store in a prominent Southern Michigan city.

The store in question is owned by several proprietors. They are all men of good address and all of them are employed in one or another capacity about the store, so that one or more are always in evidence about the place and know pretty well what is going on.

The time of which I speak a "special sale" of a very fine grade of small sizes of ladies' laced shoes was "going on." The following experience was that of a young lady of my acquaintance whose pocket is not lined with gold. In fact, although she draws a salary that would be sufficient for herself alone, she finds it pretty hard sledding, financially, when that same salary has also to go to the support of her mother and a father who is no longer able to swell the family exchequer. Although far from being blessed with a rugged constitution, this girl is a brave little body. Sometimes she feels "hardly able to drag herself around," she says, but each day finds her at her post doing her work as quickly and conscientiously as if perfect health were hers. When I feel blue or down-hearted I remind myself of the lot of this poor little toiler and straightway my skies brighten.

But about the "special sale" of the shoes that appeared "such a bargain" to feminine eyes that gazed on the display in the window. Among those beauteous eyes were the soft brown ones of my little friend, which alighted on those pedal coverings as she was hurrying home to luncheon. A passing glance was all she had time for then, for she was afraid she would be late to her work if she stopped. On her way back she had five

minutes to spare, which often means more to her than an hour to her more fortunate sisters—I mean the latter word in its generic sense—and stepped into the store to ask how long the "sale" lasted. She was informed that it was "on" for all the week, but that she had better come in soon if she wanted a pair, as the shoes in question were only small sizes—"that was why it was a 'sale.'"

My friend is "a little thing," so the small sizes would not bar her out of the "advantages" of the "sale" if the so-called advantages were real and not of the fairy-tale order.

She needed a new pair of shoes badly and so carefully examined the pair the clerk handed her for inspection. They were regular beauties as to style and the quality the clerk asserted was "exceptionally good."

"They were a job lot of salesman's samples," he said, "and were going like hot cakes—better try some on, Miss."

"Miss" told him she couldn't take the time then, but she would try to come in the following noon.

The next day she brought her luncheon with her, ate it hurriedly and took the remaining three-quarters of an hour to go to the "special" and see if she could be suited as to size.

You women of leisure little know the difficulties under which a shop or office girl labors in the accumulation of her wardrobe—a little time snatched this noon and a little that, until it seems to her as if life isn't worth living—in other words, that her clothes are not worth the effort they cost her.

But I digress.

"Yes, they had her size. Would Miss like to try some on?"

Yes, "Miss" would like to—she wore so-and-so.

The clerk got out the number and narrow letter that Nature has given the girl and forthwith proceeded to try on the right shoe. The time was creeping along toward the noon hour ending, so the little maid told the clerk he might do up the shoes, as the other was probably a good fit if the right one was.

The clerk slapped them into the box, wrapped it up, took the even money and the transaction was ended.

I said, "was ended"—I should have said, "seemed ended." I also said that the clerk got out the right number and letter. Here, too, I should have qualified the act by use of the word, "ostensibly." For, on arrival at home in the evening, "Miss" opened up her newly-acquired purchase for the admiration of the family. She put the right shoe on that little Cinderella foot of hers and her folks all exclaimed over its dainty prettiness in its new elegance. (They are people who believe in praising those they love—rare virtue!)

"Put on the other," they said; "let's see both."

Easier said than done, and astonishment knew no bounds when the discovery was made that the left shoe was a whole inch shorter than its mate and half an inch narrower!

"No wonder they put 'em on the bargain counter. Humph!" said my

disgusted and disappointed little friend.

The next noon she again ate her luncheon far from the bosom of the family and started out to have the mistake of the previous day rectified.

At first the clerk denied the existence of the error—said "they were marked right." It didn't take "Miss" very long to convince him that her statement was correct. He flushed to the roots of his hair and hurried with the shoes to the back part of the store behind a big screen. Returning after a few moments he handed the young lady the supposed exchanged goods with a hurried "There you are—you'll find this pair O. K."

Grown wise by experience she told the clerk she "was going to see for herself," and thereupon opened up the parcel.

The clerk's head was turned for a moment and in that moment my clever little friend surreptitiously looked inside the shoes at the top.

"Young fellow, these are the identical shoes I just returned. You may give me another pair, if you please," she ordered, with all the dignity a midget could command.

The "young fellow" turned all colors of the rainbow, but "put up a good bluff" that he had given her a new pair for the ones she brought back.

With elaborate politeness—she was so sure of her ground—my friend insisted on her point.

The clerk looked at the package and again took the shoes to the rear of the store. He talked with some one behind the screen, came back with a swagger to where my friend stood and again made the statement that she "could take those shoes or nothing, he'd certainly changed them."

He said a lot more along the same line.

The girl let him rattle on. Then she rose to the fullest height of her dignity and, pointing to a funny little mark in ink in the top of each shoe, said, with clinching firmness:

"Young man, I've always heard of the underhanded tricks of this store, but I didn't believe them until now. However, on account of the rumors, and to forestall any crookedness on your part, I just made those cabalistic marks in these shoes myself before I left home. Now I know your methods are underhanded, to say the least, and you may go and get me another pair of shoes!"

My friend said she guessed that that clerk wouldn't forget that interview in a hurry.

The result of the matter was that the crestfallen clerk for the third time carried the hoodooed shoes to his "pillar of strength"—alias the man behind the screen—coming back with the weak statement that "they could do nothing."

"Give me my money back, or you will find that I can do something!" angrily demanded my friend. "You've cheated me right from the start and the least you can do now is to return my money."

She got it.

Jennie Alcott.

Five Important Virtues Which Are Essential to Success.

Written for the Tradesman.

In general the requisites for success are intelligence, integrity, industry, perseverance and economy of time and money.

It is important that you drive your business instead of allowing business debts to drive you. Ensure this result by strict punctuality in business engagements as well as other pecuniary affairs. Some men, like the back of a clock, are always behind time. When a member of the House of Representatives observed that it was time to call the house to order another said, "No, Mr. Blank is not in his seat." The clock was found to be three minutes fast and before this time had expired Mr. Blank was in his seat.

Be slow of promising but sure of performing.

Do not discriminate too nicely between your duties and those of your co-workers. Do whatever is assigned to you, and do it well. Show an active, intelligent interest in the business in which you are engaged by the increasing efficiency of your work. The knowledge of to-day will not do six months hence so that up-to-dateness is imperative.

There is another point which ought not to be overlooked here:

While personal appearance is not an infallible index of character, it nevertheless establishes the first impression, which it is true is generally a lasting one. Going to extremes in this direction reminds us of the replies sometimes given by merchants who are asked the principal foibles of young men: "Failure to keep one's credit a little better than one's clothes."

"Too many young men, like Josh Billings, are determined to 'live with-in' their incomes, even if they have to borrow the money to do it."

Of course, it sometimes happens that a man gets the reputation of being close because after he has paid all his debts he has not money enough left to get a reputation with for being generous. "Pay as you go and if you can't pay don't go." Keep out of debt, there is nothing which so drags a man down. It makes him despise himself and often causes him to resort to mean and petty subterfuges.

Not less necessary to success is courage. It is closely akin to honesty.

Have the courage to tell a man why you will not lend him your money. Have the courage to wear your old garments until you can pay for new ones.

Have the courage to pass the bottle without filling your glass.

Have the courage to pay a debt while you have the money in your pocket.

Have the courage to provide an entertainment for your friends within your means, not, as so many do, beyond them. The young man who perseveres in the above manner can not fail to be appreciated, to become indispensable to the business with which he is connected. We should

endeavor to make this world better for having lived in it. The utility of our actions to mankind is the final standard by which they are measured, and not the intellectual supremacy displayed in their performance.

Thomas A. Major.

Gustavus F. Swift's Mottoes.

Gustavus F. Swift, the late head of the great packing house of Swift & Company, Chicago, left an estate worth over seven million dollars. He left the example of his life and the original maxims which were his guide in building a great business. All of these maxims have been collected, and are presented herewith.

No man, however rich, has enough money to waste in putting on style.

The richer a man gets the more careful he should be to keep his head level.

Business, religion and pleasure of the right kind should be the only things in life for any man.

A big head and a big bank account were never found together to the credit of anyone, and never will be.

No young man is rich enough to smoke twenty-five cent cigars.

Every time a man loses his temper he loses his head, and when he loses his head he loses several chances.

Next to knowing your own business, it's a mighty good thing to know as much about your neighbor's as possible, especially if he's in the same line.

The best a man ever did shouldn't be his standard for the rest of his life.

The successful men of to-day worked mighty hard for what they've got. The men of to-morrow will have to work harder to get it away.

If the concentration of a lifetime is found in one can of goods, then that life has not been wasted.

No man's success was ever marked by the currency that he pasted up on billboards.

When a clerk tells you that he MUST leave the office because it is 6 p. m., rest assured that you will never see his name over a front door.

The secret of all great undertakings is hard work and self-reliance. Given these two qualities and a residence in the United States of America, a young man has nothing else to ask for.

Irish Shrewdness.

She was a good natured, happy looking Irish woman who walked into a store a few days ago and asked the price of collars that were displayed in the window. The clerk replied that they were two for 25 cents.

The woman then asked, "How much would that be for one?"

"Thirteen cents," answered the clerk, quickly.

The old woman pondered, and then, with her finger, figured on the sleeve of her coat a little longer. After her effort she demanded:

"That would make the other collar 12 cents, wouldn't it? Just give me that one."

Mankind are so stubborn that if you intend to do them a good turn, it is safer to coax them than to undertake to drive them.

Hardware Price Current

AMMUNITION				
Caps				
G. D., full count, per m.	40			
Hicks' Waterproof, per m.	50			
Musket, per m.	7			
Ely's Waterproof, per m.	60			
Cartridges				
No. 22 short, per m.	2 50			
No. 22 long, per m.	3 00			
No. 32 short, per m.	5 00			
No. 32 long, per m.	5 75			
Primers				
No. 2 U. M. C., boxes 250, per m.	1 40			
No. 2 Winchester, boxes 250, per m.	1 40			
Gun Wads				
Black edge, Nos. 11 & 12 U. M. C.	60			
Black edge, Nos. 9 & 10, per m.	70			
Black edge, No. 7, per m.	80			
Loaded Shells				
New Rival—For Shotguns				
No.	Drs. of	Shot	Gauge	Per
120	4	1 1/2	10	100
129	4	1 1/2	9	\$2 90
128	4	1 1/2	8	2 90
126	4	1 1/2	6	2 90
135	4 1/4	1 1/2	5	2 95
154	4 1/4	1 1/2	4	3 00
200	3	1	10	2 50
208	3	1	8	2 50
235	3 1/4	1 1/2	6	2 65
265	3 1/4	1 1/2	5	2 70
264	3 1/4	1 1/2	4	2 70
Discount 40 per cent.				
Paper Shells—Not Loaded				
No. 10, pasteboard boxes 100, per 100.	72			
No. 12, pasteboard boxes 100, per 100.	64			
Gunpowder				
Kegs, 25 lbs., per keg	4 90			
1/2 Kegs, 12 1/2 lbs., per 1/2 keg	2 90			
1/4 Kegs, 6 1/4 lbs., per 1/4 keg	1 60			
Shot				
In sacks containing 25 lbs.				
Drop, all sizes smaller than B.	1 75			
Augurs and Bits				
Snell's	60			
Jennings' genuine	25			
Jennings' imitation	50			
Axes				
First Quality, S. B. Bronze	6 50			
First Quality, D. B. Bronze	9 00			
First Quality, S. B. Steel	7 00			
First Quality, D. B. Steel	10 50			
Barrows				
Railroad	13 00			
Garden	29 00			
Bolts				
Stove	70			
Carriage, new list	50			
Flow	50			
Buckets				
Well, plain	4 50			
Butts, Cast				
Cast Loose Pin, figured	70			
Wrought Narrow	60			
Chain				
Common	1/4 in. 5-16 in. 3/4 in. 1 in.			
BB	7 c. 6 c. 6 c. 4 c.			
BBB	8 1/2 c. 7 1/2 c. 6 1/2 c. 6 c.			
BBB	8 3/4 c. 7 3/4 c. 6 3/4 c. 6 1/2 c.			
Crowbars				
Cast Steel, per lb.	5			
Chisels				
Socket Firmer	65			
Socket Framing	65			
Socket Corner	65			
Socket Slicks	65			
Elbows				
Com. 4 piece, 6 in., per doz.	75			
Corrugated, per doz.	1 25			
Adjustable	40 & 10			
Expansive Bits				
Clark's small, \$18; large, \$26	40			
Ives' 1, \$18; 2, \$24; 3, \$30	25			
Files—New List				
New American	70 & 10			
Nicholson's	70			
Heller's Horse Rasps	70			
Galvanized Iron				
Nos. 16 to 20; 22 and 24; 25 and 26; 27, 28	28			
List	12 13 14 15 16 17			
Discount, 70.				
Gauges				
Stanley Rule and Level Co.'s	60 & 10			
Glass				
Single Strength, by box	dis. 90			
Double Strength, by box	dis. 90			
By the Light	dis. 90			
Hammers				
Maydole & Co.'s, new list	dis. 33 1/2			
Yerkes & Plumb's	dis. 40 & 10			
Mason's Solid Cast Steel	30c list 70			
Hinges				
Gate, Clark's 1, 2, 3	dis. 60 & 10			
Hollow Ware				
Pots	50 & 10			
Kettles	50 & 10			
Spiders	50 & 10			
Horse Nails				
Au Sable	dis. 40 & 10			
House Furnishing Goods				
Stamped Tinware, new list	70			
Japanned Tinware	20 & 10			

Iron	
Bar Iron	2 25 c rates
Light Band	3 c rates
Nobs—New List	
Door, mineral, jap. trimmings	75
Door, porcelain, jap. trimmings	85
Levels	
Stanley Rule and Level Co.'s	dis
Metals—Zinc	
600 pound casks	7 1/4
Per pound	8
Miscellaneous	
Bird Cages	40
Pumps, Clistem	75
Screws, New List	85
Casters, Bed and Plate	50 & 10 & 10
Dampers, American	50
Molasses Gates	
Stebbin's Pattern	60 & 10
Enterprise, self-measuring	30
Pans	
Fry, Acme	60 & 10 & 10
Common, polished	70 & 10
Patent Planished Iron	
"A" Wood's pat. plan'd, No. 24-27	10 80
"B" Wood's pat. plan'd, No. 25-27	9 80
Broken packages 1/4 c per lb. extra.	
Planes	
Ohio Tool Co.'s fancy	40
Sciota Bench	50
Sandusky Tool Co.'s fancy	40
Bench, first quality	45
Nails	
Advance over base, on both Steel & Wire	
Steel nails, base	2 75
Wire nails, base	2 30
10 to 60 advance	Base
10 to 16 advance	5
8 advance	10
6 advance	28
4 advance	29
3 advance	45
2 advance	70
Fine 3 advance	50
Casing 10 advance	15
Casing 8 advance	25
Casing 6 advance	35
Finish 10 advance	35
Finish 8 advance	35
Finish 6 advance	35
Barrel 1/2 advance	85
Rivets	
Iron and Tinned	50
Copper Rivets and Burs	45
Roofing Plates	
14x20 IC, Charcoal, Dean	7 50
20x28 IC, Charcoal, Dean	9 00
20x28 IC, Charcoal, Allaway Grade	15 00
14x20 IC, Charcoal, Allaway Grade	7 50
14x20 IX, Charcoal, Allaway Grade	9 00
20x28 IC, Charcoal, Allaway Grade	15 00
20x28 IX, Charcoal, Allaway Grade	18 00
Ropes	
Sisal, 1/2 inch and larger	10
Sand Paper	
List acct. 19, '86	dis 50
Sash Weights	
Solid Eyes, per ton	36 00
Sheet Iron	
Nos. 10 to 14	\$3 60
Nos. 15 to 17	3 70
Nos. 18 to 21	3 80
Nos. 22 to 24	4 10
Nos. 25 to 26	4 20
No. 27	4 30
All sheets No. 18 and lighter, over 30 inches wide, not less than 2-10 extra.	
Shovels and Spades	
First Grade, Doz	6 00
Second Grade, Doz	5 50
Soldier	
1/4 @ 1/2	19
The prices of the many other qualities of soldier in the market indicated by private brands vary according to composition.	
Squares	
Steel and Iron	60-10-5
Tin—Melyn Grade	
10x14 IC, Charcoal	\$10 50
14x20 IC, Charcoal	10 50
10x14 IX, Charcoal	12 00
Each additional X on this grade, \$1.25.	
Tin—Allaway Grade	
10x14 IC, Charcoal	\$ 9 00
14x20 IC, Charcoal	9 10
10x14 IX, Charcoal	10 50
14x20 IX, Charcoal	10 50
Each additional X on this grade, \$1.50.	
Boiler Size Tin Plate	
14x56 IX, for No. 8 & 9 boilers, per lb.	13
Traps	
Steel Game	75
Oneida Community, Newhouse's	40 & 10
Oneida Com'y, Hawley & Norton's	65
Mouse, choker, per doz.	15
Mouse, delusion, per doz.	1 25
Wire	
Bright Market	60
Annealed Market	60
Coppered Market	50 & 10
Tinned Market	50 & 10
Coppered Spring Steel	40
Barbed Fence, Galvanized	3 00
Barbed Fence, Painted	2 70
Wire Goods	
Bright	80-10
Screw Eyes	80-10
Hooks	80-10
Gate Hooks and Eyes	80-10
Wrenches	
Baxter's Adjustable, Nickeled	30
Coe's Genuine	40
Coe's Patent Agricultural, Wrought	70 & 10

Crockery and Glassware

STONEWARE	
Butters	
1/2 gal. per doz.	48
1 to 6 gal. per doz.	6
8 gal. each	52
10 gal. each	66
12 gal. each	78
15 gal. meat tubs, each	1 20
20 gal. meat tubs, each	1 60
25 gal. meat tubs, each	2 25
30 gal. meat tubs, each	2 70
Churns	
2 to 6 gal., per gal.	6 1/2
Churn Dashers, per doz.	84
Milkpans	
1/2 gal. flat or round bottom, per doz.	48
1 gal. flat or round bottom, each	6
Fine Glazed Milkpans	
1/2 gal. flat or round bottom, per doz.	60
1 gal. flat or round bottom, each	6
Stewpans	
1/2 gal. fireproof, ball, per doz.	85
1 gal. fireproof, ball per doz.	1 10
Jugs	
1/2 gal. per doz.	60
1 gal. per doz.	45
1 to 5 gal., per gal.	7 1/2
Sealing Wax	
5 lbs. in package, per lb.	2
LAMP BURNERS	
No. 0 Sun	35
No. 1 Sun	36
No. 2 Sun	48
No. 3 Sun	85
Tubular	50
Nutmeg	50
MASON FRUIT JARS	
With Porcelain Lined Caps	
Pints	Per Gross.
Quarts	4 25
1/2 Gallon	4 50
Fruit Jars packed 1 dozen in box.	6 50
LAMP CHIMNEYS—Seconds	
Per box of 6 doz.	
No. 0 Sun	1 60
No. 1 Sun	1 72
No. 2 Sun	2 54
Anchor Carton Chimneys	
Each chimney in corrugated carton	
No. 0 Crimp	1 80
No. 1 Crimp	1 78
No. 2 Crimp	2 78
First Quality	
No. 0 Sun, crimp top, wrapped & lab.	1 91
No. 1 Sun, crimp top, wrapped & lab.	2 00
No. 2 Sun, crimp top, wrapped & lab.	3 00
XXX Flint	
No. 1 Sun, crimp top, wrapped & lab.	3 25
No. 2 Sun, crimp top, wrapped & lab.	4 10
No. 2 Sun, hinge, wrapped & labeled.	4 25
Pearl Top	
No. 1 Sun, wrapped and labeled	4 60
No. 2 Sun, wrapped and labeled	5 30
No. 2 hinge, wrapped and labeled	5 10
No. 2 Sun, "small bulb," globe lamps.	80
La Bastille	
No. 1 Sun, plain bulb, per doz.	1 00
No. 2 Sun, plain bulb, per doz.	1 25
No. 1 Crimp, per doz.	1 35
No. 2 Crimp, per doz.	1 60
Rochester	
No. 1 Lime (65c doz.)	3 50
No. 2 Lime (75c doz.)	4 00
No. 2 Flint (80c doz.)	4 60
Electric	
No. 2 Lime (70c doz.)	4 00
No. 2 Flint (80c doz.)	4 60
OIL CANS	
1 gal. tin cans with spout, per doz.	1 25
1 gal. galv. iron with spout, per doz.	1 40
2 gal. galv. iron with spout, per doz.	2 30
3 gal. galv. iron with spout, per doz.	3 25
4 gal. galv. iron with spout, per doz.	4 20
5 gal. galv. iron with faucet, per doz.	4 70
6 gal. galv. iron with faucet, per doz.	4 60
7 gal. Tilting cans	7 00
8 gal. galv. iron Nacetas	9 00
LANTERNS	
No. 0 Tubular, side lift	4 65
No. 0 B Tubular	7 25
No. 15 Tubular	6 50
No. 2 Cold Blast Lantern	7 75
No. 12 Tubular, side lamp	13 50
No. 3 Street lamp, each	3 60
LANTERN GLOBES	
No. 0 Tub., cases 1 doz. each, bx, 10c.	50
No. 0 Tub., cases 2 doz. each, bx, 15c.	50
No. 0 Tub., bbls. 5 doz. each, per bbl.	2 25
No. 0 Tub., Bull's eye, cases 1 dz. e'ch 1	2 25
BEST WHITE COTTON WICKS	
Roll contains 32 yards in one piece.	
No. 0, 3/4 in. wide, per gross or roll.	24
No. 1, 5/8 in. wide, per gross or roll.	33
No. 2, 1 in. wide, per gross or roll.	46
No. 3, 1 1/4 in. wide, per gross or roll.	75
COUPON BOOKS	
50 books, any denomination	1 50
100 books, any denomination	2 50
500 books, any denomination	11 50
000 books, any denomination	20 00
Above quotations are for either Tradesman, Superior, Economic or Universal	
grades. Where 1,000 books are ordered	
at a time customer receives specially	
printed cover without extra charge.	
Coupon Pass Books	
Can be made to represent any denomination	
from \$10 down.	
50 books	1 50
100 books	2 50
500 books	11 50
000 books	20 00
Credit Checks	
500, any one denomination	2 00
100, any one denomination	80
50, any one denomination	80
Steel punch	80

New York Market

Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, Nov. 20—Almost everything at the moment smacks of Thanksgiving. The windows of the retail grocers are things of beauty and the varied colors of the preserved fruits and the long lines of dried, as well as the fresh, stock are well calculated to provoke an appetite. Retailers are doing an excellent trade and they are making money. Profits are seemingly satisfactory on almost all lines and the mountainous piles of packages and the rush inside the stores all go to show that 1903 is one of the banner years.

Among jobbers about the duller grocery staple is coffee. While the speculative market has been quite active, actual business with both roasters and jobbers has been dull and flat and unprofitable. Jobbers are well stocked up and are not disposed to enlarge in this direction, so matters remain without much change. At the close Rio No. 7 is worth 6½¢ @ 63¢. In store and afloat there are 2,867,801 bags, against 2,697,148 bags at the same time last year. Mild coffees are doing fairly well at unchanged quotations, Good Cucuta being steady at 8½¢. Buyers are not seemingly very anxious to purchase ahead of current requirements. East India coffees sell fairly well and prices are well sustained on all lines.

Stocks of teas are not overabundant and in the way of Formosa Oolong and green teas quite an active trade has prevailed all the week. Quite a good line of business has been done and at well maintained prices. Package teas are moving freely and this week the retail trade in the same is large in every store.

The sugar market is mighty dull. Sales are of small parcels and neither buyer nor seller is seemingly very much interested in the situation. The little business there is comprises withdrawals under old contracts and new business is almost nil.

Rice has been quiet all the week. The best that can be said is that quotations are firm and dealers are hopeful of the future. Prime to choice domestic, 5¢ @ 5¼¢. There is not likely to be an excessive supply.

The local spice market is retaining all its recently-acquired strength and is seemingly adding to it every day. Especially well held are cloves and fraction by fraction they are approaching the 20¢ mark. Pepper is again attracting attention and cables from Europe and from producing regions all tend to provoke higher markings. Zanzibar cloves, 15¼¢ @ 15¾¢; Singapore pepper, 12¾¢ @ 13¢.

The cold wave and Thanksgiving together have had their effect on the molasses market and the result is that local stocks have become very much depleted and prices are very strong, although possibly no higher than last week. Orders sent in are almost all of the "hurry" kind and it is doubtful if they all meet with prompt filling. Grocery grades of New Orleans stock are worth 33¢ @

38¢; new crop blends, 33¢ @ 35¢; good to prime centrifugal, 17¢ @ 27¢. Syrups are steady and a fair amount of business has been done at unchanged quotations.

Within a few days there has been an improvement in canned goods, but even now there is no especial activity, the improvement being of a holiday character. Tomatoes are moving slowly, although doing better in well-known brands and prices are variable, about 70¢ being an average for desirable stock. Salmon is doing pretty well at unchanged figures. Corn is in good demand, and it is difficult to meet the request for better sorts. Succotash has been selling well this week. Apples show little, if any, change in any respect. California fruits are well held and the call is for almost all sorts.

In dried fruits prunes have been most sought for and there is real activity in the larger sizes. Currants are generally firm and the same is true of raisins. Prices all around are well maintained.

The butter market is firmer and quotations show some advance, owing to lighter receipts and much colder weather and a good, brisk demand. This is true more particularly of the better grades. The lower sorts are rather dull. Best Western creamery is worth 23¢ and seconds to thirds 18¢ @ 22½¢; held extras move from 18¢ @ 22¢, the latter being top; imitation creamery, 15¢ @ 18¢; factory, 14½¢ @ 15½¢, the latter for good held stock; renovated, 15¢ @ 17½¢.

Sellers of cheese are firm in their views and prices are possibly a fraction higher. Small size full cream, 11¾¢; large, 11½¢—all New York State make. A good deal of cheese of late season make is lacking in quality.

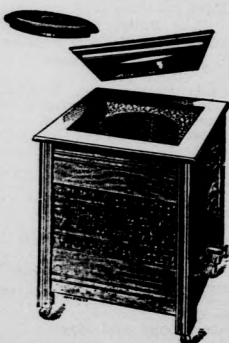
Eggs are eggs at the present time and near-by fresh-gathered stock is quotable as high as 40¢ @ 42¢; Western fresh-gathered, 33¢; Western seconds to firsts, 28¢ @ 32¢; refrigerator stock, 21¢ @ 24¢.

The lowest salaried employe in the country is doubtless Ivan Newlin, a man who is employed by the suburban Indianapolis town of Irvington to turn on and off an electric light at an obscure crossing, for which he receives one cent per day. His first pay envelope, which he obtained the other day, contained \$1.50 for five months' services.

OYSTER CABINETS

20

Different styles and sizes always carried in stock. Send for our illustrated price list. It will interest you and be a profitable investment.



CHOCOLATE COOLER COMPANY
Grand Rapids, Mich.



COMPUTING CHEESE CUTTER

This cutter will cut any amount desired off any weight cheese at any price per pound. Will save from seventy-five cents to one dollar on every cheese cut, and increase your cheese trade.

Price \$20.00. Agents wanted.

Computing Cheese Cutter Co.
Anderson, Ind.

GOOD, STRONG BAGS, 5¾¢

We have on hand ready for immediate shipment, 50 thousand INSIDE COFFEE BAGS, size 25x39 in. which have been used once for coffee, uniform in size, whole and clean. Made from closely woven jute, suitable for Potatoes, Grain, Oats, Meal, etc., at 5¾¢ each f. o. b. Chicago.

THE F. J. DAVENPORT CO.
GRAND RAPIDS, MICH.

SEND US YOUR ENQUIRIES FOR ANYTHING DESIRED IN THE BAG LINE

A FAVORITE WITH ALL

We Pay
The
Freight

SELECT FLOUR

The
Merchant's
Choice

ST. LOUIS MILLING CO., St. Louis, Michigan

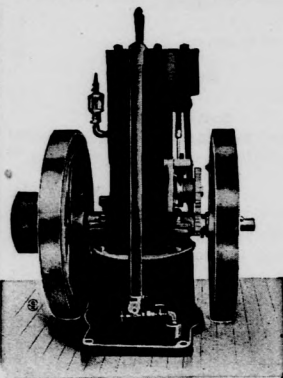
THE VINKEMULDER COMPANY

Car Lot Receivers and Distributors

Sweet Potatoes, Spanish Onions, Cranberries, Figs, Nuts and Dates.

14-16 Ottawa Street, Grand Rapids, Michigan

Write or 'phone us what you have to offer in Apples, Onions and Potatoes in car lots or less.



The "Ayres"

Gas and Gasoline ENGINES

Are a picture of simplicity and durability, particularly adapted to all kinds of work. Write for catalogue and particulars. We also manufacture wood-sawing outfits.

Agents Wanted

Ayres Gasoline Engine and
Automobile Works

Saginaw, W. S., Mich.

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WHOLESALE
MANUFACTURER

BEADLE'S
CUSTOM-MADE HARNESS



HARNESS

TRAVERSE
CITY,
MICHIGAN

FULL LINE OF HORSE BLANKETS AT LOWEST PRICES

JOHN G. DOAN COMPANY
WHOLESALE OYSTERS

IN CAN OR BULK

All mail orders given prompt attention.

Main office 127 Louis Street, GRAND RAPIDS

Citizens' Phone 1881

Buyers and Shippers of

POTATOES

in carlots. Write or telephone us.

H. ELMER MOSELEY & CO.
GRAND RAPIDS, MICH.

Printing for Produce Dealers

Selling Apples a Business by Itself.

The question as to the best method of marketing the apple crop, including the picking and packing, is of great importance to the apple growers of to-day. Nearly every branch of the business has received assistance from the several State experiment stations, as well as the United States Agricultural Department, touching every phase of the fruit growers' trials, excepting these questions. When we figure the acreage of trees now in bearing and those that will come into bearing within the next few years, with an average crop, this problem will be forced upon us and must be solved. Some men, who are successful fruit growers, fail to realize the value of their crop for the reason that they do not pack the fruit properly. Others pick too early and do not get the best prices on account of poor color or rough handling.

Orchardists who have a quantity of summer apples must use great care and good judgment in handling them. They must be handled promptly as the weather is usually warm at picking time. Most summer varieties should be gone over two or three times in picking the crop, in order to get uniform color. Pack direct from the tree into the barrel or box. Summer apples should never be hauled in bulk no matter how short the distance.

Choice, well-selected fruit always finds a market, when inferior or bruised fruit can not be sold for enough to cover expenses. Always arrange the face to show to best advantage (the buyer expects this), but see that the fruit runs uniform through the package. If the buyer is deceived in your fruit once, he will pass it by thereafter. Remember your name or stencil number is on every package of your fruit and the commission merchant is going to protect his trade as between the grower and himself, therefore you will get more for the good fruit than you would to let the inferior fruit go in and ship twice the quantity, besides saving the expense and your reputation. Reputation means much to the fruit grower. Use a clean, nice package and in using barrels have them head-lined.

In hauling to the depot have springs on the wagon and if in barrels lay flat, never stand on end. Protect the fruit from the sun, dust, or rain. When unloaded at the depot see that it is not left on the platform to take the sun, or if loading a car see that it is a ventilated car. Do not load summer apples into a tight box car under any circumstances. Right here we begin to need organization or co-operative shipping.

Shipping associations, properly managed, are valuable assistants in marketing fruit, in many ways, and the manager must be a good business man, who will be able to deal with all questions that may arise, the same as would occur in handling the business of any large corporation in other lines.

Co-operation is of great value to small shippers, who can not secure

car rates without it and with it has equal advantage with the large shipper. Small shippers are sometimes unable to get a profit out of their fruit on account of the local rates. The difference between the car rate and the local rate would afford a profit. Refrigeration has made it possible to reach distant markets and no locality can have the monopoly of any market very long if the shipping associations are properly managed.

In handling winter apples cold storage has developed an important branch of the business—that is, "the cold storage packer." These men have an established trade and every facility necessary to realize the most money possible out of the fruit they put up. They employ expert help, who canvass the fruit producing districts of the country and learn just what the situation is as to the crop before the season opens. They locate their buying stations where they can secure the best fruit and nearly always pay more for it than could be realized in any other way. It may be urged that the grower may just as well store his own fruit and take the profit received by the storage packer. Occasionally this has been done by large growers, but they are not in position to market the apples to advantage from storage at points where it is located, and must sell to the trade through a commission merchant or to the packer, who has an established trade. The experiment is often expensive.

To grow apples successfully is a business. To market winter apples under present conditions to the best advantage is also a business, and each is a distinct line.

It seems, as a rule, the grower will make more money to sell his crop on the trees or picked down to the buyer. However, there may be exceptions to this. Where the crop is unusually large and prices very low it may be hard to dispose of the crop at satisfactory prices; therefore, every orchardist should be posted on packing and marketing, not only for the purpose of shipping it himself, if necessary, but that he may be in position to act intelligently in selling when an opportunity offers.

It seems safe to predict now the time will come when the storage packer will discriminate, not only as to orchards with reference to growers and other conditions, but also with reference to growers who have a reputation as a packer and a proper knowledge of handling from the tree to the barrel.

Large packers find it hard to secure sufficient expert help in the orchard. Therefore, where the storage man can buy from a grower who is an expert in picking and handling the buyer can put in one man to inspect the apples as they are placed in the barrels. In this way the buyer is protected and the grower given employment. At the same time the buyer is enabled to put up a large amount of fruit with only a few experts.

J. W. Stanton.

It takes hard work to build a house and it's the lack of it that spoils many a good business chance.



Something That Sells

Packed 40 Five Cent Packages in Cartons

Price, \$1.00

One certificate packed with each carton, ten of which entitle the dealer to One Full Sized Box Free when returned to jobber or to us properly endorsed.

PUTNAM FACTORY National Candy Co.
Grand Rapids, Mich.

January 1st

Is the time most people open up a new set of books. That is, unless they are using a

Loose Leaf System

We manufacture both kinds.
Let us figure with you.

Grand Rapids Lithographing Co.

Lithographers, Printers, Binders
Loose Leaf Devices for Every Use

8 to 14 Lyon Street, Grand Rapids, Mich.



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.

Commercial Travelers

Michigan Knights of the Grip
President, B. D. Palmer, Detroit; Secretary, M. S. Brown, Saginaw; Treasurer, H. E. Bradner, Lansing.

United Commercial Travelers of Michigan
Grand Counselor, J. C. Emery, Grand Rapids; Grand Secretary, W. F. Tracy, Flint.

Grand Rapids Council No. 131, U. C. T.
Senior Counselor, W. B. Holden; Secretary-Treasurer, E. P. Andrew.

SCIENCE OF SALESMANSHIP.

Some of the Principles Which Make for Success.

Spencer tells us that science is organized knowledge. Looked upon in this, its true light, there is nothing so very startling in the idea that a science of salesmanship has been formulated.

For ages the art of selling has existed and has been practiced by millions of men and women.

When we pause long enough to really think in this busy whirlpool of business activity, we know it to be true that a science underlies every art. And yet it is a fact that it remained for the twentieth century to arrange the basic laws, truths and principles underlying success in the art of selling, and so thoroughly co-ordinate, logically arrange and severely test them as to reduce them to a science—the science of successful salesmanship.

That there is no such thing as luck or chance in permanent success no one denies, unless it be the extreme pessimist whose violation of natural laws of success, supplemented by his egotism, self-adulation and self-justification, has led him to feel that success, not having been attained by him, is, after all, but a matter of chance. The truth is, "The fault, dear Brutus, is not in our stars, but in ourselves that we are underlings." And this is true not only in salesmanship, but in every walk in life. Success in business or professional life, and in no other more certainly than in the profession of salesmanship, is governed by laws, immutable and unerring in their accuracy. To work in harmony with them means success of the highest order.

It is with business as it is with health. One may violate some, in fact, many of the laws of health, without inviting immediate dissolution or death, but gross violation of the laws of health means certain and early death, while a long-continued lack of observance of important laws of health means inevitably a much shorter life than might have been enjoyed had the laws of health been observed.

It is just so in salesmanship, in every line of business, in fact. The business of many salesmen and many institutions is sick, simply because the laws which govern success are violated. Ninety-five per cent. of the retail merchants who start in business fail, absolutely fail. Statistics prove this.

Nearly as large a percentage of those who start as salesmen fail to make a marked success. I think it is quite true that a much larger percentage have failed who have embarked in business and salesmanship in the past than those in other vocations.

Why is this? There is a cause for it. The reason is obvious when one searches for it carefully.

The lawyer, the doctor, the minister of the gospel, the electrician, the mechanic, in almost every other vocation, we see the candidate for success going to the expense of time and money to prepare for his work. He does not seek to learn it all in the school of experience. He is able to enter the battle fortified by a study of laws and principles governing success in the practice of the particular art in the performance of which he expects to gain a livelihood. His chances for success are naturally greatly increased.

It is true that there are business colleges which teach book-keeping, and a very commendable range of branches of knowledge which pertain to business, but not even our universities dig down to the whys and wherefores of success and failure in salesmanship. The basic laws, truths and principles which lie at the bedrock of success are not dealt with.

The vocation of salesmanship has always been a haphazard one, and the candidate for the calling has been obliged to learn the whys and wherefores of success in the school of experience. He has been obliged to practice the art of selling without understanding the science which underlies the art.

To begin with, in this article, space forbids more than to challenge the attention of the reader to the fact that there are but four classes of salesmen in the world, viz.:

1. The commercial traveler, who sells in wholesale quantities to retailers, who resell in turn to the public.
2. The retail salesman, or clerk behind the counter.
3. The specialty salesman, including that class of salesmen and saleswomen who sell almost every conceivable product to individuals direct.
4. The promoter, who creates enterprises, who gets ideas and capital together, and usually, through the instrumentality of the corporation, puts a given idea or enterprise before the public.

The science of salesmanship is of equal interest and value to each of these four great classes, because it deals with the fundamental laws, truths and principles which govern success in each and every branch of the calling.

It is needless here to call attention to the fact that managers and proprietors of institutions marketing their goods either through advertising or through individual salesmen are included in the profession of salesmanship. The general is a soldier of the highest order, and the managers and the proprietors of sales institutions are but the generals who direct the soldiers in the army which aims to secure business in the great industrial battles.—A. F. Sheldon in System.

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

Want to Sell Your Store



Established 1881.
Frank P. Cleveland, Real Estate Expert,
1252 Adams Express Building, Chicago, Ill.

Or any other kind of business or real estate?

I can sell it for you at the highest price and on the best terms. Send description and price.

IF YOU WANT TO BUY any kind of business or real estate anywhere, at any price, write me your requirements. I can save you time and money. Bank references. Write to-day

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.

Do You
Contemplate

Incorporating YOUR BUSINESS?

Then call to your assistance the services of our Auditing and Accounting Department to formulate a plain and complete statement of your business and assist you in the preliminary steps of the undertaking.

Write today for particulars.

The Michigan Trust Co.
Grand Rapids, Mich.

Established in 1889

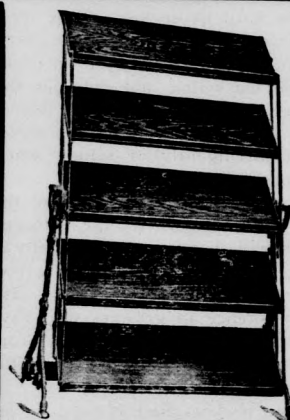
GOLD IS WHERE YOU FIND IT

The "IDEAL" has it

(In the Rainy River District, Ontario)

It is up to you to investigate this mining proposition. I have personally inspected this property, in company with the president of the company and Captain Williams, mining engineer. I can furnish you his report; that tells the story. This is as safe a mining proposition as has ever been offered the public. For price of stock, prospectus and Mining Engineer's report, address

J. A. ZAHN
1318 MAJESTIC BUILDING
DETROIT, MICH.



"UNIVERSAL"

Adjustable Display Stand

The Best Display Stand Ever Made

Adjusts as table, bookcase, or to any angle. Only a limited number will be sold at following prices:

No. 12, 5 shelves 12 in. wide, 33 in. long, 5 ft. high, net price \$4.60

No. 9, 5 shelves, 9 in. wide, 27 in. long, 4 ft high, net price \$4.20

Two or more crated together for either size, 20 cents less, each.

Further information given on application.

American Bell & Foundry Co.
Northville, Mich.

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

"The Clothing that makes Rochester Famous"

REGISTERED BY Solomon Bros. & Lempert, 1900.

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

O. F. Jackson Succeeds to the Secretaryship.

Grand Rapids, Nov. 23.—It is with profound regret that I am obliged to announce the resignation of Secretary E. P. Andrew. Brother Andrew has been Secretary of Grand Rapids Council, No. 131, but a short time, but since assuming the duties of his office he has performed them with marked ability. By virtue of his office, Brother Andrew is compelled to come in contact with each member and many have been the kind and encouraging words said in his behalf. Ed. was worming his way into the heart of every member. Unfortunately for us his house discovered that he was making large sales but working only half the time. They figured that if they could make a shrewd salesman like Andrew work all the time (like the rest of us who do not happen to possess such brilliant talents) they would enjoy double the amount of business, so they have added two states to his territory. In this they are right, and are to be congratulated that they have a man in their employ whose possibilities are far reaching and whose abilities they are just beginning to appreciate. We regret, for Brother Andrew's sake, that these latent powers have been lying dormant so long, but we are thankful that the U. C. T. were the first to discover them.

Brother Andrew and family will move to Detroit, where he will make his future home. We shall all miss Mrs. Andrew's kind words and cheery smiles, but we bid them Godspeed.

Any member of Grand Rapids Council visiting Detroit is expected to save hotel bill by stopping with Brother Andrew. We must try and board out the money he has been paid as acting Secretary.

The Executive Committee have elected by unanimous vote Brother Oscar F. Jackson, with Foster, Stevens & Co., to succeed Brother Andrew as Secretary. Brother Jackson lives at 381 Crescent avenue, and his phone number is 3118. We congratulate the Executive Committee on their wise selection and the Council is to be congratulated more on being able to secure the services of so worthy a successor to Brother Andrew.

The Executive Committee will meet at the club rooms Saturday to audit the books.

Don't forget the card party to be held at the club rooms Saturday, Nov. 28. You stay-at-home members, come to the parties and remember that the wife needs a change. She has been at home while you have been away; or, if she went at all, she had to go alone. Come out together, mingle with your fellow travelers. If you have no one to leave the children with, bring them along—best of nurses supplied on demand.

Wilbur S. Burns.

Gripsack Brigade.

A Detroit correspondent writes as follows: E. A. Bridge has been at home for four weeks with typhoid fever. He has been with Phelps, Brace & Co. for seventeen years and is well known to the grocery trade.

This year he has been on the road for them and has traveled over the greater part of Michigan, Ohio and Indiana. His many friends will be glad to hear that he is out again.

Petoskey Council, U. C. T., No. 235, will hold its regular meeting Saturday night, Nov. 28. The Council will have a smoker and invites all U. C. T. boys who are in the city to be present.

C. J. Mackie, city salesman for the Worden Grocer Co., was called to Toronto last Saturday by the death of his father. His customers are being seen in his absence by William Frederick Blake.

Frederick S. Prentice, who traveled twelve years for Reid, Murdock & Co., but for the past five years has managed the prepared milk factory at South Bend, recently died at his home in South Bend as the result of paralysis.

Bay City Tribune: Daniel Highland, who has been in the employ of Gustin, Cook & Buckley for some time, has started on the road for that house. Mr. Highland is a well-known young man and no doubt will make a success of his new undertaking.

Peter Lankester was in a reminiscent mood the other day and recalled the fact that when he started out as a city salesman, eighteen years ago, there were but seven men working the grocery trade in Grand Rapids for local houses, as against fourteen at the present time. The seven pioneers were as follows: Ad. Morrison (Shields, Bulkley & Lemon); Algeron E. White (Cody, Ball & Co.); Tony Quist (John Caulfield); R. B. Orr (Arthur Meigs & Co.); L. L. Loveridge (Fox, Musselman & Loveridge); Dick Warner (I. M. Clark & Co.); Peter Lankester (Hawkins & Perry). A careful compilation discloses the fact that of the 225 retail grocers in trade at that time only forty-one are now engaged in trade.

E. Clinton Adams, who has covered the Michigan trade the past twelve years for Geo. H. Wheelock & Co., of South Bend, has handed in his resignation to take effect Dec. 1, on which date he will become manager of the Detroit branch of the Garlock Packing Co., of Philadelphia. Mr. Adams will cover personally Detroit, South Bend, Grand Rapids and a half dozen other cities in his territory, leaving the smaller towns to a corps of assistants whom he will engage as soon as he is well grounded in his new position. The change in line necessitates making the acquaintance of an entirely new set of men—hydraulic and steam engineers—who use packing in their establishments. He will continue his "tricks," as he modestly designates them, which will be a source of much pleasure to his new-found friends as well as his old-time acquaintances.

The Boys Behind the Counter.

Morenci—Fred Capp succeeds Earl Russ as clerk in the Roscoe Wilson drug store.

Copemish—Geo. Hall, who has had several years' experience as a drug clerk in Toronto, has taken a position in the drug store of D. A. Cornell.

Recent Business Changes Among Indiana Merchants.

Bicknell—Louis Sarter has sold his furniture and hardware stock to James Cleveland.

Corydon—Breeden & Feller, confectioners, have dissolved partnership, G. H. Feller succeeding.

Evansville—A. P. Caldwell, furniture dealer, will hereafter do business under the style of the Star Furniture Co.

Evansville — Warren Bros. have purchased the grocery stock of L. G. Stork.

Frankfort—F. B. Hackerd & Co., grocers, have dissolved partnership. The business is continued by F. B. Hackerd.

Greenburg—J. M. Hornung, dealer in flour and feed, has sold out to E. K. White.

Kings—Hollis Bros have purchased the general merchandise stock of L. B. Patton.

Mooresville—P. Thompson is succeeded in the dry goods business by Oscar Shuffieberger.

Terre Haute—J. R. Duncan, of the stationery house of J. R. Duncan & Co., is dead.

Evansville—The Empire Confectionery Co. has filed a petition in bankruptcy.

Huntington—Anna B. Zeller has sold her stock of boots and shoes to Renner Bros. & Sullivan, of Wabash.

Sidney—Shira & Ridenour, dealers in general merchandise, have sold their stock to A. B. Palmer, of Palmersburg, Ill.

He Tamed the Rat.

Bay City, Nov. 23.—A prominent grocer in this city has been pestered by rodents to an almost unbearable degree for many months past. He got rid of mice by leaving a cat to guard his store every night, but the cat being somewhat timid about going after the rats he set a trap for this larger species. Nearly every morning he found from one to three big gray fellows in the cage and his clerks had great sport by letting them out in the presence of a fox terrier who soon made short work of them. But, while the rats kept stepping into the trap there was still considerable damage done and the man who furnishes daily bread was sorely perplexed as to what he should do to stop the mischief. Finally a traveling salesman suggested that he singe one until all the hair was burned off and then allow it to go. As a last hope this the grocer did, pouring a little gasoline on the rat and touching it with a match. The victim was not very badly burned, but he had as clean a shave as if he had just come from a barber shop. Since the burning, Mr. Rat has been the only one of his species in the back room and is tamed to such an extent that he does not scamper off when any one appears but eats the bit of cheese, given him several times a day, with apparent hearty relish.

The Country Newspaper.

It is a fashion among certain city dailies to ridicule the country paper, but it is generally the case that there

is one evening a week that the city man looks forward to with zest.

That is the night when he lights his old pipe, puts on his slippers and lies back in his rocker for a musing and a dreaming over his copy of the paper published in the country town where he was born and brought up.

He ponders over the memories that these quaint items of the local news call forth, and the weekly perusal of the events of the burg brings to the reader's mind old familiar scenes and forms that he is glad to keep ever green in his memory.

And if the country paper prints this news in an attractive manner it has performed its mission well, even if its field is limited and there are no hair-lifting episodes to write up each week—simply the chit-chat of everyday life of those many of us have known all our lives.

We fail to see why the fact that Bill Smith has recently shingled his roof may not be worth printing in the country paper as well as having the stupendous fact heralded broadcast in a city paper in a two-column article that a pug dog of a famous actress recently died on a steamer, together with several illustrations of said pug dog and its sentimental owner.

The city paper that publishes such stuff then will try to poke fun at its humble country contemporary because it has an article upon a big cabbage somebody has presented to the editor.—American Times.

Hides, Tallow, Pelts and Wool.

There are no new developments in the country hide trade. Heavy cows show some firmness, but lighter hides remain dull and draggy. They are still sold at the low point, with light offerings and small sales. Calf is some higher from scarcity, with quality deteriorating.

The tallow market is easier and with a declining tendency. Prime and edible are in good demand and medium grades are readily taken, especially at a concession of price. Accumulations are growing and traders are indifferent on account of there being no foreign demand.

Pelts are readily sold as offered, with pullers seeking for stock.

Wools are slow of sale in Eastern markets. A hand-to-mouth policy is pursued among manufacturers. All stocks are held firm, with no weak spots. The State is well cleaned up.

Wm. T. Hess.

The following obituary recently appeared in a Missouri paper: "John Anderson, we are sorry to say, has deceased. He departed this last Munday, he went fourth without a struggle and such is life. He kept the grocer store at the Corners and his wife will still keep it. His virtues was numerous and his wife inherits them. We are happy to state that he never cheated and was always an honorable man and his wife is also. His wife will keep the store just like he did and will be pleased to see old customers at any time."

Hotel Cody, C. E. Bondy, Prop. First class, \$2 and \$2.50. Meals, 50c.

Drugs--Chemicals

Michigan State Board of Pharmacy.

Term expires
Wirt P. Doty, Detroit, Dec. 31, 1903
C. B. Stoddard, Monroe, Dec. 31, 1903
John D. Muir, Grand Rapids, Dec. 31, 1905
Arthur H. Webber, Cadillac, Dec. 31, 1906
Henry Heim, Saginaw, Dec. 31, 1907
President—Henry Heim, Saginaw.
Secretary—J. D. Muir, Grand Rapids.
Treasurer—W. P. Doty, Detroit.

Mich. State Pharmaceutical Association.

President—A. L. Walker, Detroit.
First Vice-President—J. O. Schlotterbeck, Ann Arbor.
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Third Vice-President—H. C. Peckham, Freeport.
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Executive Committee—D. A. Hagans, Monroe; J. D. Muir, Grand Rapids; W. A. Hall, Detroit; Dr. Ward, St. Clair; H. J. Brown, Ann Arbor.
Trade Interest—W. C. Kirchgesner, Grand Rapids; Stanley Parkill, Owosso.

How the Patrons of the Store Should Be Treated.

Serving customers intelligently and satisfactorily behind the retail drug counter is not so easy as some people imagine. There is something more to do than hand out Epsom salt or a package of patent medicine and taking in the money for them. The druggist who is a good salesman must be a good and quick reader of human nature. He must understand his business thoroughly and know all about the goods he is selling to his customers. He must work all day and almost all night planning things and then attend to these plans to see that they are properly and successfully carried out. He needs the patience of Job, the wisdom of Solomon, and the strength of Samson to satisfy and please all sorts and conditions of customers and build up a profitable business.

It is best always to be frank and straightforward in dealing with customers. A large measure of the success of any drug business may be attributed to the constant exercise of this spirit. Every action should be open and above board. All treatment shown to customers should bear daylight. Clerks and apprentices should be firmly instructed that misstatements or misrepresentations of any kind will not be tolerated under any circumstances.

Treat them right. This means everything. Never let them think you overcharge them one cent because you have their trade. Be very careful and considerate in your treatment of them. Be just as anxious to please them as you are a new customer whose trade you are trying to get.

Keep the likes and dislikes of your old customers in mind. If you have a lady customer who is an adept at making salads, she will be pleased and flattered if you say: "Mrs. W., I have just received a fresh tin of that pure Italian olive oil that you like to use in your delicious salads." Or to a young lady: "Miss S., I now have that latest perfume that you were enquiring after." They will be pleased and flattered to think that you remember their little peculiarities.

Try and remember to ask after other members of the family who may be ill, or ask them about some trouble of their own, or how such a bottle of medicine relieved such a pain that they were complaining about. Im-

press upon yourself the necessity of remembering little personal matters relating to the affairs of your customers so that you may have topics for conversation when they come to the store.

Selling goods to your customers is something like making a speech; in fact, sometimes in order to make a sale it is necessary for the druggist to make several little speeches, and these talks to customers must be short, pithy and convincing. I think it better not to talk too much price in the drug business, but rather to dwell on the quality and the merit of the medicine or article that you are trying to sell. When your customer is a purchaser he regards the price most, but as soon as he becomes the possessor he then thinks most of the quality. It is quality more than price at all times in the drug business that makes or loses a sale. A customer does not buy medicine because it is cheap; he buys it because he wants it (or thinks he does) to cure him of some pain or trouble, and it is the quality that he is after. He wants a cure.

In your talks with your customers always be absolutely sincere. To do this you must believe all that you say. You must not tell anything that you do not believe; neither must you guess at anything in the drug business. To be successful in this respect it is necessary for you to be thoroughly familiar with your business in all its aspects. In setting forth the medicinal virtues of a medicine or in explaining an article in the line of sundries, try and be natural in what you say, and if you are thoroughly posted about the subject you will see that the effect on your customer is convincing, and will produce a sale as a result. If a customer should contradict anything that you say, and you feel like arguing the point with him, do not let that feeling obtain mastery. Frequently, an argument leads on to a lengthy discussion, your sale is spoiled, and valuable time is wasted. Better stick to your text.

You can not always tell good customers by their appearance or the clothes they wear. The best plan is to treat all with equal courtesy. Always act the gentleman. Always be polite. It costs nothing and pays well.

Try to get the names of your customers. Learn to associate the names with the faces. The memory can be cultivated in this habit. It is hard to get the names of some customers, for they say so little about themselves, and are in the store such a short time when making their purchases. But by patiently trying to draw them out, the name is frequently mentioned or a reference may be made to it, in which case it is a natural question to ask the name. When it is once obtained, an effort should be made to connect it with the face by some association. This will cultivate and assist the memory. But be sure and get the names right! Every person dislikes to have his name mispronounced or misspelled.

Customers are quite likely to con-

clude that you do not appreciate their trade when you have never interested yourself enough about them to ascertain their names. Some people are very sensitive on this point, and if they discover after a considerable time that you do not know who they are, they are likely to quit you and transfer their trade to some other drug store, where they might be given greater consideration. Druggists have to be very careful about such things. The whole drug business is made of little things and little attentions to little details. We can not be too considerate in the way we treat our customers. We have to depend upon their generosity and their patronage for our livelihood and success in business.

A good method of remembering names and faces is to make a mental association of the name and the face of a person with some event or incident that may have occurred in the store or out of it. The memory is capable of great training and cultivation by this method of association of ideas. When you see the face the name will occur to your mind at the same time.

If a customer asks for something that you do not have in stock, offer to get it from some of your neighboring druggists for him at once. If you can not get it from them offer to send away, and get it as quickly as possible, even if it costs you as much as you will receive for it. It is far better to lose one profit than to lose one customer! Often these little business courtesies and attentions make a transient customer a permanent one, and they give you a stronger claim on the patronage of your regular customers.

See that every customer is waited on promptly and politely. It is irritating when you are a customer in some other store to wait unnecessarily. Human nature is pretty much the same in this respect. When a number of customers come in at nearly the same time, and it is impossible for you and your clerks to wait on them all at once, you should try to make them all feel comfortable by saying politely, "I will wait on you as quickly as possible," or by simply passing the time of day with them.

Make your customers feel that their children will be treated just as well as themselves in your store. When the little ones come on messages deal with them kindly, and they will soon learn to like to come.

Customers often criticize us, make their protests against us, and yet do not let us know it. Their approval, on the other hand, is something they seldom speak of. We have to try and find out for ourselves their likes and dislikes. This is a study in itself. Some customers will let you know when matters go wrong; others will quietly leave and go to some other drug store. We understand the difficulties and vexations that worry us every day, but the average customer knows nothing of our troubles, and when something that he may get from us is not exactly right, he is likely to go to some

other store. While considerable pains are necessary to please our customers, we may unconsciously slight or offend them in many ways. Some article may not turn out as good as expected; they may have been kept waiting beyond their turn; in fact, a dozen of little causes may have been the means of changing their preference for our store. The druggist must, if possible, regain a customer's good-will and restore his confidence. It is good policy to give especial study to dissatisfied customers, and to correct errors and adjust faults that they think exist in our business, our store, our stock, or our system. They may see faults that we do not see, and their dissatisfaction may be to us only "a blessing in disguise."—J. T. Pepper in Bulletin of Pharmacy.

The Drug Market.

Opium—Is firm and has advanced in the primary market. Owing to competition among holders it has declined in the New York Market.

Quinine—Is very firm, and it is stated that conditions would indicate an advance.

Cocaine—Has declined on account of competition between manufacturers. Price should advance on account of higher prices for crude material.

Codeine—Manufacturers have reduced price 25c per ounce.

Menthol—Is weak and lower.

Oil Sassafras—Is very scarce and has advanced over 20 per cent.

Oil Citronella—On account of small stocks is higher.

Blood Root and Mandrake Root—Have both advanced and are tending higher.

Canary Seed—Stocks are small both in primary market and in this country and prices have again advanced.

Gum Shellac—Is very firm and higher.

Linseed Oil—On account of higher prices for seed has advanced 1c per gallon.

Many a meek little girl who has no opinion of her own during the courtship develops into an autocrat shortly after marriage.

Ignorance is far less odious than affectation.

Don't Place Your Wall Paper Order

Until you see our line. We represent the ten leading factories in the U. S. Assortment positively not equalled on the road this season.

Prices Guaranteed

to be identically same as manufacturers'. A card will bring salesman or samples

Heystek & Canfield Co.

Grand Rapids, Mich.

WHOLESALE DRUG PRICE CURRENT

Advanced—
Declined—

Acidum		Exechthitos	150@160
Aceticum	60 8	Erigeron	100@110
Benzoic, Ger.	70 75	Gaultheria	240@250
Boric	22 37	Geranium	50 75
Carbolicum	22 37	Gossypil, Sem gal	50 60
Citricum	38 40	Hedoma	140@150
Hydrochlor	3 5	Junipera	150@200
Nitrosum	8 10	Lavendula	90@275
Oxalicum	12 14	l'monis	115@125
Phosphoricum, dil.	15 15	Mentha Piper	335@340
Salicylicum	42 45	Mentha Verid.	500@550
Sulphuricum	14 15	Morrhuae, gal.	500@525
Tannicum	110@120	Myrcia	400@450
Tartaricum	38 40	Oliva	75@300
Ammonia		Picis Liquida gal.	10 12
Aqua, 18 deg.	4 6	Ricina	90 94
Aqua, 20 deg.	6 8	Rosmarini	100
Carbonas	13 15	Succini	40 45
Chloridum	12 14	Sabina	90@100
Aniline		Santal	275@700
Black	200@225	Sassafras	65@70
Brown	80@100	Sassafras, ess, oz.	65@70
Red	45 50	Tigil	150@160
Yellow	250@300	Thyme	40 45
Baccae		Thyme, opt	1 10
Cubebae	22 24	Theobromas	15 20
Juniperus	5 6	Potassium	
Xanthoxylum	30 35	Bi-Carb	15 18
Balsamum		Bichromate	13 15
Cubebae	12 15	Bromide	40 45
Peru	21 50	Carb	12 15
Terabin, Canada	60 65	Chlorate po 17@19	16 18
Tolutan	45 50	Cyanide	34 38
Cortex		Iodide	230@240
Abies, Canadian	18	Potassa, Bitart pr	28 30
Cassiae	12	Potass Nitras opt	7 10
Cinchona Flava	18	Potass Nitras	6 8
Euonymus atro.	30	Prussiate	23 26
Myrica Cerifera	20	Sulphate po	15 18
Prunus Virginl.	12	Radix	
Quillaja, gr'd.	12	Aconitum	20 25
Sassafras	18	Althaea	30 33
Ulmus	40	Anchusa	10 12
Extractum		Arum po	25 28
Glycyrrhiza Gla.	24 30	Calamus	20 40
Glycyrrhiza, po.	28 30	Gentiana	12 15
Haematox	11 12	Glycyrrhiza pv	16 18
Haematox, is.	13 14	Hydrastis Cana	9 10
Haematox, 1/4s.	14 15	Hydrastis Can po	9 10
Haematox, 1/2s.	16 17	Hellebore, Alba.	12 15
Ferru		Inula, po	18 22
Carbonate Precip.	15	Ipecac, po	275@280
Citrate and Quinia	25	Iris plox	35 40
Citrate Soluble	25	Jalapa, pr	25 30
Ferrocyanidum S.	40	Maranta, 1/4s	35
Solut. Chloride.	15	Podophyllum po.	22 25
Sulphate, com'l.	2	Rhei	75 80
Sulphate, com'l, by	80	Rhei, cut	75 80
bbl, per cwt.	7	Rhei, pv	75 80
Sulphate, pure	7	Spigella	35 38
Flora		Sanguinari, po 24	22
Arnica	15 18	Serpentaria	65 70
Anthemis	22 25	Senega	75 85
Matricaria	30 35	Smilax, off's H.	40
Folia		Smilax, M	25
Barosma	30 33	Scilla, po 35	10 12
Cassia Acutifol.	20 25	Symplocarpus	25
Cassia, Acutifol.	25 30	Valeriana Eng.	25
Salvia officinalis	25 30	Valeriana, Ger	15 20
1/4s and 1/2s.	12 20	Zingiber a	14 16
Uva Ursi.	8 10	Zingiber j	16 20
Gummi		Semen	
Acacia, 1st pkd.	65	Anisum	13 15
Acacia, 2d pkd.	45	Aptum (gravel's)	13 15
Acacia, 3d pkd.	25	Bird, is	4 6
Acacia, sifted sts.	28	Carul	10 11
Acacia, po.	45 65	Cardamum	70 90
Aloe, Barb.	12 14	Cardamum	8 10
Aloe, Cape.	25	Cannabis Sativa	6 7
Aloe, Socotri	30	Cydonium	75 80
Ammoniac	55 60	Chenopodium	25 30
Assafoetida	35 40	Dipterix Odorate	80 100
Benzoinum	50 55	Foeniculum	13 18
Catechu, is.	15	Foenugreek, po	7 9
Catechu, 1/4s.	14	Lini	4 6
Catechu, 1/2s.	16	Lini, gr'd	4 6
Camphorae	64 69	Lobelia	75 80
Euphorbium	40	Pharlaris Cana'n	6 7
Galbanum	21 25	Raps	5 6
Gamboge	1 25	Sinapis Alba	7 9
Gualacum	35 35	Sinapis Nigra	9 10
Kino	75 75	Spiritus	
Mastic	60	Frumentum W.D.	200@250
Myrrh	45 40	Frumentum	125@150
Opil	3 20	Juniperis Co O.T.	165@200
Shellac	55 65	Juniperis Co	175@350
Shellac, bleached	65 70	Saccharum N.E.	190@210
Tragacanth	70 100	Spt Vini Galli	175@650
Herba		Vini Oporto	125@200
Absinthium, oz pk	25	Vini Alba	125@200
Eupatorium, oz pk	20	Sponges	
Lobelia	25	Florida sheeps' w'l	250@275
Majorum	28	Nassau sheeps' w'l	250@275
Mentha Pip oz pk	23	Velvet extra shps'	250@275
Mentha Vir oz pk	25	wool, carriage	1 150
Rue	39	Extra yellow shps'	1 125
Tanacetum V.	22	wool, carriage	1 100
Thymus V. oz pk	25	Grass sheeps' w'l	1 100
Magnesia		Hard, slate use	1 100
Calced, Pat.	55 60	Yellow Reef, for	1 40
Carbonate, Pat.	18 20	Syrups	
Carbonate K-M.	18 20	Acacia	50 50
Carbonate	18 20	Aurant Cortex	50 50
Oleum		Zingiber	50 50
Absinthium	300@325	Ipecac	50 50
Amygdalae, Dulc.	50 60	Ferri Iod	50 50
Amygdalae Ama.	800@825	Rhei Arom	50 50
Anisi	160@165	Smilax Off's	50 60
Aurant Cortex	210@220	Senega	50 50
Bergamit	285@325	Scilla	50 50
Cajuputi	110@115	Scllaco Co	50 50
Caryophylli	135@140	Tolutan	50 50
Cedar	35 70	Prunus virg	50 50
Chenopadii	20 20		
Cinnamonil	100@110		
Citronella	35 40		
Conium Mac.	80 90		
Copaiba	115@125		
Cubebae	130@135		

Mannia, S F	75 80	Sapo, M	10 12	Lard, extra	70 80
Memthol	700@750	Sapo, G	10 12	Lard, No. 1	60 65
Morphia, S P & W.	235@260	Selditz Mixture	20 22	Linseed, pure raw	36 39
Morphia, S N Y Q.	225@260	Sinapis, opt	2 18	Linseed, boiled	37 40
Morphia, Mal	235@260	Snuff, Maccaboy	2 30	Neatsfoot, w str.	65 70
Moschus Canton	40 40	De Voes	41	Spts. Turpentine	64 68
Nux Vomica, po 15	38 40	Snuff, S'h De Vo's	41	Paints	
Os Sepia	25 28	Soda, Boras	9 11	Red Venetian	1 2
Pepsin Saac, H &	100	Soda, Boras, po.	9 11	Ochre, yel Mars	1 2
P D Co	100	Soda et Pot's Tart	28 30	Ochre, yel Ber	1 2
Picis Liq N N 1/2	200	Soda, Carb	1 1/2	Putty, comm'l.	2 1/2
Picis Liq, qts.	100	Soda, Bi-Carb	3 4	Putty, strictly pr.	2 1/2
Pil Hydrarg	85	Soda, Ash	3 4	Vermillion, Prime	13 15
Piper Nigra	30 35	Soda, Sulphas	2 2	American	13 15
Pilix Burgun	7	Spts. Cologne	2 60	Vermillion, Eng.	70 75
Plumbi Acet	10 12	Spts. Ether Co.	50 55	Green, Paris	14 18
Pulvis Ip'c et Opil.	30 150	Spts. Myrcia Dom	2 00	Green, Peninsular	13 16
Pyrethrum, bxs H	75	Spts. Vini Rect bbl	2 00	Lead, red	6 7
& P D Co. doz.	75	Spts. Vi'i Rect 1/2 b	2 00	Lead, white	6 7
Pyrethrum, pv	25 30	Spts. Vi'i R't 10 gl	2 00	Whiting, white S'n	90
Quassia	8 10	Spts. Vi'i R't 5 gal	2 00	Whiting, Gilders.	95
Quinia, S P & W.	27 37	Strychnia, Crystal	90 115	White, Paris, Am'r	125
Quinia, S Ger.	27 37	Sulphur, Subl	24 34	Whit'g, Paris, Eng	140
Quinia, N Y	27 37	Sulphur, Roll	24 34	Universal Prep'd	110 120
Rubia Tinctorum	12 14	Tamarinds	8 10	Varnishes	
Saccharum La's.	20 22	Terebenth Venice	28 30	No. 1 Turp Coach	110 120
Salacin	45 50	Theobromae	44 50	Extra Turp	160 170
Sanguis Drac's	40 50	Vanilla	9 00	Coach Body	275 300
Sapo, W	12 14	Zinci Sulph	7 8	No. 1 Turp Furn.	100 110
		Oils		Extra T Damar	155 160
		Whale, winter	70 70	Jap Dryer No 1 T	70 70

Drugs

We are Importers and Jobbers of Drugs,
Chemicals and Patent Medicines.

We are dealers in Paints, Oils and
Varnishes.

We have a full line of Staple Druggists'
Sundries.

We are the sole proprietors of Weatherly's
Michigan Catarrh Remedy.

We always have in stock a full line of
Whiskies, Brandies, Gins, Wines and
Rums for medical purposes only.

We give our personal attention to mail
orders and guarantee satisfaction

All orders shipped and invoiced the same
day received. Send a trial order.

Hazeltine & Perkins
Drug Co.
Grand Rapids, Mich.

GROCERY PRICE CURRENT

These quotations are carefully corrected weekly, within six hours of mailing, and are intended to be correct at time of going to press. Prices, however, are liable to change at any time, and country merchants will have their orders filled at market prices at date of purchase.

ADVANCED	DECLINED
Hallbut	Canned Tomatoes
Some Flour	Rice
Cheese	Table Nuts

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C	Cocoa Shells	3
C	Coffee	3
C	Crackers	3
D	Dried Fruits	4
F	Farinaceous Goods	4
F	Fish and Oysters	10
F	Fishing Tackle	4
F	Flavoring Extracts	5
F	Fly Paper	5
F	Fresh Meats	5
F	Fruits	11
G	Gelatine	5
G	Grain Bags	5
G	Grains and Flour	5
H	Herbs	5
H	Hides and Pelts	10
I	Indigo	5
J	Jelly	5
L	Licorice	5
L	Lye	5
M	Meat Extracts	5
M	Molasses	6
M	Mustard	6
N	Nuts	11
O	Olives	6
P	Pipes	6
P	Pickles	6
P	Playing Cards	6
P	Potash	6
P	Provisions	6
R	Rice	6
S	Salad Dressing	7
S	Saleratus	7
S	Salt Soda	7
S	Salt	7
S	Salt Fish	7
S	Seeds	7
S	Shoe Blacking	7
S	Snuff	7
S	Soap	7
S	Soda	7
S	Spices	8
S	Starch	8
S	Sugar	8
S	Syrups	8
T	Tea	8
T	Tobacco	8
T	Twine	9
V	Vinegar	9
W	Washing Powder	9
W	Wicking	9
W	Woodenware	9
W	Wrapping Paper	10
Y	Yeast Cake	10

1	2
AXLE GREASE	Plums
Aurora 55 6 00	Pineapple 1 25 @ 2 75
Castor Oil 55 7 00	Sliced 1 35 @ 2 55
Diamond 50 4 25	
Frazer's 75 9 00	Pumpkin
IXI Golden 75 9 00	Fair 70
BAKING POWDER	Good 80
Jaxon Brand	Fancy 1 00
1/4 lb. cans, 4 doz. case 45	Gallon 2 25
1/2 lb. cans, 4 doz. case 55	
1 lb. cans, 2 doz. case 60	Raspberries
BATH BRICK	Standard 1 15
American 75	Russian Caviar
English 85	1/4 lb. cans 3 75
BROOMS	1/2 lb. cans 7 00
No. 1 Carpet 2 75	1 lb. can 12 00
No. 2 Carpet 2 35	
No. 3 Carpet 2 15	Salmon
No. 4 Carpet 1 75	Col'a River, talls. @ 1 65
Parlor Gem 2 40	Col'a River, flats. @ 1 20
Common Whisk 85	Red Alaska @ 1 65
Fancy Whisk 1 20	Pink Alaska @ 90
Warehouse 3 00	Sardines
BRUSHES	Domestic, 1/4s 3%
Scrub	Domestic, 1/2s 5
Solid Back, 8 in 75	Domestic, Must'd. @ 60 9
Solid Back, 11 in 95	California, 1/4s 11 @ 14
Pointed Ends 85	California, 1/2s 17 @ 14
Stove	French, 1/4s 7 @ 14
No. 3 75	French, 1/2s 18 @ 28
No. 2 1 10	Shrimps
No. 1 1 75	Standard 1 20 @ 1 40
Shoe	Succotash
No. 8 1 00	Fair 1 40
No. 7 1 30	Good 1 50
No. 4 1 70	Fancy 1 50
No. 3 1 90	Strawberries
BUTTER COLOR	Standard 1 10
W. R. & Co.'s, 15c size, 1 25	Fancy 1 40
W. R. & Co.'s, 25c size, 2 00	Tomatoes
CANDLES	Fair 85 @ 95
Electric Light, 8s 9%	Good 1 15
Electric Light, 16s 10%	Fancy 1 15 @ 1 40
Paraffine, 6s 9%	Gallons 2 75 @ 3 00
Paraffine, 12s 10%	CARBON OILS
Wicking 19	Perfection @ 13%
CANNED GOODS	Water White @ 13
Apples	D. S. Gasoline @ 15%
3 lb. Standards 80	Deodor'd Nap'a. @ 12%
Gals. Standards 2 00 @ 2 25	Cylinder 29
Blackberries	Engine 16
Standards 85	Black, winter 9 @ 10%
Beans	CATSUP
Baked 80 @ 1 30	Columbia, 25 pts. 4 50
Red Kidney 85 @ 95	Columbia, 25 1/2 pts. 2 60
String 70 @ 1 15	Snider's quarts 3 25
Wax 75 @ 1 25	Snider's pints 2 25
Blueberries	Snider's 1/2 pints 1 30
Standard 1 35	CHEESE
2 lb. cans, Spiced. 1 90	Acme @ 12
Clams	Amboy @ 12
Little Neck, 1 lb. 1 00 @ 1 25	Carson City @ 12
Little Neck, 2 lb. 1 50	Elsie @ 12
Clam Bouillon	Emblem @ 12 1/2
Burnham's, 1/2 pt. 1 92	Gem @ 12 1/2
Burnham's, pts 3 60	Gold Medal 11
Burnham's, qts 7 20	Ideal @ 12
Cherries	Jersey @ 12 1/2
Red Standards 1 30 @ 1 50	Riverside @ 12
White 1 50	Brick 12 @ 13
Corn	Edam @ 1 00
Fair 1 20	Leiden @ 17
Good 1 25	Limburger 9 @ 9 1/2
Fancy 1 50	Pineapple 50 @ 75
French Peas	Sap Sago @ 20
Sur Extra Fine 22	CHEWING GUM
Extra Fine 19	American Flag Spruce. 55
Fine 15	Beeman's Pepsin 55
Moyen 11	Black Jack 55
Gooseberries	Largest Gum Made 60
Standard 90	Sen Sen 55
Hominy	Sen Sen Breath Per'e. 1 00
Standard 85	Sugar Loaf 55
Lobster	Yucatan 55
Star, 1/2 lb. 2 00	CHICORY
Star, 1 lb. 3 75	Bulk 5
Picni Tails 2 40	Red 5
Mackerel	Eagle 4
Mustard, 1 lb. 1 80	Frank's 7
Mustard, 2 lb. 2 80	Schener's 6
Soused, 1 lb. 2 80	CHOCOLATE
Soused, 2 lb. 2 80	Walter Baker & Co.'s
Tomato, 1 lb. 1 80	German Sweet 23
Tomato, 2 lb. 2 80	Premium Sweet 31
Mushrooms	Vanilla 41
Hotels 18 @ 20	Caracas 35
Buttons 22 @ 25	Eagle 28
Oysters	CLOTHES LINES
Cove, 1 lb. 85 @ 90	Sisal
Cove, 2 lb. 1 65	60 ft. 3 thread, extra. 1 00
Cove, 1 lb. Oval 1 00	72 ft. 3 thread, extra. 1 40
Peaches	90 ft. 3 thread, extra. 1 70
Pie 1 00 @ 1 10	60 ft. 6 thread, extra. 1 29
Yellow 1 45 @ 1 85	72 ft. 6 thread, extra. 1 29
Pears	Jute
Standard 1 00	60 ft. 75
Fancy 1 25	72 ft. 90
Peas	90 ft. 1 05
Marrowfat 90 @ 1 00	120 ft. 1 50
Early June 90 @ 1 60	Cotton Victor
Early June Sifted. 1 65	50 ft. 1 00
	60 ft. 1 15
	70 ft. 1 20

3	4	5
Cotton Windsor	Lady Fingers, hand md 25	No. 4, 15 feet 10
50 ft. 1 20	Lemon Biscuit Square 8	No. 5, 15 feet 11
60 ft. 1 40	Lemon Wafer 16	No. 6, 15 feet 12
70 ft. 1 65	Lemon Snaps 12	No. 7, 15 feet 15
80 ft. 1 85	Lemon Gems 10	No. 8, 15 feet 18
	Lem Yen 10	No. 9, 15 feet 20
Cotton Braided	Maple Cake 10	Linen Lines
50 ft. 85	Marshmallow 16	Small 20
60 ft. 1 10	Marshmallow Cream. 16	Medium 26
	Marshmallow Walnut. 16	Large 34
Galvanized Wire	Mary Ann 8	Poles
No. 20, each 100 ft long. 1 90	Mich Coco F's'd honey 12 1/2	Bamboo, 14 ft., pr dz. 50
No. 19, each 100 ft long. 2 10	Mich Frosted Honey 12 1/2	Bamboo, 16 ft., pr dz. 65
	Mich Frosted Honey 12 1/2	Bamboo, 18 ft., pr dz. 80
COCOA	Mixed Picnic 11 1/2	FLAVORING EXTRACTS
Baker's 38	Molasses Cakes, Sclo'd 8	Foot & Jenks
Cleveland 41	Moss Jelly Bar 12 1/2	Coleman's Van. Lem.
Colonial, 1/4s 35	Muskegon Branch, Iced 10	2oz. Panel 1 20 75
Colonial, 1/2s 33	Newton 12	3oz. Taper 2 00 1 50
Huyler 42	Newsboy Assorted 10	No. 4 Rich. Blake. 2 00 1 50
Van Houten, 1/4s 20	Nic Nacs 8	Jennings
Van Houten, 1/2s 20	Oatmeal Cracker 9	Terpeness Lemon
Van Houten, 1s 40	Orange Crisp 9	No. 2 D. C. pr dz 75
Webb 31	Orange Slice 16	No. 4 D. C. pr dz 1 20
Wilbur, 1/4s 41	Orange Gem 8	No. 6 D. C. pr dz 2 00
Wilbur, 1/2s 42	Orange & Lemon Ice 10	Taper D. C. pr dz 1 50
COCOANUT	Penny Assorted Cakes 8	Mexican Vanilla
Dunham's 1/2s & 1/4s. 26 1/2	Pilot Bread 7 1/2	No. 2 D. C. pr dz 1 20
Dunham's 1/2s 27	Ping Pong 9	No. 4 D. C. pr dz 2 00
Dunham's 1/4s 28	Pretzels, hand made 8	No. 6 D. C. pr dz 3 00
Bulk 13	Pretzelettes, hand m'd 8	Paper D. C. pr dz 2 00
COCOA SHELLS	Pretzelettes, mch. m'd 7	FRESH MEATS
20 lb. bags 2 1/2	Raisin Bun 8	Beef
Less quantity 3	Richmond 10	Carcass 4 1/2 @ 8
Pound packages 4	Rube Sears 8	Forequarters 5 @ 6
COFFEE	Scotch Cookies 10	Hindquarters 5 1/2 @ 9
Rio	Spiced Sugar Tops 8	Loins 8 @ 11
Common 5	Sugar Cakes, scalloped 8	Ribs 6 @ 12
Fair 10	Sugar Squares 13	Rounds 5 @ 6 1/2
Choice 11	Sultanas 13	Chucks 4 1/2 @ 5 1/2
Fancy 15	Spiced Gingers 8	Plates 4
Santos	Tutti Frutti 16	Pork
Common 8	Urchins 10	Dressed @ 7 1/2
Fair 9	Vienna Crimp 8	Loins 9 1/2 @ 11 1/2
Choice 10	Vanilla Wafer 16	Boston Butts 8 1/2 @ 9
Fancy 13	Zanzibar 9	Shoulders @ 7 1/2
Peaberry 11	DRIED FRUITS	Leaf Lard @ 9
Maracalbo	Apples	Mutton
Fair 13	Sundried @ 5	Carcass 4 1/2 @ 5 1/2
Choice 16	Evaporated 6 @ 7	Lambs 7 @ 8
Mexican	California Prunes	Veal
Choice 13	100-125 25 lb. bxs. @ 4 1/2	Carcass 6 @ 8 1/2
Fancy 17	90-100 25 lb. bxs. @ 4 1/2	GELATINE
Guatemala	80-90 25 lb. bxs. @ 4 1/2	Knox's Sparkling, dz. 1 20
Choice 13	70-80 25 lb. bxs. @ 5 1/2	Knox's Sparkling, gro. 14 00
Java	60-70 25 lb. bxs. @ 6 1/2	Knox's Acid'd., doz. 1 20
African 12	50-60 25 lb. bxs. @ 6 1/2	Knox's Acid'd., gro. 14 00
Fancy African 17	40-50 25 lb. bxs. @ 7 1/2	Oxford 75
P. G. 25	30-40 25 lb. bxs. @ 7 1/2	Plymouth Rock 1 20
Mocha	1/4c less in b. cases	Nelson's 1 50
Arabian 21	Citron	Cox's, 2 qt. size 1 61
Package	Corsican 14 @ 14 1/2	Cox's, 1 qt. size 1 10
New York Basis.	Currents	GRAIN BAGS
Arbuckle 10 1/2	Imp'd. 1 lb. pkg. 7 1/2 @ 7 1/2	Amoskeag, 100 in b.e. 16 1/2
Dilworth 10 1/2	Imported bulk 7 @ 7 1/2	Amoskeag, less thanb. 16 1/2
Jersey 10 1/2	Peel	GRAINS AND FLOUR
Lion 10 1/2	Lemon American 12	Wheat
McLaughlin's XXXX sold	Orange American 12	Winter Wheat Flour
to retailers only. Mail all	Raisins	Local Brands
orders direct to W. F.	London Layers 2 cr 1 95	Patents 4 40
McLaughlin & Co., Chi-	Cluster 4 crown. 2 60	Second Patent 4 00
cago.	Loose Musca's 2 cr 7	Straight 3 80
Extract	Loose Musca's 3 cr. 7 1/2	Second Straight 3 50
Holland, 1/2 gro boxes. 95	Loose Musca's 4 cr. 7 1/2	Clear 3 20
Felix, 1/2 gross 1 15	L. M. Seeded, 1 lb. 9 @ 9 1/2	Graham 3 60
Hummel's foil, 1/2 gro. 85	L. M. Seeded, 1/2 lb. 7 1/2 @ 7 1/2	Buckwheat 3 00
Hummel's tin, 1/2 gro. 1 43	Sultanas, bulk 10	Rye 3 00
CRACKERS	Sultanas, package. 10 1/2	Subject to usual cash discount.
National Biscuit Company's	FARINACEOUS GOODS	Flour in bbls., 25c per bbl. additional.
Brands	Beans	Worden Grocer Co.'s Brand
Butter	Dried Lima 4 1/2	Quaker 1/4s 4 00
Seymour 6 1/2	Medium Hand Picked. 2 15	Quaker 1/2s 4 00
New York 6 1/2	Brown Holland 2 25	Quaker 3/4s 4 00
Family 6 1/2	Farina	Spring Wheat Flour
Salted 6 1/2	24 1 lb. pkgs 1 50	Clark-Jewell-Well's Co.'s
Wolverine 7	Bulk, per 100 lbs. 2 50	Brand
Soda	Flake, 50 lb. sack 1 00	Pillsbury's Best 1/4s. 5 35
N. B. C. 6 1/2	Pearl, 200 lb. sack 4 00	Pillsbury's Best 1/2s. 5 25
Select 8	Pearl, 100 lb. sack 2 00	Pillsbury's Best 3/4s. 5 15
Saratoga Flakes 13	Imported, 25 lb. box 2 50	Lemon & Wheeler Co.'s
Zephyrette 13	Pearl Barley	Brand
Oyster	Common 3 00	Wingold 1/4s 5 10
Round 6	Chester 3 00	Wingold 1/2s 5 00
Square 6	Empire 3 65	Wingold 3/4s 4 90
Faust 7 1/2	Peas	Judson Grocer Co.'s Brand
Argo 7	Green, Wisconsin, bu. 1 40	Ceresota 1/4s 5 15
Extra Farina 7 1/2	Green, Scotch, ou. 1 45	Ceresota 1/2s 5 05
Sweet Goods	Split, lb. 4	Ceresota 3/4s 4 95
Assorted Cake 10	Rolled Oats	Worden Grocer Co.'s Brand
Bakery Gems 8	Rolled Avena, bbl. 5 40	Laurel 1/4s 5 00
Belle Rose 8	Steel Cut, 100 lb. sacks. 2 65	Laurel 1/2s 4 90
Bent's Water 16	Monarch, bbl. 5 10	Laurel 3/4s 4 80
Butter Thin 13	Monarch, 90 lb. sacks. 2 45	Laurel 1/4s & 1/2s paper 4 80
Coco Bar 10	Quaker, cases 3 10	Meal
Cococanut Taffy 12	Sage	Boiled 2 60
Cinnamon Bar 9	East India 4	Granulated 2 70
Coffee Cake, Iced 10	German, sacks 3 1/2	Feed and Mustuffs
Coffee Cake, Java 10	German, broken pkg 4	St. Car Feed screened 22 00
Cocunut Macaroons 18	Tapica	No 1 Corn and Oats 22 00
Cracknels 16	Flake, 110 lb. sacks 4 1/2	Corn Meal, coarse 21 00
Currant Fruit 10	Pearl, 130 lb. sacks 3 1/2	Wheat Bran 17 00
Chocolate Dainty 16	Pearl, 24 1 lb. pkgs 6 1/2	Wheat Middlings 21 00
Cartwheels 9	Wheat	Cow Feed 19 00
Frosted Creams 8	Cracked, bulk 3 1/2	Screenings 18 00
Ginger Gems 8	24 2 lb. packages 2 50	Oats
Ginger Snaps, N.B.C. 6 1/2	FISHING TACKLE	Car lots 39 1/2
Grandma Sandwich 10	1/2 to 1 in 6	Corn
Graham Cracker 8	1 1/2 to 2 in 7	Corn, car lots 50
Hazelnut 8	1 1/2 to 2 1/2 in 9	Hay
Honey Fingers, Iced. 12	2 to 3 in 11	No. 1 timothy car lots. 10 50
Honey Jumbles 12	3 in 30	No. 1 timothy ton lots. 12 50
Iced Honey Crumpet 10	Cotton Lines	HERBS
Iced Spiced Gingers 9	No. 1, 10 fcs 5	Sage 15
Imperial 8	No. 2, 15 feet 7	Hops 15
Jerico 8	No. 3, 15 feet 9	Laurel Leaves 15
Jersey Lunch 7 1/2		Senna Leaves 25
Lady Fingers 12		INDIGO

6	7	8	9	10	11
JELLY 5lb. pails, per doz. 1.70 15lb. pails 36 30lb. pails 65 LICORICE Pure 30 Calabria 23 Sicily 14 Root 11 LYE Condensed, 2 dz. 1.60 Condensed, 4 dz. 3.00 MEAT EXTRACTS Armour's, 2 oz. 4.45 Armour's, 4 oz. 8.20 Liebig's, Chicago, 2 oz. 2.75 Liebig's, Chicago, 4 oz. 5.50 Liebig's, imported, 2 oz. 4.55 Liebig's, imported, 4 oz. 8.50 MOLASSES New Orleans Fancy Open Kettle 40 Choice 35 Fair 26 Good 22 Half barrels 2c extra MUSTARD Horse Radish, 1 dz. 1.75 Horse Radish, 2 dz. 3.50 Bayle's Celery, 1 dz. 1.75 OLIVES Bulk, 1 gal. kegs 1.00 Bulk, 3 gal. kegs 85 Bulk, 5 gal. kegs 85 Manzanilla, 7 oz. 80 Queen, pints 2.35 Queen, 19 oz. 4.50 Queen, 28 oz. 7.00 Stuffed, 5 oz. 90 Stuffed, 8 oz. 1.45 Stuffed, 10 oz. 2.30 PIPES Clay, No. 216 1.70 Day, T. D., full count 65 Cob, No. 3 85 PICKLES Barrels, 1,200 count 8.00 Half bbls, 600 count 4.50 Small Half bbls, 1,200 count 5.50 Barrels, 2,400 count 9.50 PLAYING CARDS No. 99, Steamboat 90 No. 15, Rival, assorted 20 No. 20, Rover enameled 60 No. 572, Special 1.75 No. 98, Golf, satin finish 2.00 No. 808, Bicycle 2.00 No. 632, Tourist's finish 25 POTASH No. 48, can in case 4.00 Babbitt's 4.00 Penna. Salt Co.'s 3.00 PROVISIONS Barreled Pork Mess 13.00 Back, fat 15.00 Clear back 13.75 Short cut 12.75 Pig 20.00 Bean 12.50 Family Mess Loin 17.50 Clear Family 13.00 Dry Salt Meats Bellies 9 1/2 S P Bellies 10 1/2 Extra shorts 9 1/2 Smoked Meats Hams, 12 lb. average 12 1/2 Hams, 14 lb. average 12 1/2 Hams, 16 lb. average 12 1/2 Hams, 20 lb. average 12 1/2 Skinned hams 11 1/2 Ham, dried beef 12 1/2 Shoulders, (N. Y. cut) 14 Bacon, clear 14 California hams 18 Boiled Hams 18 Picnic Boiled Hams 12 1/2 Berlin Ham pr's'd 9 1/2 Mince Hams 9 1/2 Lard Compound 6 1/2 Pure 8 1/2 60 lb. tubs, advance 7 1/2 50 lb. tubs, advance 7 1/2 50 lb. pails, advance 7 1/2 20 lb. pails, advance 7 1/2 10 lb. pails, advance 7 1/2 5 lb. pails, advance 7 1/2 3 lb. pails, advance 7 1/2 Sausages Bologna 5 1/2 Liver 6 1/2 Frankfurt 7 1/2 Pork 8 1/2 Veal 7 1/2 Tongue 9 Headcheese 6 1/2 Beef Extra Mess 11.00 Boneless 11.00 Rump, New 11.00 1/2 bbls. 1.20 1/4 bbls., 40 lbs. 1.95 1/2 bbls. 4.00 1 bbls. 8.00 Tripe Kits, 15 lbs. 70 1/2 bbls., 40 lbs. 1.25 1/2 bbls., 80 lbs. 2.60 Casings Hogs, per lb. 26 Beef rounds, set 15 Beef middles, set 45 Sheep, per bundle 70 Uncolored Buttrine Solid, dairy 10 @ 10 1/2 Rolls, dairy 10 @ 10 1/2 Rolls, purity 14 Solid, purity 13 1/2	Canned Meats Corned beef, 2 1/2 2.40 Corned beef, 14 17.50 Roast beef, 2 @ 2.40 Potted ham, 1/2 45 Potted ham, 1/4 45 Deviled ham, 1/2 45 Deviled ham, 1/4 45 Potted tongue, 1/2 45 Potted tongue, 1/4 45 RICE Domestic Carolina head 6 @ 6 1/2 Carolina No. 1 6 1/2 Carolina No. 2 6 Broken 6 Japan, No. 1 5 @ 5 1/2 Japan, No. 2 4 1/2 @ 5 Java, fancy head 5 1/2 Java, No. 1 5 1/2 SALAD DRESSING Durkee's, large, 1 doz. 4.50 Durkee's, small, 2 doz. 5.25 Snider's, large, 1 doz. 2.35 Snider's, small, 2 doz. 1.35 SALERATUS Packed 60 lbs. in box Arm and Hammer 3.15 Deland's 3.00 Dwight's Cow 3.15 Emblem 2.10 L. P. 3.00 Wyandotte, 100 3/4 3.00 SAL SODA Granulated, bbls 95 Granulated, 100lb cases 1.00 Lump, bbls 85 Lump, 145lb. kegs 95 SALT Diamond Crystal Table Cases, 24 3lb. boxes 1.40 Barrels, 100 3lb. bags 3.00 Barrels, 50 6lb. bags 3.00 Barrels, 40 7lb. bags 2.75 Medium Barrels, 320 lb. bulk 2.65 Barrels, 20 14lb. bags 2.85 Sacks, 28 lbs 27 Sacks, 56 lbs 67 Shaker Boxes, 24 2lb. 1.50 Jar-Salt One dz. Ball's qt. Mason jars, (3lb. each) 85 Common Grades 100 3lb. sacks 1.90 60 5lb. sacks 1.80 28 10lb. sacks 1.70 56 5lb. sacks 3.00 28 lb. sacks 15 Warsaw 56 lb. dairy in drill bags 40 28 lb. dairy in drill bags 20 Solar Rock 56 lb. sacks 22 Common Granulated Fine 75 Medium Fine 80 SALT FISH Cod Large whole @ 6 Small whole @ 5 1/2 Strips or bricks 7 @ 9 Pollock @ 3 1/2 Hallbut Strips 14 Chunks 15 Herring Holland 14 White hoops, bbl. 8.50 White hoops, 1/2 bbl. 4.50 White hoops keg 60 @ 65 White hoops mchs 75 Norwegian Round, 100 lbs 3.60 Round, 50 lbs 2.10 10 lb. cans 17 Bloaters 17 Trout No. 1, 100 lbs 5.50 No. 1, 40 lbs 2.50 No. 1, 10 lbs 70 No. 1, 8 lbs 59 Mackerel Mess 100 lbs. 14.50 Mess 50 lbs. 7.75 Mess 10 lbs. 1.75 Mess 8 lbs. 1.45 No. 1, 100 lbs. 13.00 No. 1, 50 lbs. 7.00 No. 1, 10 lbs. 1.60 No. 1, 8 lbs. 1.35 Whitefish No. 1 No. 2 Fam 100 lbs. 7.75 3.75 50 lbs. 3.68 2.20 10 lbs. 92 53 8 lbs. 77 46 SEEDS Anise 15 Canary, Smyrna 5 Caraway 8 Cardamom, Malabar 1.00 Celery 10 Hemp, Russian 4 Mixed Bird 4 Mustard, white 8 Poppy 6 Rape 4 1/2 Cattle Bone 25 SHOE BLACKING Handy Box, large, 3 dz. 2.50 Handy Box, small 1.25 Bixby's Royal Polish 85 Miller's Crown Polish 85 SNUFF Scotch, in bladders 37 Maccaboy, in jars 35 French Rapple, in jars 43	SOAP Jaxon brand Single box 3.10 5 box lots, delivered 3.00 10 box lots, delivered 3.00 Johnson Soap Co. brands Silver King 3.60 Calumet Family 2.75 Scotch Family 2.85 Cuba 2.35 J. S. Kirk & Co. brands American Family 4.05 Lusk's Diamond, 50 8oz. 2.80 Lusk's Dind., 100 6oz. 3.80 Jap Rose 3.75 Savon Imperial 3.10 White Russian 3.10 Lome, oval bars 3.10 Satinet, oval 2.15 White Cloud 4.00 Lantz Bros. & Co. brands Big Acme 4.00 Acme, 100-1/2 lb. bars 3.10 Big Master 4.00 Snow Boy P'd'r. 100 pk. 4.00 Marcellus 4.00 Croctor & Gamble brands Lenox 4.10 Ivory, 6 oz. 4.00 Ivory, 10 oz. 6.75 Star 3.25 A. B. Wrisley brands Good Cheer 4.00 Old Country 3.40 Scouring Enoch Morgan's Sons. Sapoto, gross lots 4.00 Sapoto, half gross lots 4.50 Sapoto, single boxes 2.25 Sapoto, hand 2.25 SODA Boxes 5 1/2 kegs, English 4 1/2 SPICES Whole Spices Allspice 12 Cassia, China in mats. 12 Cassia, Batavia, bund. 28 Cassia, Saigon, broken. 40 Cassia, Saigon, in rolls 50 Cloves, Amboyna 20 Cloves, Zanzibar 17 Mace 55 Nutmegs, 75-80 50 Nutmegs, 105-10 40 Nutmegs, 115-20 35 Pepper, Singapore, blk. 15 Pepper, Siam, white 23 Pepper, shot 23 Pure Ground in Bulk Allspice 16 Cassia, Batavia 28 Cassia, Saigon 48 Cloves, Zanzibar 18 Ginger, African 15 Ginger, Cochinchina 28 Ginger, Jamaica 28 Mace 65 Mustard 18 Pepper, Singapore, blk. 17 Pepper, Siam, white 25 Pepper, Cayenne 20 Sage 20 STARCH Common Gloss 5 1lb. packages 4 1/2 3lb. packages 4 1/2 6lb. packages 5 1/2 40 and 50 lb. boxes 3 @ 3 1/2 Barrels 3 @ 3 1/2 Common Corn 20 lb. packages 5 40 lb. packages 4 1/2 @ 7 SYRUPS Corn Barrels 22 Half barrels 24 10lb. cans, 1/2 dz. in case 65 10lb. cans, 1/2 dz. in case 60 5lb. cans, 1 dz. in case 1.80 2 1/2 lb. cans, 2 dz. case 1.80 Pure Cane Fair 16 Good 20 Choice 25 TEA Japan Sundried, medium 24 Sundried, choice 32 Sundried, fancy 36 Regular, medium 24 Regular, choice 32 Regular, fancy 36 Basket-fired, medium 31 Basket-fired, choice 38 Nibs 22 @ 24 Siftings 30 @ 11 Fannings 13 @ 11 Gunpowder Moyune, medium 30 Moyune, choice 32 Moyune, fancy 40 Pingsuey, medium 30 Pingsuey, choice 30 Pingsuey, fancy 40 Young Hyson Choice 30 Fancy 36 Oolong Formosa, fancy 42 Amoy, medium 45 Amoy, choice 42 English Breakfast Medium 20 Choice 30 Fancy 40 India Ceylon, choice 32 Ceylon, 40 43	TOBACCO Fine Cut Cadillac 54 Sweet Loma 33 Hiawatha, 5lb. pails 55 Hiawatha, 10lb. pails 55 Telegram 22 Pay Car 49 Prairie Rose 49 Protection 37 Sweet Burley 42 Tiger 38 Plug Red Cross 32 Palo 32 Kyo 34 Hiawatha 41 Battle Axe 33 American Eagle 32 Standard Navy 36 Spear Head, 8 oz. 42 Nobby Twist 45 Jolly Tar 36 Old Honesty 42 Toddy 33 J. T. 36 Piper Heldsick 63 Root Jack 78 Ironey Dip Twist 39 Black Standard 38 Cadillac 38 Forge 30 Nickel Twist 50 Smoking Sweet Core 34 Flat Car 32 Great Navy 34 Warpath 26 Bamboo, 16 oz. 25 I X 1, 5 th. 27 I X L, 16 oz. pails 31 Honey Dew 37 Gold Block 37 Flagman 40 Chips 40 Kilm Dried 21 Duke's Mixture 39 Duke's Cameo 43 Myrtle Navy 40 Yum Yum, 1 2-3 oz. 39 Yum Yum, 1lb. pails 37 Cream 36 Corn Cake, 2 1/2 oz. 24 Corn Cake, 1lb. 22 Plow Boy, 1 2-3 oz. 39 Plow Boy, 3 1/2 oz. 39 Peerless, 3 1/2 oz. 35 Peerless, 1 2-3 oz. 36 Air Brake 36 Cant Hook 30 Country Club 32-34 Fore-X-XXX 23 Good Indian 23 Self Binder 20-22 Silver Foam 34 TWINE Cotton, 3 ply 20 Cotton, 2 ply 20 Jute, 2 ply 12 Hemp, 6 ply 12 Flax, medium 20 Wool, 1lb. balls 6 VINEGAR Malt White Wine, 40 gr. 8 Malt White Wine, 80 gr. 11 Pure Cider, E & B 11 Pure Cider, Red Star 11 Pure Cider, Robinson 11 Pure Cider, Silver 11 WASHING POWDER Diamond Flake 2.75 Gold Brick 3.25 Gold Dust, regular 50 Gold Dust, 5c 4.00 Kirkoline, 24 4lb. 3.90 Pearlina 3.75 Soapine 4.10 Babbitt's 1776 3.75 Roseine 3.50 Armour's 3.50 Nine O'clock 3.50 Wisdom 3.80 Scourine 3.50 Rub-No-More 3.75 WICKING No. 0, per gross 25 No. 1, per gross 30 No. 2, per gross 40 No. 3, per gross 55 WOODENWARE Baskets Bushels 1.00 Bushels, wide band 1.25 Market 35 Splint, large 6.00 Splint, medium 5.00 Splint, small 4.00 Willow Clothes, large 6.00 Willow Clothes, med'm 5.50 Willow Clothes, small 5.00 Bradley Butter Boxes 2lb. size, 24 in case 72 3lb. size, 16 in case 68 5lb. size, 12 in case 63 10lb. size, 6 in case 60 Butter Plates No. 1 Oval, 250 in crate 40 No. 2 Oval, 250 in crate 45 No. 3 Oval, 250 in crate 50 No. 5 Oval, 250 in crate 60 Churns Barrel, 5 gal. each 2.40 Barrel, 10 gal. each 2.55 Barrel, 15 gal. each 2.70 Clothes Pins Round head, 5 gross bx. 55 Round head, cartons 75	Egg Crates Humpty Dumpty 2.25 No. 1, complete 28 No. 2, complete 19 Faucets Cork lined, 8 in 65 Cork lined, 9 in 75 Cork lined, 10 in 85 Cedar, 8 in 55 Mop Sticks Trojan spring 90 Eclipse patent spring 85 No. 1 common 75 No. 2 pat. brush holder 85 12lb. cotton mop heads 1.25 Ideal No. 7 90 Pails 2-hoop Standard 1.50 3-hoop Standard 1.65 2-wire, Cable 1.60 3-wire, Cable 1.80 Cedar, all red, brass 1.25 Paper, Eureka 2.25 Fibre 2.70 Toothpicks Hardwood 2.50 Softwood 2.75 Banquet 1.50 Ideal 1.50 Traps Mouse, wood, 2 holes 22 Mouse, wood, 4 holes 45 Mouse, wood, 6 holes 70 Mouse, tin, 5 holes 65 Rat, wood 80 Rat, spring 75 Tubs 20-in., Standard, No. 1.7 00 18-in., Standard, No. 2.6 00 16-in., Standard, No. 3.5 00 14-in., Cable, No. 1.7 50 12-in., Cable, No. 2.5 00 16-in., Cable, No. 3.5 00 No. 1 Fibre 10.80 No. 2 Fibre 9.45 No. 3 Fibre 8.55 Wash Boards Bronze Globe 2.50 Dewey 1.75 Double Acme 2.75 Single Acme 2.25 Double Peerless 3.25 Single Peerless 2.50 Northern Queen 2.50 Double Duplex 3.00 Good Luck 2.75 Universal 2.25 Window Cleaners 12 in. 1.65 14 in. 1.85 16 in. 2.30 Wood Bowls 11 in. Butter 75 13 in. Butter 1.10 15 in. Butter 1.75 17 in. Butter 2.75 19 in. Butter 4.25 Assorted 13-15-17 1.75 Assorted 15-17-19 3.00 WRAPPING PAPER Common Straw 1 1/2 Fibre Manila, white 2 1/2 Fibre Manila, colored 4 No. 1 Manila 4 Cream Manila 3 Butcher's Manila 2 1/2 Wax Butter, short c't. 13 Wax Butter, full count 20 Wax Butter, rolls 15 YEAST CAKE Magic, 3 doz. 1.15 Sunlight, 3 doz. 1.00 Sunlight, 1 1/2 doz. 50 Yeast Foam, 3 doz. 1.50 Yeast Cream, 3 doz. 1.00 Yeast Foam, 1 1/2 doz. 58 FRESH FISH Per lb. White fish 10 @ 11 Trout 8 Black Bass 11 @ 12 Halibut 10 @ 11 Clisoes or Herring 5 Bluefish 11 @ 12 Live Lobster 25 Boiled Lobster 27 Cod 12 Haddock 8 No. 1 Pickerel 8 1/2 Pike 7 Perch, dressed 7 Smoked White 12 1/2 Red Snapper 12 1/2 Col. River Salmon 12 1/2 @ 13 Mackerel 19 @ 20 OYSTERS Cans F. H. Counts 35 Extra Selects 28 Selects 23 Perfection Standards 22 Anchors 20 Standards 18 Favorites 16 Bulk Standard, gal. 1.15 Selects, gal. 1.40 Extra Selects, gal. 1.60 Fairhaven Counts, gal. 1.75 Shell Oysters, per 100.00 Shell Clams, per 100.00 Clams, gal. 1.25	HIDES AND PELTS Hides Green No. 1 6 1/2 Green No. 2 5 1/2 Cured No. 1 8 Cured No. 2 7 Calfskins, green No. 1.9 Calfskins, green No. 2.7 1/2 Calfskins, cured No. 1.10 1/2 Calfskins, cured No. 2.9 Steer hides 60lbs. over 8 1/2 Cow hides 60lbs. over 8 Pelts Old Wool 50 @ 1.00 Lamb 25 @ .60 Shearings 25 @ .60 Tallow No. 1 4 No. 2 3 Wool Washed, fine @ 20 Washed, medium @ 23 Unwashed, fine @ 17 @ 18 Unwashed, medium @ 20 CONFECTIONS Stick Candy Standard 7 Standard H. H. 7 Standard Twist 8 Cut Loaf 9 Pails Jumbo, 32lb. 7 1/2 Extra H. H. 9 Boston Cream 10 Mixed Candy Grocers 6 Competition 7 Special 7 1/2 Conserve 7 1/2 Royal 8 1/2 Ribbon 9 Broken 8 Cut Loaf 8 English Rock 9 Kindergarten 8 1/2 Bon Ton Cream 8 1/2 French Cream 9 Star 10 Hand made Cream 14 1/2 Premium Cream mixed 12 1/2 Fancy-in Pails O F Horehound Drop 10 Pony Hearts 15 Coco Bon Bons 12 Fudge Squares 12 Peanut Squares 9 Sugared Peanuts 11 Salted Peanuts 10 Starlight Kisses 10 San Blas Goodies 12 Lozenges, plain 9 Lozenges, printed 10 Champion Chocolate 11 Eclipse Chocolates 13 1/2 Quintette Chocolates 12 Champion Gum Drops 8 Moss Drops 9 Lemon Sours 9 Imperials 9 Ital. Cream Opera 12 Ital. Cream Bon Bons 12 20 lb. pails 12 Molasses Chews, 15lb. cases 12 Golden Wafles 12 Lancy-in 5lb. Boxes Lemon Sours 50 Peppermint Drops 60 Chocolate Drops 60 H. M. Choc. Drops 85 H. M. Choc. Lt. and Dark No. 12 1.00 Gum Drops 35 O. F. Licorice Drops 80 Lozenges, plain 55 Lozenges, printed 60 Imperials 55 Mottos 60 Cream Bar 55 Molasses Bar 55 Hand Made Cr'ms. 80 @ 90 Cream Buttons, Pep. and Wintergreen 65 String Rock 65 Wintergreen Berries 60 Pop Corn Maple Jack, per case 3.00 Cracker Jack 3.00 Pop Corn Balls 1.30 NUTS Whole Almonds, Tarragona 16 Almonds, Ivica 16 Almonds, California sft. shelled, new 12 1/2 @ 14 Brazils 11 Filberts 11 Walnuts, Grenobles 12 1/2 Walnuts, soft shelled, Cal. No. 1 16 Table Nuts, fancy 13 Pecans, Med. 10 Pecans, Ex. Large 11 Pecans, Jumbos 12 Hickory Nuts per bu. Ohio new 4 Cocoman, per bu. 4 Chestnuts, per bu. 4 Shelled Spanish Peanuts, 6 1/2 @ 7 Pecan Halves 42 Walnut Halves 40 Filbert Meats 30 Alicante Almonds 36 Jordan Almonds 50 Peanuts Fancy, H. P., Sun 5 1/2 @ 5 1/2 Fancy, H. P., Sun 6 1/2 @ 6 1/2 Roasted 6 1/2 @ 7 Choice, H. P., J'm-b. 7 1/2 Choice, H. P., J'm-b., Roasted 8 1/2 @ 8 1/2

SPECIAL PRICE CURRENT

AXLE GREASE



Mica, tin boxes.....75 9 00
Paragon.....55 6 00

BAKING POWDER

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 8 00
Arctic 16 oz. round per gross 9 00

BREAKFAST FOOD

Nutro-Crisp
The Ready Cooked
Granular Wheat Food
A Delightful Cereal Surprise

Cases, 24 1 lb. packages.....2 70

Oxford Flakes.

No. 1 A per case..... 3 40
No. 2 B, per case..... 3 60
No. 3 C, per case..... 3 80
No. 1 D per case..... 3 60
No. 2 D per case..... 3 60
No. 3 D, per case..... 60
No. 1 E, per case..... 3 60
No. 2 E, per case..... 60
No. 1 F, per case..... 3 60
No. 3 F, per case..... 3 60

Grits

Walsh-DeRoo Co.'s Brand.



Cases, 24 2 lb. packages..... 2 00

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 1/2 lb packages, per case 22 60
35 1/2 lb packages, per case 2 60
35 1/2 lb packages, per case 2 60
16 1/2 lb packages, per case 2 60

CHEWING GUM

Gelery Nerve

1 box, 20 packages..... 50
5 boxes to carton..... 2 50

COFFEE

Roasted

Dwinell-Wright Co.'s Brands.



White House, 1 lb. cans.....
White House, 2 lb. cans.....
Excelstor, M & J 1 lb. cans
Excelstor, M & J 2 lb. cans
Tip Top, M & J, 1 lb. cans
Royal Java.....
Royal Java and Mocha.....
Java and Mocha Blend.....
Boston Combination.....
Distributed by Judson Grocer
Co. Grand Rapids; National
Grocer Co., Detroit and Jack-
son; B. Desenberg & Co., Kal-
amazoo; Symons Bros. & Co.,
Saginaw; Meisel & Goeschel,
Bay City; Fielbach Co., Toledo.

CONDENSED MILK

4 doz in case.



Gall Borden Eagle..... 6 40
Crown..... 5 00
Daisy..... 4 70
Champion..... 4 25
Magnolia..... 4 00
Challenge..... 4 40
Dime..... 3 55
Peerless Evaporated Cream..... 4 00

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

Tradesman Co.'s brand



Black Hawk one box..... 2 50
Black H wk. five boxes..... 2 40
Black Hawk, ten boxes..... 2 25

TABLE SAUCES

LEA & PERRINS' SAUCE



The Original and
Genuine
Worcestershire.

Lea & Perrins', pints..... 5 00
Lea & Perrins', 1/2 pints..... 2 75
Telford, large..... 3 75
Telford, small..... 2 25

Coupon Book System

Place Your
Business

on a

Cash Basis

by using

Coupon Books.

We

manufacture

four kinds

of

Coupon Books

and

sell them

all at the

same price

irrespective of

size, shape

or

denomination.

We will

be

very

pleased

to

send you samples

if you ask us.

They are

free.

Tradesman Company
Grand Rapids

A Catalogue That Is Without a Rival

There are something like 85,000 commercial institutions in the country that issue catalogues of some sort. They are all trade-getters—some of them are successful and some are not.

Ours is a successful one. In fact it is THE successful one.

It sells more goods than any other three catalogues or any 400 traveling salesmen in the country.

It lists the largest line of general merchandise in the world.

It is the most concise and best illustrated catalogue gotten up by any American wholesale house.

It is the only representative of the largest house in the world that does business entirely by catalogue.

It quotes but one price to all and that is the lowest.

Its prices are guaranteed and do not change until another catalogue is issued.

It never misrepresents. You can bank on what it tells you about the goods it offers—our reputation is back of it.

It enables you to select your goods according to your own best judgment and with much more satisfaction than you can from the flesh-and-blood salesman, who is always endeavoring to pad his orders and work off his firm's dead stock.

Ask for catalogue J.

BUTLER BROTHERS

Wholesalers of Everything—
By Catalogue Only.

New York Chicago St. Louis



New Century Flour

A guaranteed confidence winner
to both dealer and consumer

WHY?

Because we use nothing but Michigan's best wheat which is thoroughly cleaned seven times by best machinery that can be bought, which gives best possible results.

One order will convince the most particular.

Write for prices.

Caledonia Milling Co.

Caledonia, Mich.

MOORE & WYKES

MERCHANDISE BROKERS

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

Paints that Pay

It doesn't pay to sell poor paints because poor paints first hurt the dealer and then hurt the manufacturer.

All our paints are good paints, but particularly do we like to keep telling you about the good points of our

Forest City Paint

known by constant users as "America's best."

No paint ever went under a brush better—no paint gives such everlasting service and satisfaction.

Hadn't you better write us?

We'll put you "next door" to a good proposition—we'll give you Paint Facts worth having. It won't cost you anything to find out how really good this proposition is.

Just write

The Forest City Paint & Varnish Co.

Kirtland Street,
Cleveland, Ohio

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—Drug business in North Dakota, town located in best section of the State. Invoicing \$5,000; net profit over running and living expenses, \$3,000 per year for last thirteen years. Address E. C. Krueger, Forest River, North Dakota. 937

For Sale—Hotel and livery barn, 23 miles from Detroit. No opposition. Hustling town. Cleared \$700 over and above all expenses last year. Sickness cause for selling. A bargain for cash only. Address A. R. Luly, 728 Elm St., Toledo, Ohio. 934

Will dispose of a part interest in copper property, near railroad and smelters, five large veins shipping ore in sight. Correspondence solicited. Address Albert Swingewood, Owner, Ogden, Utah. 943

For Sale—A clean stock of groceries in best location in the city; cash trade last year \$19,257; very low rent; stock and fixtures will invoice about \$2,400; this is a great opportunity; cause for selling, sickness; no trade. Address O. E. Bossman, LaPorte, Ind. 942

For Sale—New complete line of fancy groceries, fixtures, horse, delivery wagon, roomy store and dwelling combined, with modern improvements, good cement cellar, barn and large lot south side Kalamazoo, \$4,500 cash. Doing cash business of about \$550 monthly. Good reason for selling. Address No. 941, care Michigan Tradesman. 941

For Sale—Grocery, in town of 2,000, invoicing \$4,000. Sales annually, \$20,000. 65 per cent. cash. No trades. Owner going to city. J. C. Saltzman, Mt. Avy, Iowa. 938

Exchange for Stock of Merchandise—Three story brick store; price, \$7,500; income, \$950; always rented; on Saginaw street, Pontiac, Mich. Woodward Bros., Pontiac, Michigan. 950

For Sale—\$2,500 buys commodious store building, eight dwelling houses, barn, large new warehouse with track alongside and 35 acres of land at Homestead, Mich. Easy terms; rent pays for property; only store; present occupant is moving stock elsewhere; large lumbering and farm trade; best location in county for general store; splendid site for small mill or factory. Martin Trap, Thompsonville, Mich. 948

For Sale—Receipts for all kinds of flavoring extracts, candies and Goodie, Goodie chewing candy. Address No. 953, care Michigan Tradesman. 953

\$2,000 will buy an interest worth nearly \$3,000 in a profitable shoe and dry goods business; company incorporated; does cash business; town of 25,000 in Michigan; only sold to man of character and ability who will take position at \$60 to \$80 per month. Address No. 952, care Michigan Tradesman. 952

Meat Business for Sale—In live town, doing fifty thousand dollars per year. Reason for selling, ill health. Address F. C. Schmidt, Niles, Mich. 907

For Sale—A good paying grocery and liquor business, on account of ill health. Address Postoffice Box 256, Jacksonville, Florida. 922

For Sale—Stock of hardware in one of the best towns in Central Michigan; best location in the town, with large trade. Address No. 921, care Michigan Tradesman. 921

For Sale—A saw and planing mill; capacity 30,000; located in town of 8,000; 200,000,000 feet white pine adjacent. Address J. Bundy, Johnston, Moscow, Idaho. 920

For Sale—House furnishing store in manufacturing town of twelve to fourteen hundred people; clearing above all expenses \$175 per month; books open for inspection; and a new home built this summer; cost \$1,400; will sell for \$1,100; stock will invoice about \$2,000; will not sell the store without the home; cash only will be considered and real estate agents need not answer. Reason for selling, business interests demand personal attention in another state after the first of the year. Address No. 919, care Michigan Tradesman. 919

Stores to rent all parts of State. Clark's Business Exchange, Grand Rapids. 915

For Sale or Trade—A good first-class, three-story brick hotel with all modern improvements. Will trade for good land if desirably located. Address M. W. Moulton, Bellevue, Iowa. 910

For Rent—A shoe space in a department store; \$3,000 capital required to stock it. Address Shera & McIntosh, Connersville, Ind. 985

A Drug Stock for Sale—Invoices \$450 to \$500; good town; only drug stock in town; good reason for selling. A. S. Larabee, Twining, Mich. 917

Druggists—exceptional opportunity! Will sell whole or fixtures only. Have two stores and wish to operate but one. If you have an idea of starting in or wish to change location, this will bear inspection. Have good trade and small expense. Address Druggist, care Michigan Tradesman. 925

For Sale at a Bargain—Up-to-date manufacturing plant, finely equipped for the manufacture of shirt waists, shirts, etc. Ready to start immediately; cheap rent, fine location; also Dayton self-computing scales and cash register. The J. L. Hudson Company, Detroit. 931

We can rent your vacant stores in good towns. Clark's Business Exchange, Grand Rapids. 914

For Sale at a Bargain—A neat, clean stock of ladies' and men's furnishing goods, located in a hustling manufacturing town of 4,000 inhabitants. This is a rare opportunity. If taken at once, for a person with a small capital to buy a good established business. Reason for selling, entire time required for other business. Address A. Fuhrman, Belding, Mich. 929

For Sale or Exchange—General stock merchandise, \$5,000; also store building and large brick hotel; all in small railroad town; postoffice in store; good trade; will exchange for Grand Rapids income property or good large farm. Address Lock Box 914, Belding, Mich. 928

My health having failed me, I have a stock of undertaking, hearse and fine team of horses, a brick store, also a dwelling and barn for sale; large territory to work in; will close out cheap; write for terms. Charles N. Plympton, Pinckney, Livingston Co., Mich. 932

Geo. M. Smith Safe Co., agents for one of the strongest, heat and best fire-proof safes made. All kinds of second-hand safes in stock. Safes opened and repaired. 376 South Ionia street. Both phones. Grand Rapids. 926

For Sale—The leading drug store in West Lebanon, Ind. Store on good paying basis. Proposition will be sold for invoice value, or about \$3,000. W. N. Menefee, West Lebanon, Ind. 908

For Sale—A small stock of drugs, patents and fixtures at Ferry, Oceana Co., Mich. Invoice about \$275. Will sell at a bargain if taken at once. Good opening for physician. Address Fred Brundage, Muskegon, Mich. 916

Business Opportunity—Drug store, including drugs, chemicals, patent medicines and fixtures for sale, to be removed from the premises; actual cost over \$4,000; 25 per cent. discount for cash. Fixtures include soda fountain, shelving, counters, up-to-date prescription case with plate-glass mirror, six show-cases good as new, National cash register, 1 torsion balance counter scale, and latest improved electric fan. Stocked with Merck's chemicals, Wyeth's powdered extracts, medicinal elixirs, Sharp & Dohme's pills, tablets and fluid extracts; no old stock, practically new store. It will pay you to investigate this offer. Recent death in family makes quick sale necessary. Apply at once for particulars, J. D. Simons, Braddock, Pa. 909

Have cash customer for good \$1,000 to \$1,500 drug stock in good Southern Michigan town. Clark's Business Exchange, Grand Rapids. 913

For Sale—An interest in a piano business to a man capable of assuming the management. Present owner has other interests that require his attention. Business is located in the best city in the country; well established and will pay ten thousand a year to the right man. Address Box 1315, Pittsburg, Pa. 906

\$50,000 will secure one of the best located plants in New York State; stock is in prime condition for present season with slight additions. Business can do \$250,000 annually. Lease of store and fixtures unrestricted. Stock consists of dry goods, suits, millinery, carpets, etc. Address Hirschmann Bros. Company, Binghamton, N. Y. 902

For Sale—One of the best paying drug stores in Grand Rapids. Good location, clean stock, invoicing about \$4,000. Address No. 897, care Michigan Tradesman. 897

Wanted—Good farm in Southern Michigan in exchange for new clean general stock and building; valuation, \$5,000. Address No. 899, care Michigan Tradesman. 899

For Sale or Exchange—One 75 barrel roller process flouring mill, one bean elevator, one portable sawmill, 160 acre Nebraska farm and other property to exchange for merchandise. J. A. Hawley, Leslie, Mich. 887

For Sale—Are you looking for an established business doing \$25,000 a year in a hustling manufacturing town of 5,000? Good farming country. If so, here is your opportunity. Owner going West. Clean hardware stock invoicing about \$1,000. If you are interested, write me to-day. Address J. K., care Michigan Tradesman. 883

For Sale—Having other business to attend to I will sell a complete creamery in running order; gasoline power; controls large territory; good opening for the man who understands the hand separator system; will sell half interest if desired. Address Box 63, Platte, S. D. 895

Nice clean stock of clothing, men's furnishings, store fixtures for sale. A bonanza. Investigate. Box 90, St. Charles, Mich. 893

Wanted—Partner in clothing and furnishing business. Best location in city of 50,000. Rich & Rich, Attorneys, South Bend, Ind. 892

For Sale—On account of other interests, we offer for sale a stock of groceries and bazaar goods. The stock is fresh, centrally located and a first-class opening for a hustling business man who can attend to it. In a good brick store, rent reasonable. Address The Bell Store, care J. K. Sharpe & Co., Big Rapids, Mich. 884

For Sale—Rare chance. One of only two general stores in best village in Genesee county. Write for description. Address No. 881, care Michigan Tradesman. 881

For Sale—Good building for general stock of merchandise in nice clean Iowa business town. Good corn, wheat and stock section. Address H., care Michigan Tradesman. 876

Stock of clothing, boots and shoes for sale. Valued at about eight thousand dollars. Sixteen thousand in cash, net, cleared from stock during past three years. Good brick store room in which stock is located also for sale or for rent. Address T. J. Bossert, Lander, Wyoming. 877

An unusual opportunity to obtain an old-established grocery business located on the best retail street in Grand Rapids. Don't answer unless you have at least \$1,500 in cash. No trades. Will deal with principles only. Address No. 874, care Michigan Tradesman. 874

Cash for goods! Old stock sold—money in the bank. Trade boomed—all worry gone! It is done by Buehrmann's Regulating Sales. 1103 Schiller Building, Chicago. Write. 865

Good opening for dry goods; first-class store to rent in good location. H. M. Williams, Mason, Mich. 858

For Sale or Would Exchange for Small Farm and Cash—Store, stock and dwelling, about \$5,000. Address No. 857, care Michigan Tradesman. 857

Store Building, 28x133, furnace heat, acetaline gas, plate glass front. Will sell or rent. Good opening for general store. Located at Elmira, Mich. Address M. Fordham & Co., Spokane, Wash. 870

Administrator's Sale—Saw mill complete, consisting of two boilers, 34 and 36 feet, 36 inch shell, engine 12x20, cable gear saw rig, patent edger, lath machine, cutoff saw and Perkins gummer, and small tools which go with plant. Address Hiram Barker, Administrator, Pierston, Mich. 755

For Sale—420 acres of cut-over hardwood land, three miles north of Thompsonville. House and barn on premises. Pere Marquette railroad runs across one corner of land. Very desirable for stock raising or potato growing. Will exchange for stock of merchandise of any kind. C. C. Tuxbury, 301 Jefferson St., Grand Rapids. 835

For Sale—Shoe stock doing a business of \$15,000 per year, in good manufacturing and railroad town in Southern Michigan of 5,000 population. Best stock and trade in city. Reason for selling, health. Will take part cash and part bankable paper in payment. No property trade entertained. Address No. 811, care Michigan Tradesman. 811

Good opening for first-class jeweler if taken at once. Address No. 794, care Michigan Tradesman. 794

One trial will prove how quick and well we fill orders and how much money we can save you. Tradesman Company, Printers, Grand Rapids.

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—\$1,600 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. 733, care Michigan Tradesman. 733

For Sale or Exchange—143 acre farm in Clare county, eighty acres stumped and stoned; good buildings; eighty rods to good school and two and one-half miles from shipping point and market; value, \$2,600. S. A. Lockwood, Lapeer, Mich. 681

We want a dealer in every town in Michigan to handle our own make of fur coats, gloves and mittens. Send for catalogues and full particulars, Ellsworth & Thayer Mfg. Co., Milwaukee, Wis. 617

Wanted—A drug stock in a good town. Would prefer North of Grand Rapids. Address No. 949, care Michigan Tradesman. 949

POSITIONS WANTED.

Pharmacist, registered, wants position at once; experienced; good references. Address Frank Hamilton, Manton, Mich. 947

Wanted—After Dec. 1 permanent position as clerk in a general or grocery store; five years' experience; best of references. Address W. S. Hamilton, Colonville, Mich. 935

Wanted—Position as manager of produce company; 21 years' experience as buyer of butter, eggs and poultry; also large experience with establishing creameries under the hand separator system. Address Lock Box 74, Alma, Mich. 939

Wanted—Position as clerk in retail hardware store. Four years' experience in the business. Best of references. Address No. 945, care Michigan Tradesman. 945

Wanted—Position as clothing or shoe salesman; five years' experience; best references. Address Box 239, Coleman, Mich. 918

Situation Wanted—Book-keeper and stenographer. Young lady, A1 double entry book-keeper and fair stenographer, competent to take entire charge of office, desires position of responsibility. Gilt edge references. Address Wyllis, care Michigan Tradesman. 911

Wanted—A position as manager of town drug store; registered, good buyer, trusty, temperate, good general education. Address No. 856, care Michigan Tradesman. 856

SALESMEN WANTED.

Wanted—By a Chicago house a salesman to carry our lines of laces and dress trimmings in Michigan. Only those acquainted with the retail dry goods trade need apply. Liberal commission. Address No. 936, care Michigan Tradesman. 936

Wanted—Reliable salesman to sell stock food. Liberal commission. Good territory open. Blue Grass Stock Food Co., Flint, Mich. 951

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MONEY in place of your goods by the

O'Neill New Idea Clearing Sales



We give the sale our personal attention in your store, either by our special sale plan or by the auction plan, whichever you ask for. Sales on a commission or salary. Write today for full particulars, terms, etc. We are the oldest in the

business. Hundreds of names of merchants furnished.

C. C. O'NEILL & CO.

1103-4 Star Bldg., 356 Dearborn St., CHICAGO

IT MIGHT HAVE BEEN.

The Graphic Story of Psyche and Sylvester.

Written for the Tradesman.

She is a pale, homely, little girl who sits across from me at a table in the library where I study, and one day I noticed her and began to make a story about her. This is the story that I made. It is not a true story at all, but it is perhaps the story she would have made about herself:

She did not come to school to waltz and flirt and study, as so many of us do, but to work, to correct themes and tutor, to be out at seven cold winter mornings, and trudge home again at ten-thirty cold winter evenings all alone, to study early and late, and bend her poor little back into a still uglier curve, and make her near-sighted eyes burn larger and brighter behind their steel-bowed spectacles. Quite incidentally, I believe, she studied history. That was her recreation.

The day she came she sat down timidly in that seat in the corner, and there she was at eight o'clock every day in the week but Sunday, rain or shine, all through the year. She would have come Sunday, too, I think, but the doors are locked that day.

Her hair was rough and dry above her small wistful face; the first two fingers of her right hand were always steeped to the bone in Payson's Writing Fluid, and around her rather prettily shaped mouth you could see the purple marks of the indelible pencil she used in correcting the themes.

Her first name was Psyche, and her last name is of no consequence whatsoever. She had sat there every day for nearly eight months when he came, and the story began, but you must remember the story is not true.

He was an athlete, with deep, dreamy grey eyes, strangely at variance with a straight-cut, heavy jaw, and he came to coach the foot-ball team. His name doesn't matter at all. There is only one "he" in every story.

He looked across at the tired little girl opposite, and saw first, that she was a girl; then, that she was tired, and thirdly, that her eyes were beautiful and that she herself might have been beautiful if she had had a chance. Then he began to dream, and she looked across at him and saw his splendid strength, and the great tenderness of his eyes, and after a while she began to dream, too.

One morning the window was open and the draught blew across Psyche's slender little shoulders so that she shivered. The colossus opposite saw it, and presently the window was lowered.

Another day Psyche, stretching to a lofty shelf for an enormous book, felt his presence beside her and the book was placed in her hands. She glanced up in confused gratitude.

"Why do you read such heavy books," he asked, smiling, "they're far above you, too?"

Psyche blushed to the tips of her ears. "They're in the course," she said.

The next day they chatted at great-

er length. "What is your name?" he asked.

"Psyche," she began, but he interrupted her. "That's enough—just Psyche. I knew it when I saw your eyes. May I call you that?" and she nodded with wide, wondering eyes.

"Mine is Sylvester—not a bad name?—sounds rather woodsy, and that sort of thing. Do you like the woods?" and Psyche nodded again, but this time the eyes were bright with interest and longing.

The next day she found a great bunch of wood-violets, dewy and fresh, lying on the library table in front of her, and looked up to meet the strange grey eyes. "To the human soul, a gift from the woods," he whispered, and she blushed again.

The next week he came once more "Psyche," he said, "the woods are calling us. Will you come?" and she put away her books and papers and followed him into the bright spring sunshine.

The car carried them far beyond the city limits, and then they got off and struck across the country to a grove ahead. All the world was trembling with the joy of spring. The air was full of the songs of birds and palpitated with fresh new odors. They sat down to rest on a mossy log. All around them the ground was blue with violets. He turned and looked at her, gently, but almost critically, and smiled. He had thought she would be pretty if she had a chance. He had given her the chance and was almost awed by the result. Her cheeks were tinged with a delicate pink, the sad lips smiled, the bent back had unconsciously straightened and her eyes, now that the ugly spectacles were removed, sparkled with happiness, and when she dropped the lids over them the long dark lashes curled on her cheek.

"You must do the talking to-day, Psyche," he said. "I brought you along to amuse me," and somehow, she hardly knew how, her reserve melted away, and she began to talk to him as she had never talked to anyone before.

She told him of her home, of her sordid, miserable childhood, of her thirst for knowledge and the beautiful things of life, of her coming to the university, of her work, and her weariness and her disappointment.

"Yes," he said, "little Psyche, I thought it was like that."

At noon they found a farm house and dined there, royally, on bread and milk and honey from the beehives in the yard.

All the golden afternoon they wandered, romping like children, telling each other long-forgotten fairy-tales of giants and princesses and gnomes. It was wonderful how much fairy-lore poor little Psyche knew. At last, when the sun began to sink, they sat down to rest again beside the road, and a silence fell between them.

Psyche's eyes filled with tears as she watched the beautiful day, the only beautiful one of her life, go down behind the western hills.

"Poor little tired soul," he said, half to himself, and drew nearer to her. "Are you tired, Psyche?" With

a sob she turned to speak, but she could not. Her voice refused to come and her head drooped. When she raised it again it was from a shoulder that seemed to her the most perfect shelter in the world.

"Psyche, will you stay with me always and let me love you, and protect you, and work for you; will you, Psyche?"

But the story isn't true, you know, and I still see Psyche at her corner of the table, her unkempt head on her slender, inky little hand, putting the point of her purple pencil between her lips as she corrects the English themes.

Helen Choate Streeter.

There Is Virtue in Clemency.

In a nearby State a week or so ago 365 prosecutions under the pure food laws were ordered in a single day.

A verdict of guilty will no doubt be found in every instance and the Food Department's special fund will be enriched by nearly \$20,000 in fines.

It is hardly conceivable that every one of these law-breakers is such from criminal intent, yet the penalties prescribed by law are as certain to be exacted as if they were.

"Ignorance of the law is no excuse," says your Pure Food official.

True, but a first offense, or one committed in ignorance, should not be considered as grave as one repeated again and again in defiance of the law.

There is virtue in clemency. And oftentimes it is a more valuable moral agent than severity.

Penalties are exacted for a twofold purpose, namely, to punish habitual wrongdoers, and to deter others from wrongdoing. Where these ends are not accomplished, or where milder measures would accomplish them equally as well, it seems like unnecessary harshness to inflict a penalty.

Retail grocers, as a rule, are as anxious to "be good" as the Food Commissioner is to have them, and so are every reputable jobber and manufacturer. But just because there are a few habitual law-breakers among the former and an occasional unscrupulous concern among the latter, your average Food Commissioner is prone to say: "There is none that doeth good—no, not one."

In nine cases out of ten, the ends of the law would be as faithfully served if the pure food authorities were to talk thus to the retailer:

"Mr. Grocer, you are selling an article which we have found can not be legally sold in this State. We have informed the manufacturer that his product does not comply with our requirements and that we can not permit our merchants to sell them. We believe that he will exchange what goods you have unsold for others that we can approve, if you will request him to do so. At any rate, the goods in their present shape must not be sold, and we shall be compelled to inflict the penalty if you do not heed this warning."

Such a mode of procedure would not, of course, swell the Department's treasury to overflowing, thus enabling it to provide fat jobs for

political friends, but it would, in all probability, serve the ends of justice fully as well—except, of course, in the case of chronic offenders—and, at the same time, make the Department more popular with all concerned.

At any rate, we suggest that the method be given a thorough trial, and we recommend it to Commissioner Warren, of Pennsylvania, for special consideration.

Frank C. Rex.

Bowerman & Cole Bros., dealers in flour, feed, hay and grain, Kalkaska: Your paper is all right and we should hate to do without it.

The great secret of popularity is to make every one satisfied with himself first, and afterwards satisfied with you.

SALESMEN WANTED.

Specialty Salesmen—To sell patent 5-gallon can for oil or gasoline, as a leader or as a side line; one salesman is making \$10 to \$15 a day; must sell retail trade and cover territory closely. Write for particulars. J. A. Harps Mfg. Company, Greenfield, Ohio. 954

Salesmen—Jobber's salesman, any territory, can make a neat profit on a line which is a pleasure to handle and recommend. Offer made only to regular salesmen for good jobbing houses. Not a side line, goods must go through regular channels. D. M. Stewart Mfg. Co., Chattanooga, Tenn. 940

Wanted—Ten traveling fur salesmen at once with Detroit Fur Co., Detroit, Mich. 866

Wanted—Salesmen to sell as side line or on commission Dilley Queen Washer. Any territory but Michigan. Address: Lyons Washing Machine Company, Lyons, Mich. 558

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

MACHINERY FOR SALE.

For Sale—Second-hand machinery, including engines, lathes, iron and wood planes, band saw, drill presses, emery grinders, steam pumps, a tin scrap baling press, ten ton jib crane, moulding machines, blowers, cupolas, tumbling mills, vises, shafting, boxes, hangers; also a miscellaneous lot of foundry equipment. Rice & Co., 157 North Ottawa St., Grand Rapids, Mich. 924

BUSINESS CHANCES.

For Sale—\$15,000 stock of general merchandise, located in city of 2,000; good schools, paper mill, pulp mill, plow factory, four sawmills, city water works and electric lights; city only four years old; county seat Gates county; modern store buildings. Will rent or sell. Business good. Poor health prevails. Address E. M. Worden, Ladysmith, Wis. 955

Wanted—Will give \$20 in gold for letter N from Malta Vita breakfast food. R. E. Lee, P. O. Box 3, Cannelton, Ind. 956

AUCTIONEERS AND TRADERS

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H. C. Ferry & Co., the hustling auctioneers. Stocks closed out or reduced anywhere in the United States. New methods, original ideas, long experience, hundreds of merchants to refer to. We have never failed to please. Write for terms, particulars and dates. 1414-16 Wash ave., Chicago. (Reference, Dun's Mercantile Agency.) 872

MISCELLANEOUS.

Wanted—Clerks of all kinds apply at once. Enclose self-addressed envelope and \$1 covering necessary expense. The Globe Employment & Agency Co., Cadillac, Mich. 946

Wanted—A good book-keeper and express man, married man preferred. Must furnish good references. Address A. Cantwell, Chesaning, Mich. 889