

MICHIGAN TRADESMAN

Twenty-First Year

GRAND RAPIDS, WEDNESDAY, DECEMBER 9, 1903

Number 1055

Collection Department

R. G. DUN & CO.
 Mich. Trust Building, Grand Rapids
 Collection delinquent accounts; cheap, efficient, responsible; direct demand system. Collections made everywhere—for every trader.
 C. R. MCGRONE 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 S. Hoffman, 1st 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 Co.**
 LIMITED
 CREDIT ADVICES
 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 withdrawn from sale with the exception of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.

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IS MUSIC NECESSARY?

Great questions are always coming up to agitate the public mind in Chicago. It is said of hens and horses that they can think only one thing at a time. Evidently Chicagoans have advanced a step farther and are able to think of two things almost, if not quite simultaneously. They have the problem of trades unionism, which has kept them busy dodging bricks and sticks and stones and the dagger of the union assassin. It is at their places of business and nights at their homes they have leisure to meditate upon and discuss the other question, whether or no music at meals is worth what it costs. The soothing power of melody has been the theme for prose and poetry in all ages since Orpheus charmed the beasts and birds, who held their natural appetites in abeyance while they listened to his lute. The question now is whether music is all that is claimed for it in the Windy City. This purely artistic question is mixed and muddled with pecuniary considerations and, unfortunately, the decision rendered by a few has been based wholly on mercenary grounds, but that does not prevent other people from debating it on a higher plane.

Curiously enough this apparently aesthetic issue comes up as a phase

of a labor trouble, which of late has been the origin of pretty much every matter of great moment in Chicago. It was customary for many of the restaurant keepers to employ orchestras to play during the dinner hour and thus beguile their patrons from too close scrutiny of the viands set before them. Music alone will not satisfy the aching void which is the only filling in an empty stomach, but melody and viands taken together are soothing as well as nourishing. The musicians in the restaurants organized a union and employed a walking delegate—now known as a business agent. Following the usual custom, the union declared a strike and the owners of the restaurants conceded the demands of the walking delegate and made a yearly contract with him. Three weeks later he ordered another strike on some flimsy pretext and the restaurateurs settled again and made a new contract for a year. Within a month the walking delegate found some excuse for declaring another strike and has kept on calling strikes and instituting boycotts until, in sheer desperation and as a last resort, the restaurant keepers, with one mighty and unanimous resolve, put out the players and determined to serve musicless meals. The fiddlers, the drummers and the cornet players realized, when it was too late, that they had killed the goose that laid the golden egg and, striving for more, had lost what they had. Immediately they set up an inharmonious howl and tried to show that orchestra strains are an absolute necessity to make a dinner palatable and enjoyable. They have their supporters among the patrons of the several dining rooms, where the stillness is only broken by the clatter of the knives and forks and the occasional dropping of a dish of soup. Chicagoans are divided in their opinion, some declaring that a dinner is not a dinner without music, while others say that the restaurant keepers did the right thing at the right time. Boniface has made money by the decision, because he has cut down expenses, but has not lowered the price of victuals.

In the United States it is reckoned very desirable that each community should have diversified interests. Manufacturing cities and villages like to have as many different industries as possible, the theory being that if one fails the others will not be affected, and so the income of the place will not be wholly cut off and some money will be constantly in circulation. It is a practical application of the adage which warns against putting all one's eggs into one basket. In Europe the reverse is often the case and frequently it works very

well. A notable example is the little city of Marknenkirchen, which annually sells nearly a million dollars' worth of musical instruments, principally accordions, concertinas and violins, to the United States. It is the one industry of the town and pretty much everybody works at it. What the father and the grandfather did the son does and his children will do. They devote themselves singly and solely to the one line and excel therein. They are content to do the same thing year after year and generation after generation, the son being satisfied with an income like his father's. That would be scarcely possible in the United States, because each succeeding generation seeks to outdo its predecessors.

Moderate drinkers in New York City have been shocked by the death in Bellevue Hospital, of delirium tremens, of a man who for thirty years had taken only two drinks a day. They have been inclined to scoff at the story, but reputable physicians say it is true, and altogether likely to be true in the case of any man who follows the same practice. Dr. Shradly, for instance, says: "It is not surprising to physicians that a man who never was intoxicated in his life should die of delirium tremens. It is not an unusual occurrence in the hospitals. It is not so much the quantity of alcohol a man drinks as the frequency and regularity with which he drinks that works the havoc in his system. It is the habitual drinker, and not the dipsomaniac and the man who entirely loses control of himself on occasion, who believes himself to be safe. These habitual drinkers are wilful transgressors, too, and can stop if they want to, while the man who is a dipsomaniac is to be pitied as having a disease which is frequently incurable."

The term "walking delegate" has become so odious in the minds of the people, on account of the numerous crimes he is constantly committing in the name of trades unionism, that his title is being changed in many instances to that of "business agent." The change in name does not alter his condition or conceal his infamy. He is clearly the most detestable creature who cumberes the earth with his presence, being a cross between Ananias and Judas Iscariot, incapable of drawing a sober breath or uttering anything but an untruth. He is so detestable that a dog refuses to follow him and an ass refuses to bray at him. As a trouble maker and breeder of strife and disaster, he rivals his prototype, the devil, on whose pattern he is fashioned and in whose company he will find eternal satisfaction.

GAS

ELECTRIC LIGHT & TRACTION

BONDS

EDWARD M. DEANE & CO.

BANKERS

SECOND FLOOR, MICHIGAN TRUST BUILDING

GRAND RAPIDS, MICHIGAN

WIDE FIELD

For the Sale of Toys To Very Young Children.

There seems to be a much wider and more profitable field than would appear at first glance in the selling of playthings for the very little children. Of course, nearly all toy departments keep in stock a number of toys designed especially for the youngest children, but in most cases very little effort is made to display them in a proper manner, and still less to assist the purchaser in making the right kind of a selection. There are more children of from one to five years of age than of any other like span of years, as every child must pass through this period before attaining to years of greater magnitude. Thus we can safely say that toys of this description can be sold to every child that will ever want more mature toys.

Taking the ages from one to five years inclusive as the period to be covered, it is easily the most difficult one in childhood, as well as the most important. Beginning at a few months of age, a child needs to be amused, and a very young child is the hardest person in the world to keep interested in a toy. With older children, toys are bought at Christmas time or for holiday presents, but parents do not wait for any special occasion on which to purchase something to keep the baby amused. Here, then, we have a trade that knows no season and that will keep up the year around. Why should a few rattles, rings, woolly animals and the like, displayed without any order or reason, and very often not displayed at all, be made to suffice for this most important and constant demand? It would seem as if a golden opportunity is slighted; a chance to make the toy department more profitable the year around is being overlooked.

In the first place toys for very young children must be selected with the greatest care. They must be absolutely harmless. Everything will go to the baby's mouth, so that colors which will run or come off must be avoided. In one of the large departments there was found a basket of teething rings, some of them provided with a small knob as well as a ring. Examination of one of these showed the knob to be attached in such a flimsy manner that it came off with hardly more than a touch. It was attached to the rest of the contrivance by a screw thread, which was worn nearly smooth. If this had come off in the baby's mouth, he would undoubtedly have started to swallow it, with the most disastrous results. The experience of one anxious mother recently, who carefully boiled a celluloid rattle before giving it to the baby, was amusing as well as instructive. The rattle resembled boiled macaroni when taken out of the water, and as it hardened in a few minutes, it presented a most grotesque appearance.

Now, these seem small matters, but as a fact they are most important. If our customers were made to know that every teething ring

sold in a certain store had been carefully tested, so that it could be given to baby without any possibility of danger; if the salespeople had warned the purchaser not to put the celluloid rattle in boiling water, suggesting that a weak solution of borax water would be just as effective in destroying possible germs, a permanent and frequent customer would be made. And here comes the fundamental principle, the suggestion on which this article is founded. Install an Infant's Toy Department, and place it in charge of a person familiar with kindergarten work. It may not be possible to secure a young woman who has taken a regular course of instruction in this line, but it would be perfectly feasible to have a bright young woman read up on the subject; subscribe to a kindergarten journal for her; buy her a few of the excellent books on this subject. It would not be necessary to increase the salary list for this purpose, and the entire cost of the books and magazines would not be over ten dollars. Such an arrangement, properly installed and judiciously advertised, should result in a class of trade that would stick to your store, would grow constantly larger and show good results the year around.

It is now an admitted fact that the first toys given to children have a most important educational value, so important that eminent men and women have devoted their lives to the study of the matter. How highly must an anxious and worried parent appreciate a store where toys of this kind are shown to her in an understanding way, where she will receive suggestions as to the best things to give a fretful child so as to amuse it and at the same time teach it some lesson which will be valuable in the future? How many salespeople in the average toy department will think to tell the mother that an assortment of colored wosteds will amuse a child for hours and at the same time build up a valuable sense of color? It is asserted by many that color blindness is more the result of lack of education than anything else, and that if this sense had been educated in infancy and early childhood it would remain through life. There is a regular series of "gifts" to be presented to a very young child. These are known by names, such as the first or second gift of beads, the second gift of colored balls and so forth. Blocks of various kinds are most useful, but in order to get the most good out of them they should be given in a regular order and not haphazard. By pointing out the method that should be used in making such gifts, it is more than likely that you will sell a great many more articles to the same person than you would if she were simply to purchase a set of blocks just because they were blocks. When she knows that there are several kinds of blocks which should be given in regular order, she is almost certain to become interested and to buy them one after another.

This same idea of sequence ap-

plies to almost every toy that can be given to a small child. Plain beads are given first, to teach the child how to use them, and colored beads later to teach their arrangement. If the colored beads are given first the child's mind is confused, the beads will be strung at random, and you will sell one outfit instead of two.

Take the large gas or parlor ball, for instance. This makes an excellent plaything for a very young baby, as it is so light that the child can not hurt himself with it and so large that it can not be put in the mouth. The writer knows of one seven months old infant who was given

such a ball the other day. It was so large that the baby could not take hold of it, and as a matter of fact the youngster was rather afraid of it at first. Within a few hours the child had learned how to hold it, using both hands and both feet if necessary. In another day baby was catching the ball, or trying to, when it was thrown to him. It was his most cherished possession, and would keep him amused for hours. But the sharp little nails found a weak spot in the rubber, and the ball began shrinking. Before long it had dwindled to a mere shadow of its former self, and baby did not get the same satisfaction out of it. This resulted in the purchase of another ball. It was a small price to pay to keep the baby amused during the trying period of teething. Here, again, is a most important thing to be remembered in regard to toys for very small children. If an older child destroys a

toy, the child is scolded and must suffer by going without, but with the baby it is different. Peace is cheap at any price, so to speak, and if a toy which keeps baby quiet is destroyed, the parent is only too glad to buy another like it. The ball referred to was an accidental discovery, having been given to the father by a friend who had no idea of the age of the baby. The father, who thinks he knows something about toys, did not dream that a baby of so few months could play with such a large object. He had haunted toy stores, but no suggestion of a suitable gift was ever made.

Toys for small children will, if properly handled, become a source of regular daily profit to any toy department. Give a section to them and put up a good-sized sign "Toys for the Littlest Ones." Have them carefully explained by a person who knows how. Make a window display of them at times, with appropriate little cards attached to each variety. It can not fail to bring good results, and at the worst the experiment will cost little in time or labor.

Many clerks are promising young men. They promise too much and cause trouble later. In business promises should be returnable at their face value like notes. Promises drop easily from a glib tongue, but customers have memories. Never promise what you can not fulfill.

Confidence and justice are the foundations of business expansion.



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.

As the Quaker is known for his purity and honesty, so our "QUAKER" brand of Roasted Coffee is the embodiment of perfection in a Mocha and Java blend.

It is selected by Coffee experts; blended and roasted in the most scientific manner and placed on the market at the lowest possible price. All leading grocers sell it.

WORDEN GROCER COMPANY

TOY DEPARTMENT.

Some Methods of Advertising It Successfully.

Every department store in the country will advertise its toy department in the daily papers. The way in which this will be done and the amount of space devoted to it will vary exceedingly, but it is safe to say that larger amounts of space will be used this year than ever before. As an example of the early season advertising being done in this city, we quote from the announcement of one of the largest stores in this district:

"Such a splendid Doll Show—couldn't begin to display them all properly downstairs, so that little Miss Dressed-up Dollies come up to the first floor to-day—it's a regular Doll Party, and all the little girls that can come to the store will want to see the gay assemblage, and get some brown or blue-eyed beauty to dream about. Then there is still a bigger party of undressed dolls down in the Basement. Prices range from two for 1c to \$30.

"The Boys will want to see the Trains of Cars, and the tracks with the wonderful switches. And here are Electric Trains that will run by real electricity. The track has a third rail, and it is alive when the storage battery is attached; and the cars have an arm with a shoe that rides on the third rail to get the current. Wonderful, and no end of fun for ambitious boys.

"There are all sorts of Mechanical Fire Engines, Automobiles, and the like. In the big tank there are Submarine Divers and Boats, Whales, and all sorts of under-water things.

"Here are Happy Hooligan, Gloomy Gus and the Policeman, Tommy Toodles, Alphonse and Gaston, and all the jolly caricature friends of the comic papers.

"The little housekeepers will be tickled to death with the new enameled and sheet steel Gas Stoves, that cook by real gas. And those that cook by alcohol are almost as realistic, and quite as much fun.

"But, oh, dear, there is no end to the story; for it really hasn't begun, and you're probably more tired of reading than we are of writing.

"Come to the store to-day, and see it all. That's ten times as much fun. See the things you want to write to Santa Claus about.

"And parents can pick out choice gift-things before the rush-time begins. Then Christmas won't be half as much trouble.

"Welcome, everybody, to-day."

The style of this advertisement gives evidence that it is expected that the children will read it. It occupies about one-sixth of a page, in a full page advertisement of the store, but is given distinction by having the only cut used in the entire page. This is a picture of the typical Santa Claus. The advertisement contains the essential features of what advertising of a toy department should contain. It must appeal both to children and grown-ups, it should quote some prices, and should exploit such a variety of

things that children of both sexes and all ages will be interested. Of course, this is merely a preliminary announcement, but it contains the ground work upon which good advertising is built.

Where there are morning and evening papers, a great many advertisers maintain that the evening paper is the better in which to advertise to children. The idea is that the morning paper is carried away by the man of the family, while he brings the evening paper home. Perhaps this is good logic and perhaps it is not, but it sounds sensible. The Sunday papers should be excellent mediums, especially if space can be secured on those pages or in sections of the paper which appeal especially to children. As many illustrations as possible should be used, as they will catch the eye of a child quickly. Special prices can be quoted, and in other cases a general idea of the price can be given, such as "Sleds, the kind that beat everything on the hill, from \$1 to \$5." "Printing Presses, that use real type and do fine work, 50c to \$2.50." "Railroad Train on tracks. The engines pull the cars at a high rate of speed; 50c and upwards."

One of the big New York stores got out a toy magazine this year, intended especially for the children. Announcements of it are made in the advertising of the store from time to time, and thousands of children have already written for it. A thing of this kind is expensive, but if the volume of possible trade of the store warrants it, this is certainly a splendid method of reaching the children in an effective manner.

Attractive circulars of booklets could be made up and distributed to the children as they are leaving school. Do not turn this around and have them given as the children are going to school, as if it had no other bad effect it would make the store unpopular with the teachers. A man dressed up as Santa Claus, giving out a nicely gotten up booklet, which should contain reading matter as well as advertising, should have no difficulty in getting crowds of children around him. A novel idea would be to have several small boys ride about the town on children's automobiles with the name of the store properly displayed. This could be done at a very small expense, and if the boys are provided with advertising matter they could easily give it to the children who would gather around them.

The essential thing is to push your toy department just as hard as you can. Toys sell all the year around, to be sure, but it is at Christmas time that the bulk of the business must be done, and you must make your toy store talked about as much as possible, you must impress upon the children themselves that the biggest variety and the best toys will be found at your establishment, and they will spread the good news to their fathers and mothers. Think up something new, something that nobody else in your city has done before, and you will accomplish your end.—N. Y. Fabrics.

A Lazy Man's Paradise.

On market day in the West Indies thousands of peasant women and girls can be seen walking along the roads to the town from their palm-thatched huts in the mountains and woods. They carry on their heads immense loads of bananas, oranges, yams, plantains, brown sugar or tobacco, stepping along at the rate of four miles an hour with the gait of a princess.

Constant carrying of heavy loads gives them a splendid carriage. They will walk forty miles to market to sell thirty cents' worth of produce. Often they could sell the same stuff for a better price at their homes, but they enjoy the merry company on the road and the fun and gossip of the market place too much to give up their weekly jaunt. Most people think such a tramp hard work, but they regard it as a picnic. Tramping along over rough mountain tracks, fording swift rivers, tugging fractious mules in the way that they should go, these women never let their loads fall. They could dance a jig without dropping them.

Meanwhile the men folk—who have not even taken the trouble to sow or harvest the crops, much less carry them to market—are sleeping in the palm-thatched hut or lying down in the yam patch outside and smoking the strong native tobacco.

"On my estate," said a coffee planter recently to an American friend, "I employ about six hundred people in the busy seasons, besides two hundred or three hundred children. The

women outnumber the men by more than two to one, and do far better work, although they are only paid eighteen cents a day, as compared with the men's twenty-four cents. The difference in wages is most unfair, but it is regulated by an iron-bound custom."

Gratitude of a Dog.

Olive Thorne Miller tells of a dog which belonged to a Colonial family and was particularly noted for his antipathy to Indians, whom he delighted to track. On one campaign against the French this dog insisted on accompanying his master, although his feet were in a terrible condition from having been frozen during the previous winter. During the fight which ended in the famous Braddock's defeat he became separated from his master, and the latter, supposing him killed, went home without him. Some weeks later, however, the dog appeared in his old home, which was many miles from the battlefield. He was tired and worn, but over his sore feet soft moccasins were fastened, showing that he had been among Indians and that they had taken especial pains to be kind to him. Thereafter, although he showed great joy at being again among his own people, neither threats nor bribes could ever induce him to track an Indian.

Advertising is not a panacea, but it will cure a sick business if supplemented by sound judgment, meritorious goods and an interesting statement of facts.

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

Some people say: "We'll advertise bye and bye." The average man doesn't want business bye and bye. He wants it NOW. Advertise for the now business now; advertise for the bye and bye business bye and bye.

State Items

Movements of Merchants.

Allendale—E. Robertson has sold his grocery stock to C. Vanderveen.

Lawrence—Cook & Watson have opened a meat market and feed store here.

East Jordan—J. M. Landrum, of Alden, has engaged in the furniture business at this place.

Marshall—J. M. Hughes has purchased the G. W. Butler grocery stock at chattel mortgage sale.

Reed City—A. C. Goehrend & Co. are now proprietors of the Chestnut street meat market, having bought out Upp Bros.

Charlevoix—Harris & Co. have sold their grocery stock to J. W. Vandusen, formerly engaged in general trade at Norwood.

Morley—Hill & Wilson have sold their meat market to Charles L. Snyder, who has already taken possession of the premises.

Mayville—F. J. Hopkins has purchased the interest of his partner in the furniture and undertaking business of Atkins & Hopkins.

Negaunee—The stock, fixtures and book accounts of the Negaunee Co-operative Society were sold at auction to W. M. Boaz for \$6,450.

Bay City—Mason & Beach last week celebrated the twenty-fifth anniversary of their engaging in the drug business at this place.

Saugatuck—I. Scuham has leased the Francis building, lately occupied by the Misses Bandle, and will engage in the dry goods business.

Laurium—W. W. Mercer is now in possession of the stock of the Laurium Hardware Co. and will continue the business in his own name.

Traverse City—C. S. Cox has engaged in the retail meat trade in connection with his wholesale business at the corner of Union and State streets.

Boyne Falls—Welling & Co. have opened a dry goods, clothing, millinery and cloak establishment at this place, with Gene Friend in charge of the business.

Cheboygan—Nate Howard's grocery store has been closed by creditors. Lee & Cady, of Detroit, and W. I. Brotherton & Co., of Bay City, hold the mortgages.

Lawrence—Al. Mentor, dealer in groceries, clothing and notions, has sold a half interest in his stock to F. W. Robbins. The new firm will add a line of clothing.

Lawrence—Fred Robbins, dealer in fruit packages, seeds and coal, has sold out to the Stockbridge Elevator Co., of Jackson. The business will be in charge of W. M. Rose.

Decatur—Mrs. F. A. Armitage, of this place, and Miss Eva Davis, of Jackson, have purchased the millinery stock of Mrs. Chapin and Mrs. White. The new style is Armitage & Davis.

Lake City—James Berry, who recently sold his general stock to Arthur E. Burkholder & Co., has pur-

chased the harness stock of Mrs. J. H. Gray and will continue the business at the same location.

Port Huron—The Howard Furniture Co. has engaged in the furniture business with a capital stock of \$35,000, held as follows: Jas. Howard, 2,000 shares; A. J. Clarke, 1,000 shares, and C. R. Clarke, 500 shares.

White Cloud—B. Cohen, dealer in furniture, cigars and confectionery, and Louis Cohen, dealer in general merchandise, have merged their stocks under the style of the Cohen Bros. and will conduct a department store.

Traverse City—Julius Steinberg, the pioneer dry goods merchant, has turned his stock over to his two sons, J. H. and A. Steinberg, who will continue the business under the style of Steinberg Bros. Both are practical merchants.

Mendon—Friedman & Co., dealers in dry goods at this place and at Three Rivers, will open a branch store at Oakes, N. D. Solomon Friedman will have charge of the new store, which will confine itself to clothing and shoes.

Holland—The new grocery firm here is composed of R. A. Kanters and John R. Price, who will conduct business under the style of R. A. Kanters. The report that the Kidd, Dater & Price Co. was directly interested in the venture is untrue.

South Haven—Bishop & Funk have sold their ice cream business to B. N. Rouse, of Benton Harbor. Mr. Funk has engaged in the wood business, while Mr. Bishop has accepted a position as traveling salesman for the Holland Milling Co.

South Haven—Gordon Ripley has sold his grocery stock to J. E. Durkee and C. F. Gish, who will conduct the business under the style of Durkee & Gish. The purchasers were formerly in partnership at Ganges in the general merchandise business.

Reed City—John W. Densmore, who suffered a stroke of apoplexy Nov. 30, died Dec. 3, aged about 56 years. He had resided in Reed City for more than twenty years and had been engaged in general trade most of the time. He leaves a widow, two sons and one daughter.

South Haven—John Gill, R. W. Cray and G. J. Wicksall have formed the Gill & Cray Fruit Co., Limited, to engage in the packing and marketing of fruit, grain and other products in the counties of Allegan and Van Buren. The authorized capital stock is \$1,000.

Calumet—Hosking & Co., whose dry goods stock was destroyed by fire last week, have made arrangements to occupy the Caesar building, adjoining the site of their old quarters. The Calumet department store, which occupied this building, has removed its stock to the new Gardner block.

Coral—Walter Andrews has purchased the interest of his brother in the general stock of Andrews Bros., whose store is located four miles east of this place, and will continue the business under his own name. He has recently connected his store with a private line of the Citizens Telephone Co. from this place.

Luther—Chas. Gray, who recently purchased the furniture stock and undertaking business of L. T. Paine, has sold out to Cutler Bros., who will move the stock to their new building. Wm. Reed has purchased the vacated building and after remodeling same will occupy it with his dry goods and men's furnishings.

Cadillac—Wm. H. Wilcox, a prominent business man of this place, died last week from an attack of pneumonia. The deceased was born in Lebanon, N. Y., and has been a resident of this place since 1878. He began life here as a sawmill laborer, then became a drayman, was for a time in the livery business, and since 1885 has been engaged in business with his brother, John Wilcox—fourteen years in the grocery business and later in the brickyard and lumber business.

Manufacturing Matters.

Coopersville—Arthur Cook has been appointed manager of the Co-operative Creamery Co.

Kalamazoo—The Kalamazoo Paper Box Co. has increased its capital stock from \$18,000 to \$100,000.

Charlevoix—The Charlevoix Roller Mills has merged its business into a corporation under the style of the Argo Milling Co.

Ithaca—Geo. A. Vance, formerly with the Havana Cigar Co., has engaged in the cigar manufacturing business on his own account.

Garmfask—G. E. Leveque, lumberer and sawmill operator at this place, will equip a hardwood mill at Cook's

Bay, on Lake Manistique, and be ready for operations by the middle of February.

Cadillac—Daniel S. Kysor, who has been a partner in the firm of Kysor, Farrar Co., doing business as the Cadillac Machine Co., has sold his interest in the business to Walter A. Kysor, junior member of the same firm.

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

Opportunity of a Lifetime

J. A. Richardson, the veteran general storekeeper of Vicksburg, formerly of Scotts, has purchased a controlling interest in the Vicksburg Clothing Manufacturing Co., and expects in the future to make manufacturing his business. For this reason he offers his entire stock of goods for sale, including Dry Goods, Shoes, Carpets, Cloaks, Groceries in one room, and Clothing and Men's Furnishings in the other. It is a double store and can be handled as it is now or can be made into three stores. It will be sold either way. Write or call on J. A. Richardson, Vicksburg, Mich.

From our knowledge of the stores, we can say that anyone wishing to engage in business of this kind will do well to look it up.

MICHIGAN TRADESMAN

Commercial Credit Co., Ltd.

Widdicomb Building, Grand Rapids
Detroit Opera House Block, Detroit

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

Vege-Meato Sells

People

Like It

Want It

Buy It

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

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

American Vegetable Meat Co., Ltd.

Grand Rapids, Mich.

Grand Rapids

The Grocery Market.

Sugar—The proposed action of Congress as to Cuban reciprocity has been discounted and sales are being made in New York on Cuban sugar for delivery after the first of the year with the 20 per cent. proposed reduction in duty figured in. But just now, especially in this middle western country, beet sugar is the thing. With a differential of ten cents in its favor it is probable that somewhere from 80 to 90 per cent. of the sugar sold is beet product, and cane has a pretty hard row to hoe at this time. Except for some of the confectioners and manufacturers who claim that they cannot use beet sugar in their processes almost the entire trade takes the beet.

Tea—There has been a slightly augmented call for some of the extra fancy lines for holiday selling, but the bulk of the trade is in the staple high-grade varieties and prices rule the same as they have. Conditions in primary markets are unchanged and there is nothing of interest in the situation.

Coffee—The cause of the $\frac{3}{8}$ c advance in Rio grades is due to the continued short crop reports from Brazil, coupled with the fact that the New York syndicate is taking deliveries of all the actual coffee offered on the exchange. During the past week they have taken between 100,000 and 200,000 bags. As long as the speculators keep doing this, provided Brazil continues her support, the market will continue to advance. There has come a report during the week that the Java crop is a failure, but as supplies of Java on spot are light, this news has but little affected the spot market. In sympathy with the advance in Brazils, washed coffees are stiffer, notably Maracaibos, which show an advance of $\frac{1}{2}$ @ $\frac{3}{4}$ c over a month ago.

Canned Goods—There seems to be a better enquiry for tomatoes and a few more goods moving. Corn is still high and dull. Peas are unchanged and in very light demand. There seems no prospect of any change. Eastern peaches are unchanged and not active, in spite of their extreme scarcity. California canned goods are unchanged and only fairly active.

Dried Fruits—Apples and apricots are moving about as well as any line of the staples. There has been, of course, more or less demand for fancy goods, such as cluster raisins, figs, dates, etc., for the holiday trade. This demand has compared well with last year, the only difficulty being in getting supplies of raisins and some other fruits at the needed times. However, several large shipments of the raisins have been received lately and the market is in better shape. Currants are steady and not quite so firm as they were a week ago. Prunes are in good demand,

particularly the medium and large sizes.

Rice—There is a firmness in New York in regard to Japans and the better grades of Honduras that has resulted in some advances there recently. Spot stocks at that point are light. Locally there is the same steady demand noted with stocks sufficiently large to meet all requirements.

Fish—Mackerel is dull, but with a strong undertone and there is considerable reason to expect higher prices after the turn of the year. Nearly all of the new catch of Norway fish have come to the United States and the situation is strong. Holders of shore mackerel are not anxious to sell and some of them are prophesying an advance of \$2 to \$4 per barrel with two months. This is probably an extreme view, but an advance of \$1 per barrel would seem quite likely. Irish mackerel are also rather low, considering the first cost in Ireland, and are not unlikely to go somewhat higher. Cod, hake and haddock are all very dull and high. The sardine pack is over, and it seems to be agreed that it will reach about 75 per cent. of last year. The packers expect to make full deliveries of mustards and from 50 to 75 per cent. of oils. Lake fish is dull and stiff in price.

The Judson Grocer Company gave a house warming last Friday evening in the shape of a reception to its employes and their wives, who assembled to the number of 150 and spent an evening of unalloyed pleasure. Both office and salesroom were beautifully decorated with flowers and, aside from vocal and instrumental music, speeches were made by everyone who had a speech on tap. Those who wished to dance were given the opportunity and refreshments were furnished by a local caterer. The affair lasted from 8 to 12 o'clock, and all who took part therein voted it one of the most pleasurable events they had ever participated in.

F. F. Ward, who has been manager of the mercantile department of the Sands & Maxwell Lumber Co., at Pentwater, for some years past, severs his connection with that house Dec. 10 to take up his residence in the province of Santa Clara, Cuba, where he expects to purchase a plantation and devote his attention to the cultivation of fruit and cotton. The successor is M. H. Coburn, who has been with the Stearns Mercantile Co., of Ludington, for the past seventeen years, prior to which he was identified with T. T. Lyon, Agent.

James Brace will open a drug store at White Cloud about Jan. 1. The Hazeltine & Perkins Drug Co. has the order for the stock. Mr. Brace has had considerable experience as a druggist, having clerked in the store of J. G. Johnson, at Traverse City and A. W. Gleason, at Newaygo.

The capital stock of the Hatt Polish Manufacturing Co., which was recently organized here, is \$10,000, instead of \$1,000 as stated last week.

The Produce Market.

Apples—Local dealers hold their stocks at \$2@2.50 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 is steady and strong at 25c for choice and 26c 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 19@19 $\frac{1}{2}$ c.

Cabbage—Has advanced to 75c per doz.

Celery—Has advanced to 25c per bunch.

Cranberries—Cape Cods and Jerseys command \$8.50 per bbl. and \$2.90 per bu.

Eggs—The market is steady at the recent advance, with no indication of a decline in the near future. Prices are maintained on a basis of 27@28c for candled, 25@26c for case count and 24@25c for cold storage.

Game—Live pigeons, 60@75c per doz. Drawn rabbits, \$1.20@1.50 per doz.

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

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

\$1.25@2 per bunch.

Lemons—Messinas and Californias fetch \$4.

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—Local dealers pay 40c and hold at 50c.

Oranges—Floridas, \$3.25; California Navels, \$3.40.

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

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

Potatoes—The Eastern markets are stronger and higher than a week ago, but the Western markets have not improved to any appreciable extent. Local dealers are paying 45@50c, according to their ability to secure cars to move their stocks. The inability to get cars retards shipment to a considerable extent.

Poultry—The demand is merely nominal, ruling prices for dressed being as follows: Spring chickens, 11@12c; fowls, 9@10c; turkeys, 11@13c; ducks, 12@13c; geese, 10@11c. Drawn rabbits, \$1.20@1.25 per doz.

Pumpkin—\$1 per doz.

Squash—1 $\frac{1}{4}$ c per lb. for Hubbard.

Sweet Potatoes—Virginias are steady at \$2.25 per bbl. Genuine Jerseys have advanced to \$4.25 per bbl.

Hides, Pelts, Tallow, Fur and Wool.

An uncertain element rules in the hide trade and leaves prices unsettled. The supply of countries is more limited than anticipated and dealers will not make advanced sales only at advanced prices. The Eastern demand is not large and the price offered is not up to the present sales price.

Pelts have been in larger offerings of late and are readily taken.

The market is well cleaned up at fair values.

The packers are having an active market in tallow and the city is well sold up and good country in demand. Soaper's stock does not sell so freely, while prices are well maintained.

The fur market has opened with much activity and a strong effort for early purchases has advanced values beyond conservative views.

Wools have been quiet for some weeks past until last week, when sales were of fair value without concession in prices. Wm. T. Hess.

The Boys Behind the Counter.

Cadillac—Joseph E. Naregan, pharmacist in the Van Vranken drug store, was united in marriage last Wednesday to Mabel M. Stillwell at the home of the bride's parents in Edmore.

Bellaire—L. E. Bockes has taken a position as clerk in the drug store of Hugh L. Vaughan.

Newberry—A. L. Newmark has taken a position with J. A. Shattuck & Co. as chief clerk in their dry goods department.

Middleville—W. B. Brown has severed his connection with the dry goods store of M. C. Hayward & Co. to take up his residence in Los Angeles.

Dighton—Dr. Peter Beyer has taken a clerkship in the drug store of Asa Bookwalter.

The Primer of Food Inspection.

"Father, what are the duties of a State Food Commissioner?"

"To drink whisky, my son."

"And what are the duties of a Deputy Food Commissioner?"

"To sit with his feet on a desk and draw his pay."

"And what are the duties of an Inspector?"

"To split hairs and write out expense accounts."

"Then what is the department maintained for?"

"To spend a \$20,000 appropriation and fix up the political fences of the Governor."

D. A. Boelkins, formerly engaged in the grocery business at Muskegon: Enclosed please find check for \$2, for which please continue to send the Tradesman. I am no longer engaged in business, but look for the Tradesman every week. I like the Michigan Tradesman the best of any trade paper I ever had. I began taking same on No. 9.

A. C. Tiffany, formerly with L. A. Moon & Co., of Boyne Falls, will engage in the drug business at Boyne City. The Hazeltine & Perkins Drug Co. has the order for the stock.

Harry Stowitts has engaged in the grocery business at the corner of Hall street and Madison avenue. The Judson Grocer Company furnished the stock.

J. A. Waring, dealer in groceries and produce, Ewen: "Would hate to do business without the Tradesman. It is a most welcome weekly visitor."

It takes a political orator to say nothing.

"Who Strives to Fool Others Fools Himself."

Written for the Tradesman.

Cranston Hayward was bright enough and smart enough—the adjectives are not wholly synonymous—but his idea of turning both to practical account was suicidal. He was not alone responsible for this. His was a case where the preceding generation comes in. His father, a physician, was well up "in the ways that are dark and the tricks that are vain" in that noblest of professional callings and the medical fraternity looked frowning whenever his name was mentioned. His mother had at one time been a domestic in her husband's household and had furnished a scandal of the liveliest interest, so that from childhood up the boy Cranston, by precept and by example, had become imbued with the idea that he could fool all the people all the time and he thoroughly believed that every dollar obtained without giving an equivalent is the only dollar worth having.

With this kind of home training, far too common it is to be feared in this selfish world, Cranston Hayward went to school where, after a quick learning to read, he learned to work a little himself and others a great deal. With the least possible self-exertion he always managed in some way to get there. Whatever he found he must do he did well, but the teachers were not long in finding out that "easy methods" had their best development in whatever Cranston Hayward was required to perform and their strenuous efforts were first directed to the prevention of these methods. So it happened that their sharp eyes detected the helps from all about him. No boy who knew his lessons was allowed to be a neighbor of Cranston Hayward. No written work was accepted from him which was not prepared under the teachers' eyes. No lesson counted from him which he could in any way beg, borrow or steal and when at last he found that the end of working his teachers had come, he worked father and mother until he was permitted to leave school and go into a store.

One would have thought that nine years of such schoolroom experience would have taught the intelligent boy that here was the needed lesson of his life; but he no sooner struck his first job than he began, in common parlance, to "monkey." For the first few days everybody thought he was a genuine prize and soon thereafter found him exactly that with a sur before it, and the end of the first ten days saw him out of a job. So with varying vicissitudes he had grown into young manhood, still believing and still trying to put into practice the principle of his faith, that the only way to get along is to force the other fellow into giving something for the nearest to nothing that existing circumstances allow.

It was when he entered the department store of Hatch, Bostwick & Co. that Cranston felt the chance of his life had come. It was the best house in town. It took care of its force

by paying them well, by taking an interest in them, by making as few changes as possible and by filing such vacancies as necessarily came with men from the lower ranks, so that there was an inducement for every man to do his best with the almost certainty of promotion.

With apparently everything in his favor the young man started in. He was physically good to look at in face and build. His voice and manners strengthened the good opinioned first impressions formed and, as if to urge him to turn these to good account, one of the men above him was expecting soon to take advantage of an excellent offer recently made him to go into business for himself. The way was plain. One course only was required to secure the position and that was the one long established in every concern of life: always and always in season and out of season without fear or favor unflinchingly do your best.

So Cranston Hayward started in. For a good month there was no fault to find with him and it is pleasant to state that that month's effort made a good and a great impression upon the Argus eyes that watched things in the front office and out of it. Kept up, that month of self-discipline would have made a man of him, for it was changing the whole conduct of his life. It was making him honest in spite of himself. He was at his post on time. He stopped watching the clock. He stopped shirking and trying to shirk and for one good month he honestly earned every cent that was paid him. The consciousness of doing his duty had the usual effect on everything that pertained to him. He held up his head higher than usual. He looked people in the eye. He felt the effect of the approval he was winning and when one day the man in the office who made the promotions stopped for a little talk with Hayward it was conceded that Hayward was well up on the list if he was not at the head of it.

Not satisfied with this and learning from some bitter experience that promotion, like lightning, follows the path where there is the least resistance he determined to weaken that resistance in this case by finding, if possible, the weak places in the men hoping for the same position and showing them up. There was that man Osgood. Sly as he was about it, his breath three times a day at the very least settled his case once old man Bostwick got a whiff of it. Tildon was over fond of poker, an over fondness which, if known, would not strengthen his chances, and as these were the only men he was afraid of how would it do to plan so that the weakness of each should be known at headquarters and there rest the case? The Hayward in him approved of the idea and determined him to begin proceedings at once.

Chance, as usual, aided him. Bostwick and he were coming down town on the same car one morning and after the exchange of greetings Hayward began business by remarking that Goodrich was pretty lucky to step from behind the counter into the

front office and that he hoped he would make a success of it.

"Yes, yes. Fine fellow. Deserves every bit that comes to him. Been deserving it all along. Young men can't start in and keep up what he has been keeping up ever since he's been with us—and that's something over six years—without having something good come to him. It's the way, though, always. If the boy has a bad habit I don't know it. He is prudent of his time and strength and industrious, a triplet that is sure to push the owner into prosperity whether he wants it or not. Sorry to have him go; sorry to have him go."

"Yes, Goodrich is all right. He smokes occasionally, but that's nothing, and he knows where to put an occasional glass of beer so that it'll do him the most good. I fancy that he knows the difference between an ace and a ten spot, but that now-a-days is among the elements of modern education and Goodrich seems to be all right. Looks as if it would be hard work to fill his place. I know Osgood smells pretty strong of sen sen three times a day with an occasional in between and, if half that the boys say is true about Tildon, he rather play a game of poker pretty late at night than have his leg broken. Nice boy, though, and most of the crowd are rather hoping he'll step into Goodrich's shoes when the right time comes."

When Bostwick was "riled" he said nothing and looked. He looked now. Goodrich was the apple of his eye. He knew more of his habits than

Cranston Hayward dreamed of and he knew, too, that the last cigar the young fellow smoked and the last glass of beer that he drank were under his own vine and fig tree just three years ago and they had shaken hands on or over both. When he got over thinking of that he "looked" again at this "back-sticker" and began to see something. "Fishing, that's what he's doing. I'll try a hand at it." He did. Long before they reached their corner the young fellow unburdened himself and Bostwick took him all in. They talked Osgood and Tildon ostensibly, but when they got through there wasn't a thing objectionable in the young fellow's life and character that Bostwick hadn't glimpsed and "made a note on" and all the time the young fellow, who was more than sure that Osgood was dead and Tildon wouldn't last long, had so shown up to his employer that that gentleman when he reached the office and was seated at his desk made a few remarks. This is what he said:

"This man Hayward is a jackass. Worse than that he's a skunk. He wants Goodrich's place and thinks he can get it by running down Goodrich and telling all he knows and can guess at that's against Osgood and Tildon. One drinks and smokes and the other plays poker. What do you think of that! Before I got through with the sneaking devil I found that he can smoke on occasion, that liquor is good for a cold and that cards are not bad unless a 'feller' makes a fool of himself over them. When is it

Why Not Sell The Best?

DR. VAUGHAN, Professor of Pharmaceutical Chemistry in the University of Michigan and probably the foremost expert upon food products in the United States, said that the Jennings Terpeneless Extract of Lemon contained the complete flavoring principle of the lemon oil, and that it is in every way superior, both for medicinal and pharmaceutical purposes, as well as for food flavors, to Pharmacopoeial spirits of lemon. He declared that so great is the superiority of the terpeneless lemon extract for all these purposes that there is no room for comparison between the two products.

DR. KREMERS, Professor of Pharmaceutical Chemistry in the Wisconsin State University, highly educated in this country and in Germany, said, in connection with the Jennings Terpeneless Extract of Lemon, that terpeneless extracts were in demand and were considered superior as being free from the bitter and disagreeable taste of the terpenes.

We are manufacturing Terpeneless Lemon Extract in full compliance with the legal standard in Michigan, as defined by the Supreme Court, under formula prepared for us by Professor Albert B. Prescott, Director of the Chemical Laboratory and Dean of the School of Pharmacy of the University of Michigan. We completely guarantee the trade against any liability in handling our product.

JENNINGS FLAVORING EXTRACT CO.
Grand Rapids, Michigan

that Goodrich leaves? Well, just put Osgood in his place with Tildon for a lively second—good fellows both of them—and when the week's up send this cuss about his business. He's one of the fellows who hoists himself by his own petard and we don't want him."

And that was the last that Denver ever saw of Cranston Hayward.

Richard Malcolm Strong.

Tortoise Shell Will Always Be Dear.

Tortoise shell is one of those commodities whose intrinsic value is such that the real article will never be cheap. Beautiful in itself, rare and difficult to obtain, it will never be so common or of so little value as silver ornaments now being worn. The tortoise shell of commerce is the shell of epidermis plates of the hawk-bill turtle, a species of turtle which inhabits only tropical seas. The outer shell is of thin plates, beautifully mottled and shaded. These are removed from the living animal with a very thin knife slipped beneath them. When removed they are very irregular in form, but are easily flattened by heat and pressure. They become very plastic when heated, and as the heat softens and liquefies a sort of film or gum on their surface they can be readily welded and pressed together while warm and so made of an increased thickness.

The quality of the tortoise shell depends on the thickness and size of the scales and on the clearness and brilliancy of the colors. The tortoise inhabits the Indian Ocean and the waters of Central America. They are very prolific, laying from 125 to 175 eggs. Each tortoise produces annually from five to six pounds, valued at \$3.50 per pound. Tortoise shell has been highly prized for ornamental purposes from early times. It was one of the most esteemed of the treasures of the Far East brought to ancient Rome by way of Egypt and was eagerly sought by wealthy Romans as a veneer for their fine furniture. At present it is much used in the inlaying of cabinet work known as buhl furniture and for combs, hairpins, knife handles, eyeglass frames and for ornamenting many other small articles it is highly valued.

There are several deft imitations of tortoise shell now on the market—compositions of celluloid and other ordinary substances overlaid and intermingled with a small amount of the genuine shell, which are well calculated to deceive the unexperienced buyer. Amber tortoise shell is much more sought after to-day than the darker shades. It is newer in fashion and more difficult to procure, as there is but little of it. It is taken from the under side of the animal and comes off in thin, scaly pieces, and is harder to work than the shell which is taken from the back. The amber shell is of almost uniform color, varying only with the age of the tortoise. It has none of the beautiful mottling and veining that form the chief beauty of the darker shell. Its scarcity is the sole reason for its being sought after. This species of tortoise is very docile and can be as

easily raised as chickens. A company is now organizing in the parish of Plaquemines for the purpose of raising this special variety of tortoise.

The Ruling Things in Fans.

Everybody carries a fan this season, a little speck of a fan, scarcely more than six inches long, deep in shape, and with shell-like, flowery outlines. Small fans were first used for the theater exclusively, but they were found so convenient for that purpose that gradually they have been accepted for every use. One can no longer have one really handsome fan and use it for all occasions. No, indeed, that would be altogether too sensible a habit for the present luxurious epoch. The smart girl now has a fan to go with every costume. For her ball gown nothing is prettier than one of the small, fluffy affairs, that when closed looks like a bunch of flowers, and when open appears to be a flutter of blossoms made of stamped liberty silk, and arranged to simulate the natural blossoms. Another flower fan that is charming is of gauze or chiffon, with a single big, soft blossom on either side.

The most fashionable fans for general use are of gauze or lace, trimmed with spangles and narrow ribbon. A charming one in this style is of white gauze, spangled lightly in silver, the spangles outlining the shape of a deep shell with a scalloped edge. Black with gold spangles is equally attractive. Almost as popular as the shell design is the butterfly, so shaped that when the fan is open it is in the form of a butterfly with outstretched wings.

In lace fans there are three lovely varieties, the very open style with richly wrought sticks of mother-of-pearl; the lace designs in Watteau outlines of white on a black spangled ground, and the third, a design of black lace upon a white chiffon ground, spangled or plain. Another good fan for general use is made of the rich, iridescent feathers of the peacock's breast with a narrow edge of white feathers.

Very popular among young girls are the college fans, in which college colors are enameled on the ivory sticks, painted on the center of the fan, or shown in rows of ribbon run along the top. The college fans have as well as the colors, the flag of the college enameled on the ivory or worked in silk into the fabric of the fan. Sometimes, instead of the flag there is the college letter only, but more often it is displayed on a little pointed flag.

Turkish Proverbs.

With patience sour grapes become sweet and the mulberry leaf satin.

By the time the wise man gets married the fool has grownup children.

Give a swift horse to him who tells the truth, so that as soon as he has told it he may ride and escape.

Be not so severe that you are blamed for it, nor so gentle that you are trampled upon for it.

If you have to gather thorns, do it by the stranger's hand.

The Magnanimity of Union Labor.

The following story from a Chicago paper illustrates one of the modern beauties of union labor:

"I'm sorry for old man Nelson," said the striking gripman.

"Why? What's the matter with him?" growled the business agent.

"Well," said the gripman, "you see Nelson is so blamed old. He was seventy his last birthday. He's been working for the company for more than twenty years, and he's too near played out to get another job from anybody else.

"When we was forming the union some of the boys went to old Nelson and asked him to join in with the rest of us.

"You boys know I'd like to be with you, he said, 'but 'tain't as if I could work at anything that comes along. I got to hold this job I got now because I reckon it's the last job I'm going to get. S'pose now I go out on a strike with you lads an' the company wins. Then if I go back to the company they say, 'No, you're too old to be any good. We was just keeping you along because you'd been working for us so blamed long and we didn't want to turn you off. But when you went out on that strike you evened up matters. We don't feel like we owed you anything now. We've got no work for you.' And where in the divvle would I go to find a job? Me, that's 70 and got one foot up to the knee in the grave?"

"I felt sorry for the old cuss then and I think the boys ought to have let him alone. But did they? I should say not. A committee was appointed by the union to waylay him some night and they did their work so well that the old man was unable to walk for a week. The committee received the thanks of the union and at the same meeting the old man sent in his application, for fear he would be subjected to further beatings in case he stayed out any longer. I say they was d—n cowards, that's what I call 'em. And now old man Nelson is out on the street and he's blamed likely to stay there, too. He hasn't done much of anything but putter around for the last five years anyhow. You don't reckon the company's going to take him back again after this, do you? I should say not. It's a doggoned shame, that's what it is."

Had Been Making Love to the Stenographer.

A certain officeholder decided to buy a dog. In reply to his "ad." a man called at his office with an intelligent-looking animal, that he immediately took a fancy to, although he

deemed it advisable to first enquire into something of its characteristics.

"What can he do?" he asked.

"Oh, sir, he can do anything. If you've lost anything, sir, he'll go direct to the place where you lost it. He'll—"

"By the way, I've just missed my glove. Do you s'pose he could find it?"

"Certainly, sir. Just let him sniff at your hand."

The officeholder held his hand to the dog's nose and the animal trotted serenely off. Presently he returned, and with a joyous wagging of the tail deposited his offering at the officeholder's feet.

At the same moment the click of the typewriter in the next room ceased. A girlish form appeared in the doorway.

"My sash ribbon," cried a high, sweet voice, "my sash ribbon! The dog has my sash ribbon!"

The officeholder's face turned a dull red. He cast a furtive glance at the man, dived into his pocket and hauled out a bill.

"I guess the dog'll do," he said, quietly.

A Discouragement to Thrift.

Senator Depew tells of a man in Peekskill, N. Y., who is known thereabouts for his extremely thrifty disposition. It appears that one morning a fellow-townsmen met the frugal man on his way to his business for the day, and to his great surprise observed that he was attired in his very best apparel—in fact, dressed for all the world as if he were going to an afternoon tea.

Seeing the ill-concealed look of astonishment of his friend, the man of frugal temperament said:

"Haven't you heard the news?"

"News?" stammered the other.

"What news?"

"Twins!" exclaimed the thrifty man laconically.

A light came into the face of the friend. "So that—" he began, with a glance at the resplendent attire of the man who "never overlooked anything."

"So that accounts for this," interrupted the latter. "What's the use of trying to be economical?"

If you keep on the fly, no flies will keep on you.

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Offer for sale genuine transferable stocks of Black Hills, S. D.; C. J. George & Co., Bannie Gold, Douglas, Lacey & Co. and Colorado & Connecticut Gold Mining Co. Send me your orders.

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E. A. STOWE, Editor.

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EXPOSURE NOT A DISGRACE.

If President Roosevelt had had Grand Rapids in mind when he wrote the graft paragraph of his annual message to Congress, he could not have stated the case more plainly or applied it more accurately than he did in the following well-chosen words:

"There can be no crime more serious than bribery. Other offenses violate one law while corruption strikes at the foundation of all law. Under our form of Government all authority is vested in the people and by them delegated to those who represent them in official capacity. There can be no offense heavier than that of him in whom such a sacred trust has been reposed, who sells it for his own gain and enrichment; and no less heavy is the offense of the bribe giver. He is worse than the thief, for the thief robs the individual, while the corrupt official plunders an entire city or state. He is as wicked as the murderer, for the murderer may only take one life against the law, while the corrupt official and the man who corrupts the official alike aim at the assassination of the commonwealth itself. Government of the people, by the people, for the people, will perish from the face of the earth if bribery is tolerated.

"The givers and takers of bribes stand on an evil pre-eminence of infamy. The exposure and punishment of public corruption is an honor to a nation, not a disgrace. The shame lies in toleration, not in correction. No city or state, still less the nation, can be injured by the enforcement of law. As long as public plunderers when detected can find a haven of refuge in any foreign land and avoid punishment, just so long encouragement is given them to continue their practices. If we fail to do all that in us lies to stamp out corruption we can not escape our share of responsibility for the guilt. The first requisite of successful self-government is unflinching enforcement of the law and the cutting out of corruption."

The President's assertion that it is not the exposure of bribery but the toleration of it that is a disgrace—that the exposure is an honor to any community—will meet with the hearty approval of a large majority of the citizens of Grand Rapids who believe, with the Tradesman, that, now that the foulness has been fully

established, it should be probed to the bottom, to the end that no guilty man may escape.

DANGEROUS EXPERIMENTS

Frequently retailers are induced by the promise of increased profits to put in stock untried products and to get the result, advertise and urge the purchase, by statements that are not justified.

A few years ago the country was flooded with so-called "prize package" goods to such an extent that legislatures passed laws prohibiting lottery schemes and Congress enacted laws suppressing this species of gambling, or, in other words, this method of obtaining money under false pretenses. After several years of comparative relief from these attempts to defraud the public, there is an effort to again introduce the "prize package" and we call attention to the fact that it is pretty safe to declare that goods which can not be sold except on the offer of a prize are of little merit. Retailers are more seriously harmed in their profits in an attempt to displace reliable goods by such methods than they can compute. It is easily illustrated in this; that a customer who has been a user of any product for a number of years and is satisfied therewith, but who has been induced by the tradesman or by a false advertisement to try something else and having tried it is deceived, will go to some other dealer for future trade. The successful merchants are those who stand firmly by reliable and well-established brands of goods.

The action of President Stevens and ex-President Musselman in opposing the publication of a monthly bulletin of the Board of Trade from the proceeds of advertising will meet with the hearty approval of every right-thinking member. No organization composed of various trades and professions can afford to compete with its own members by using the organization as a club to extort money for schemes of a questionable character.

The statement that the Bell Telephone Co. is implicated in the Salisbury exposures causes little surprise, because it has been thought all along that it thoroughly corrupted certain aldermen—not so much to advance the interests of the Bell Co., but to antagonize the Citizens Telephone Co. in every possible manner.

On account of strikes instigated and maintained by walking delegates—now known as business agents—the total of buildings completed in New York in what should have been the busiest year in its history fell \$25,000,000 below the 1902 record. Who profited by it?

No new developments have appeared in the Hammond Food Co. matter since the last issue of the Tradesman and the warning therein uttered—to go slow with a concern which lacks \$45 with which to keep its agreement—still holds good.

Getting into debt is like dropping from a balloon. Getting out again is like climbing a greased pole.

CORN SYRUP AGAIN.

The decision of the Michigan Supreme Court in the corn syrup case, published exclusively in the last issue of the Michigan Tradesman, meets with the general approval of the trade, both wholesale and retail, and certainly the consumer is the gainer by the defeat of the State Food Department, because he is assured a wholesome article at a reasonable price.

The Official Association of Agricultural Chemists have a special committee known as the Committee on Standards, the members of which have been working very carefully toward a statement of standards for food products. In June last the United States Department of Agriculture issued a bulletin from the Bureau of Chemistry, headed "Food Definitions and Standards." This bulletin gives the Standards and Definitions published by the aforesaid Committee on food standards and is marked, "Subject to Revision." In this statement of Definitions and Standards, on the subject of "glucose," is found under the head of "Definitions" the following:

"Glucose, mixers' glucose, confectioners' glucose, or corn syrup is a thick syrupy substance obtained by incompletely hydrolyzing starch or a starch-containing substance, decolorizing and evaporating the product. It is found in various degrees of concentration, ranging from forty-one (41) to forty-five (45) degrees Baume," and also the following under "Standards:"

"Standard glucose, mixers' glucose, confectioners' glucose, or corn syrup is colorless glucose, varying in density between forty-one (41) and forty-five (45) degrees Baume, at a temperature of one hundred (100) degrees F. (37.7 deg. C.). It conforms in density, within these limits, to the degree Baume it is claimed to show, and for a density of forty-one (41) degrees Baume contains not more than twenty-one (21) per cent. of water and for a density of forty-five (45) degrees not more than fourteen (14) per cent. It contains not more than one (1) per cent. of ash consisting chiefly of chlorids and sulphates of lime or soda."

The point, of course, in this is that this Committee has recognized the words "corn syrup" as synonymous with "glucose."

Recently the Secretary of Agriculture approved, under the authority of the acts of June 3, 1902, and March 3, 1903, these standards and definitions, which practically makes them official in the United States, subject, of course, to the states' rights under their police power. The Executive Committee of the National Association of Food Commissioners has recommended that these standards and definitions be adopted for use in the several states. The Secretary of Agriculture did not approve these standards and definitions without some slight amendments; but in these approvals this definition is found: "glucose syrup, or corn syrup, is glucose unmixed or mixed with syrup or molasses." "Standard

glucose syrup contains a maximum of 25 per cent. water and 2 per cent. of ash." This latter, concerning the adopting of definitions and standards by the Secretary of Agriculture, is advance information in the possession of the Tradesman, confirmed last week by a letter from Mr. Wiley.

It now appears that the Century Dictionary, our best general authority, and the Official Association of Agricultural Chemists, and again the Commissioner of Agriculture, with legal authority, has set up, as the proper definition of glucose, a set of words in which is recognized that the words "corn syrup" are synonymous and interchangeable with the word "glucose." Could we possibly have any better authority for our contention?

In the face of these authorities, the contention of the State Food Department that corn syrup and glucose are not synonymous terms is decidedly amusing.

The Supreme Court having put a quietus on this contention, the enquiry naturally suggests itself, What fool question will the Department raise next? The Tradesman suggests that it undertake to demonstrate that there are only three toe nails on the left hind leg of a housefly. This would be quite as important as many of the questions solemnly and seriously considered by the Department and its solution would have quite as much bearing on the food supply of the people as many of the controversies created and maintained by "Col." Bennett and his combination of freaks and cranks.

AGAINST THE SHUT SHOP.

The President in his message places himself emphatically and unmistakably on record on the question of union labor in which he re-states his position that the shut shop and the recognition of the union are twin infamies not to be tolerated in any civilized community. No one has ever stated the question more clearly than President Roosevelt does in the following paragraph:

"Whenever either corporation, labor union, or individual disregards the law or acts in a spirit of arbitrary and tyrannous interference with the rights of others, whether corporations or individuals, then where the Federal Government has jurisdiction it will see to it that the misconduct is stopped, paying not the slightest heed to the position or power of the corporation, the union or the individual, but only to one vital fact—that is, the question whether or not the conduct of the individual or aggregate of individuals is in accordance with the law of the land. Every man must be guaranteed his liberty and his right to do as he likes with his property or his labor, so long as he does not infringe the rights of others. No man is above the law and no man is below it; nor do we ask any man's permission when we require him to obey it. Obedience to the law is demanded as a right; not asked as a favor."

When a man thinks he knows it all he is happy until he wakes up.

THE SLIME OF SELFISHNESS.

There are some people who when they find a good thing go straightway with it to another and share it and can only be happy by so sharing it. But this is not the way of the world. The world, on the contrary, seems rather given to the hoarding of its good things. One finds a new friend, a new book, a new remedy for disease, a mechanical contrivance, a new road to success, and is he not apt to hug himself with the thought of the new superiority, the new secret that will give him the advantage over his fellows? Is he not likely to be thankful, not that there is something added to the sum of human happiness, but that he has found something that other men have not and will win wealth or success or distinction for himself through this new and unknown power?

There are men who look at all their possessions and discoveries in that fashion. Money is a good thing because it marks them off from other men; fame is a good thing because it makes a man stand out from among his fellows; great prowess of any kind means only that to them. They measure every gift, whether it be money or religion, by its effect upon themselves. If they have a powerful friend they strive to keep him for themselves; if they find a fountain of water by life's roadside they cover it up and sneak up to it when they are alone to refresh themselves. These are the jealous ones of earth. They hate to share their good fortune, whatever it is. They are morbidly unhappy if any one likes what they like, or wishes a share of their comfort, or admires what they prize, or loves what they love. They are in human form the creeping things of earth, the breeders of unhappiness everywhere.

If one should wish to bring down upon any man or woman the most subtle curse that life affords he should pray that he might be jealous—that every good thing that came to him might only make him more nervous and narrow; that everything he loved might make him more mean and fearful lest others love it too. And so every noble thing in such a life would become ignoble, and every high thing be dragged through this green slime of selfishness. There could be no punishment for such people equal to just being what they are already. There is nothing more horrible than that poor, mean, shivering miser who hates the sunbeam that lights up the beauty it loves lest others see it; who would rather its possessor should smother in its cramping embrace than that it should give itself to any one else and live. It must be the very clutch of the demon upon a man's or woman's heart to be so constituted, and it is the very quintessence of misery, the very most deadly poison that is in the keeping of the human race. Not only has such a one no friend—he has no God. He can not love what he must share; and God and love and friendship and all other noble things only come into a life when that life gives them, shares them, runs with them to the neighbor.

Indeed, here is the test the world instinctively applies to men and women to see if they really do possess the high things they seem to possess. We all feel instinctively that if a man's friendship or learning or religion amount to anything, are of any real value, they must have made themselves felt upon those nearest to him. That is the reason, as men grow older, the less they care for words, for rhetoric, for flattery, and the more they care for deeds and works and what is accomplished. We feel instinctively that if a man has really something worth while, if he have religion, as the phrase is, why then we shall find him applying it to his brother and his neighbor. We shall find him doing his work vigorously; we shall find him bearing his burden cheerfully; we shall find him bringing his religion to bear upon the smallest of his careless habits.

In all this interminable tangle of ecclesiastical controversy forever going on, this is what strikes the outsider at once as incongruous. He may know nothing of the technicalities of the different matters under dispute, but in a broad way he looks at it, and he feels that it is very odd that this religion men talk about should in many cases come so far short of being applied directly to the neighbor. There is something queer to the outsider's simple mind in the spectacle of the Lord's servants quarreling among themselves, refusing to recognize one another, jealous of one another, and persecuting and ostracizing one another. Those who hear others say that they "have religion," as the phrase is, feel that such people should at once make it manifest in all their dealings with their brother men, instead of spending their time striving to convince less credulous mortals that their church is the only church, that their prayer book, or their priests, or their baptism, or their ceremonies, or their view of this or that dogma, are the essentials and must be accepted before any good work can be done.

It is a fair test. In a man's everyday life we ought to know whether there is any power for good at work there. It is not enough that a man preach or proclaim or go to church or say his prayers in the market place—but does he seek and find his brother? Does he find him in another man's troubles and misfortunes? Does he find him in the outcast and the neglected? Does he find him in the lies and slander and the gossip, and rebuke them fearlessly and generously? Does he find him in the unpopular and friendless man and give him companionship? We have a right to expect of one who claims to be in association with great and high things that these qualities shall be apparent and that he shall share these good qualities with his neighbors. We have a right to expect that he shall be gentle with the feeble, thoughtful where others are thoughtless, courteous to his inferiors as to his superiors, frankly fierce against the destroyer of brotherliness, and, in short, that broad, sympathetic, hearty being who finds in every crea-

ture something that he can be brother to.

If a man professes to be religious and his religion is only a thing of forms and words, if it can not help in the intimate trials and troubles of life, if it does not help to make the world a better place to live in and life happier, and becomes evident in the life and character of him who professes it—then we have good reason to doubt whether it is the real article; for the real thing must serve not only at the altar and in the flame of sacrifice but in the duty and the distress of each day.

There is a deal of misunderstanding about this matter. There is a deal of whining, canting religiosity which is a very poor imitation of the real article. There is one way and only one way in which religious work can be justified to the reason and conscience of mankind. It must represent the reason and conscience of mankind. It must deal in reality, and in reality of such sort as all men can make real and verify and appropriate.

A COSTLY INSECT.

A very little thing may sometimes occasion very heavy loss. It often happens that the result is a long way off from the cause. One might think that there could be but very little connection between an insect and the work and wages within the reach of many hundreds of thousands of mill hands. A second thought, however, will serve to suggest that in this country whatever affects one class unfavorably is not without like influence upon some other class. For instance, if some bug or some disease attacks the potatoes all over the country, the supply is lessened and the price is advanced. Everybody eats potatoes and they form a larger proportion of the poor man's diet than of the rich, so what hurts the farmer is likewise disastrously felt by the laboring, and all other classes in the city. If any calamity befalls the wheat crop in the West it affects the price of flour and so the price of bread, which is the staff of life. A plague of grasshoppers 2,000 miles away may make itself felt upon pocket books in Utica and every other Eastern city. Very few things stand separately and alone.

Those who work in cotton mills have been and are liable to be still further affected to their disadvantage

by what is known as the cotton boll weevil. A Providence paper said, the other day, that it was costing the mill hands of Rhode Island \$20,000 a day. The Government entomologists say that it is liable to cost the United States \$250,000,000 a year. Scientists have studied the insect and sought earnestly to find some other creature or some disease to destroy it, but as yet the search has been without success. The weevil which has been most in evidence thus far in the Texas cotton fields is a great multiplier and it is said that one pair increases to the incredible number of 134,000,000 in a year. The only way in which the insect can be destroyed is by burning up the plants which it has attacked. It has come to be a very serious question, not only to the cotton growers but is so considered likewise by the manufacturers, who fear that as a result the days of cheap cotton are past. Extreme care on the part of the planters, which of course increases the cost, can do something toward preventing its ravages, but even this can not wholly exterminate it from any field. Fears are honestly expressed that the cotton boll weevil may yet prove the worst enemy, not only of the planters and manufacturers but as well of all the employes in American cotton mills.

The cost of living has increased to a marked degree in Germany. Meat is now a luxury to the German workers. It retails from 25 to 40 cents per pound. In the poorer districts practically none is consumed. The import duties and restrictions imposed by Germany upon foreign breadstuffs serve to keep the price of wheat flour almost double that paid for the same quality in the United States. Rye flour, the great staple of the poorer classes, is cheap. Vegetables, especially potatoes, are so cheap that they form the principal article of diet. Wages in certain classes of skilled labor have advanced in the past year, yet, as a whole, such increase is not in proportion to the increased cost of living.

Suspicion and dishonesty are two great evils of business life. They corrode thought, foster injustice, impel deceit, weaken trade and precipitate business disaster.



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Dry Goods

Weekly Market Review of the Principal Staples.

Staple Cottons—Buyers of staple cottons are operating in a small way, although it is a well-known fact that in several directions their requirements have not been completely covered, and the buying now is evidently to fill in the spaces. Although business is quiet, compared with what it was two or three weeks ago, it is about normal when all conditions and recent purchases are considered. There has been some enquiry from the export section, but the offers were generally too low for consideration. There are persistent rumors in the market of certain transactions in three-yard sheetings for China, which at present writing have not been fully confirmed except in some rather insignificant instances. There are three-yard sheetings to be found at 5 $\frac{1}{2}$ c, although the majority are held firmly at 6c. Wide drills are in good condition as far as stocks are concerned, owing to the home as well as export demand. Print cloth yarn goods continue in a firm position and in certain instances wide goods have secured one-sixteenth cent more than buyers would have consented to pay a couple of weeks or so ago. Several lines of tickings are sold well ahead, some, it is said, as far as March. Bleached goods are moving slowly, but prices show little evidence of weakness.

Wool Dress Goods—The daily gist of business on lightweight dress goods is of moderate size, with the cutter-up more of a factor in the ordering than the jobber. Such orders as come forward are for the most part of small size and do not serve to add materially to the information available regarding fabric tendencies or the volume of business that may be expected to develop ultimately. The lack of active and deciding developments at this time is not a matter of discouragement to selling agents and manufacturers. This is a period in which active demand would come as a surprise to sellers, and might lead to suspicions regarding the dependability of the orders. As regards the jobber and cutter-up it is a preparatory period, one in which attention is centered in the getting together of the lines to be submitted to the retail trade. With the piece goods manufacturer it is a time of action in connection with the running through the looms and other processes of manufacture of the goods that second hands must have before they can do much toward soliciting the retailers' orders. The buying operations of the jobbing element at this time are particularly modest, which fact would seem to indicate that they consider that they have made ample provision for their first needs, that the voids and weak spots in their collections have been filled in and strengthened. As regards supplementary needs, that is a

problem that they are not prepared to face. It is one that must remain unsolved until the possibilities of spring trade with retailers have been disclosed. The jobber has not been beggarly with his initial orders, neither has he been reckless. All along he has professed an optimistic leaning, and he still entertains expectations for a good-volumed spring trade in due time. He fails to observe any necessity of taking large risks in the purchase of piece goods. He notes with pleasure that retail heavyweight stocks are moving nicely and consequently hopes to find the retailer right there with his orders when the time comes to take up the question of spring needs seriously.

Underwear—While the majority of underwear manufacturers are still uncertain in regard to prices for the next fall lines, a few makes have been shown. The market, however, is by no means fully open, nor will it be for a week or two to come. The prices named so far have been mostly on low-grade fleeces and one or two cheap ribbed lines. These prices are but little above those of last year's opening and some are the same as at the opening a year ago. This fact, coming on the heels of so much talk about sharp advances, must have been rather a surprise to the trade, and it was. Yet it must not be thought that the whole market will follow the example of these few early birds. Manufacturers who have a reputation to sustain and whose goods are considered standard, say that it would be very poor policy under present conditions to attempt to meet the low prices that have been announced so far, yet they do not attempt to name prices themselves. If they should, and should do it with the courage of their convictions, the whole market would be vastly benefited, but the fact that so few advanced prices have been named is evidence enough of the uncertainty which exists in the underwear market to-day. They are "between the devil and the deep sea;" they have got to strike a happy medium between a loss of profit and a loss of trade. Of course the buyer does not care a rap what the goods cost the manufacturer. He is only interested in what he has to pay for them and what he can sell them for. One of the evils of the underwear market is that it has fallen into the rut of making a set list of prices and the goods must meet the prices, not the prices the goods. So that instead of being able to sell underwear of a certain standard quality at the price necessary, the price is the standard and the underwear must be made to fit it. A year ago, in order to meet the existing conditions, manipulation in fabric and manufacture was carried to the limit, and this year it does not seem possible that anything more in this direction can be accomplished, at least not without so changing the appearance of the goods that it will make them almost out of the question. The only rational solution of this problem is to change matters about, work the market on the same lines that other textile markets are,

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and make the prices fit the quality. Illustrations of the necessity of this were not lacking in the recent initial spring season. There were some manufacturers who held out for prices above the buyers' range, but as the season advanced, these manufacturers, seeing the trend of buying moving away from them, became alarmed and prices were cut in an endeavor to secure some of this trade at the last moment. This effort, however, was not altogether successful for buyers were none too certain of the motive that prompted this change. Experience is a severe teacher and there is little doubt that the manufacturers who underwent this experience with the spring lines will go very slow with the fall goods. They will have to be content with very small profits at best, even at a necessary advance.

Hosiery—The weather of the past week has had a stimulating effect on the hosiery market, not only by way of the retail trade, which was greatly improved, but in helping on the situation in the new fall lines for 1904. With the milder conditions of October and the first part of November, it is little wonder that buyers did not tumble over each other in the endeavor to get delivery nearly a year hence.

Carpets—The general situation has not materially changed since our review of the market last week. A few developments have come to the surface, which show that the large Eastern carpet mills were responsible for the low prices paid at the opening. Some large ingrain manufacturers in Philadelphia claim that the season has not as yet fairly opened, as buyers are pursuing a conservative course, and orders, they claim, are not quite as large as they were a year ago, but they expect that the favorable conditions of the crops will help the situation later. The industrial troubles continue to affect some sections, including such large cities as Pittsburgh. To-day's prices for ingrain carpets are not remunerative. The manufacturers claim that it was not so much a question of price with the buyers as it was the action of the large corporations in holding prices down, when the situation from the standpoint of cost warranted a much larger advance. The carpet manufacturers who sell direct report that their traveling representatives find some of the buyers holding off from purchasing until Jan. 1 and claim that the industrial strikes are producing this effect on the buyers. There are also a fair number of old orders for ingrain carpets placed with Philadelphia ingrain manufacturers last season, which are now being filled with spring dating, March 1. This is due to the fact that the prices of all raw material and yarn used in carpets have advanced, and on new orders buyers must pay the advance. The manufacturers of carpets who were in a position to take the yarn ordered last season and those who have persuaded the spinners who held their yarn in storage to deliver on old orders are thus enabled to fill old orders for carpets.

Fatalities From Electricity.

When fatalities or damages seemingly attributable to electricity occur, the popular belief is that electricity itself, as a force, is directly responsible for them. In fact, however, there are few forces of nature that are less harmful in themselves than electricity. The damage done by a flood or tornado, for instance, is done directly by the water or the air. But electricity, when it works, usually does so indirectly or by setting another of nature's forces into operation. An exception to this may be where the victim may have been so weak, physiologically, that a simple fall from a chair might have had a similar result. But in the majority of cases death from electric shock is shown to be due to well-defined chemical changes in the blood or tissues, due to the electric current. The damage done also to gas and water pipes by electrolysis, while primarily occasioned, it is true, by the escape of electricity from electric railway circuits, is not directly due to that force, but rather to a secondary action, and that a purely chemical one, namely, the setting free by electrical action of certain elements, such as chlorine and sodium, constituents of a saline solution in the soil, which attack and corrode the iron pipes. Without some such solution in the soil there would be no such thing as electrolysis.

Also, when lightning strikes a tree and shatters it, the result is not directly due to electricity, and not even to the electric current, but rather to the intense heat which the electric current generates in passing through the tree, which heat suddenly converts the sap into steam, and the latter in expanding, if the force be sufficient, tears the tree to pieces. If the force is not sufficiently powerful, the effect may be only to loosen the bark of the tree in places, the evidence of which may last for years, but may not be otherwise hurtful to the tree's growth. So far, indeed, from electricity being necessarily fatal to animal or vegetable life, it is well known that in proper quantities it is decid-

edly beneficial, and, when properly applied, acts as a stimulus to vegetation. In both of these cases its action is due to the chemical changes which it effects in the growing plant or tree.

The injuries to shade trees by contact with wires carrying heavy currents, such as electric light or traction wires, is mostly mechanical, an arc forming at the point of contact of the wire with the branch or limb, and burning away the wood, leaving the tree stunted at such places. In very stormy, wet weather, it is not uncommon to have large trees set on fire by the escape of current from abutting electric light wires, the rain, paradoxical as it may seem, by improving the conductivity of the circuit down the tree to the earth, virtually adding fuel to the flames.

To Make Sahara a Sea.

French engineers have declared it is perfectly feasible to convert the Desert of Sahara into a vast lake, thus opening to commerce great regions of the interior of Africa, which can only be reached by long, tedious and dangerous caravan journey. They say that a large portion of the desert lies below the level of the Atlantic and that by digging a canal to let in the water of the ocean the great change could be effected easily and at a cost which would be small compared to the benefits which would accrue.

If the whole desert lies below the level of the Atlantic the flooding of it would create a sea more than four times as big as the Mediterranean; but as the Sahara is composed of elevated plateaus, mountain ranges and depressions, only a part would be covered with water when the waves of the ocean were let in, and the new sea thus formed would be an irregular body of water, probably of about the same size as the Mediterranean. Great commercial cities would at once spring up on its shores and trade and civilization strike at once to the heart of Africa. The sea of Sahara may never become a reality.

but, in any event, it is a gigantic and pleasing dream.

He Was Skeptical.

"After all," said the beautiful heiress, "marriage is only a lottery."
"Oh, I don't know," rejoined the ribbon-counter superintendent. "Would a fellow with an income of \$7 a week have any chance with you?"

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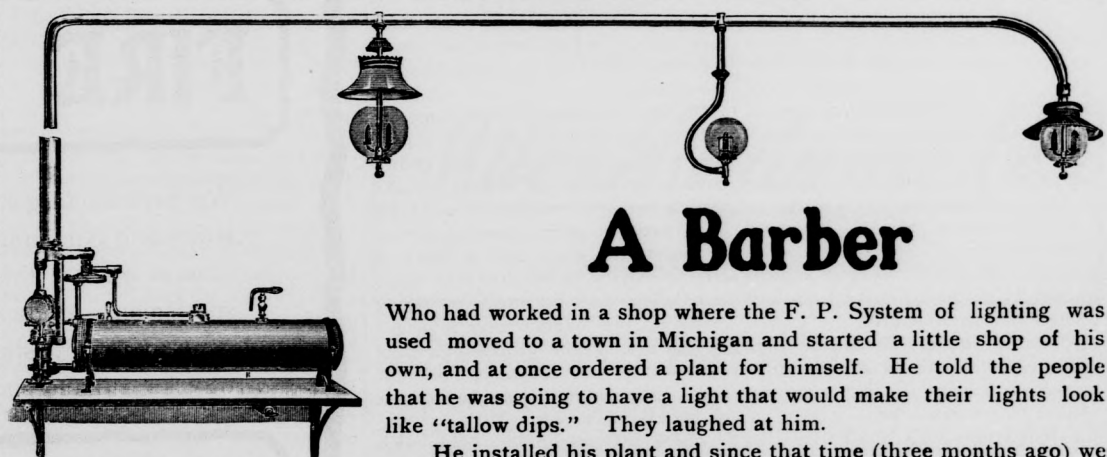
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A Barber

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

Hardware

Should Manufacturers Sell to Any But Hardware Dealers?

At the annual convention of the National Hardware Association W. S. Wright, of Omaha, read the following paper on the subject set forth in the caption:

The question should hardware manufacturers sell to other than legitimate hardware jobbers can be answered in Yankee fashion by asking is it profitable or desirable for hardware manufacturers to encourage and develop illegitimate and unfair competition, and discuss the question from that stand-point. Unfair competition may be termed outside goods in the hands of a regular dealer in some other standard line. For example, ice cream in a butcher shop; patent medicines in a baker shop; tobacco and spices in a hardware store; hardware in a grocery store, etc. These foreign lines may be put in to gratify a personal grudge against the legitimate dealer or to attract attention to a regular line on which a fair margin is made by depressing the quality, the value, or both, of an outside line in which the seller is not interested save as it may serve to stimulate the sale of other goods. The items are sold not as a business, but as an advertisement. The purchaser without intimate knowledge as to the character, quality or value of the goods is given a false impression of the quality or value of both. If he buys at a butcher shop a quart of ice cream for 20 cents that is represented to be just as good as that sold by the confectioner over the way at 50 cents he may if he desires buy the next quart of the confectioner and test for himself as to where the facts lie. But if he buys a tool from a grocery clerk at 20 cents that is represented as the identical tool that the hardware dealer sells for 50 cents, the chances are that he will hold a different opinion of the manufacturer and the dealer than he would had he bought the tool he wanted from the hardware dealer and paid a fair price for it. He has been imposed upon, his confidence betrayed, his suspicions aroused and developed; the manufacturer and the legitimate hardware dealer are alike condemned because of unfair competition.

The question, Should hardware manufacturers sell to other than legitimate jobbers, is one that appeals to and is of direct interest to four classes, the manufacturer, the jobber, the retailer and the consumer. The interests of all are so closely interwoven as to make it a difficult proposition to separate them.

I understand that this discussion is not a question as to whether the manufacturer shall sell the legitimate retail hardware dealer or not, that question having been discussed heretofore, but a question as to whether his interests will be served by placing his goods in the hands of outside dealers so that in this way through

other and indirect sources they will come in direct competition with the legitimate jobbers and retailers of hardware.

In a trade paper not long ago I was impressed with an illustration that compared the hardware business to a tree, with the manufacturers as the branches, the trunk the jobbers, the roots the retailers and the soil the consumers. To secure the very best results every part of the tree must be properly cared for and not be impeded in its opportunity for advancement. It is a poor gardener who will graft a good tree with an inferior one in the hope of improving the quality of the fruit or who ignoring the proper and legitimate roots and the necessity of their securing sustenance from the soil in order to sustain the trunk and the branches will, without detaching the branch from the tree, start it in the ground hoping that by drawing sustenance from both ends it may outgrow the tree.

There are manufacturers possibly known to many of us but haply not members of the American Hardware Manufacturers' Association who have materially developed trade possibilities by selling the hardware jobber first, then the grocer, the retail hardware dealer and the retail grocer and the only reason they have failed to sell the consumer is because it was not possible to reach them. Temporarily this policy is a trade-developer but the permanent results are not of a nature to commend it to favorable consideration.

As a plain business proposition from the stand-point of a manufacturer the only question is to distribute his product to the consumer in the most economical and the most effective way. The regular hardware dealer studies the merits and advantages of an article and is in position to present it more intelligently and effectively and in a more attractive way to a possible customer. He is or should be familiar with the conditions under which the article is to be used, he knows what it is intended for and he can offer such suggestions and instructions to a customer as will tend to enable the use of the article to be made effective, satisfactory and to reflect credit and draw commendation both to himself and to the manufacturer.

On the other hand, let the same article be placed in the hands of a purchaser by a grocery clerk who knows nothing whatever in regard to the use of the article in question or let it be handed out by a cheap girl in a department store and if there is any possibility of the article in question being used in a way to reflect credit on the manufacturer it is due to the intelligence of the purchaser and not to any knowledge on the part of the people through whom the goods are marketed.

There are undoubtedly many lines of goods in which the distribution may be largely increased by reduced prices, but this probably applies in a lesser degree to hardware than to any other line. A party may be deterred from building a house on account of high prices, but he will not build because trimmings are cheap.

He will not buy any kind of a tool that he already has because the price offered is below the market and on this account it would seem as though a conservative method of marketing the lines of goods we represent would commend itself alike to the manufacturer, the jobber and the retailer and would be an advantage rather than a detriment to the consumer.

There are different classes of competition and were the competition referred to fair, legitimate and disposed to distribute these goods at a fair margin of profit, no reasonable protest could be made, but unfortunately this is not the case. Hammers and hatchets are used to stimulate the sale of prunes and dried apples, while saws, shovels and spades are utilized to increase the prestige and popularity of some particular brand of tea or coffee. Goods that cost the jobber \$6.25 per gross are sold by the outside jobber at 50 cents per dozen and retailed in competition with the country hardware dealer at 5 cents each, as a so-called advertisement or to develop other lines of trade. This may help other dealers, but it is particularly severe on the legitimate hardware trade who are entitled to a fair margin of profit.

It was reported some time ago that a doctor who advertised largely boasted of the fact that he never had had brought to him a case of cancer that he failed to cure and investigation of the matter developed the fact that the statement was correct and that while he did invariably cure the cancer he never failed to kill the pa-

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tient. Competition of this kind is detrimental to the consumer in that it tends to place in his hands goods that are not what they are represented to be and in this way creates distrust and dissatisfaction in regard to articles of merit and standard reputation.

We all appreciate the fact that a salesman whether he represent manufacturer, jobber or retailer without a sufficient knowledge of the goods he undertakes to sell has only one talking point, and that is price, and when we any of us have a representative undertaking to sell our goods whose only claim to consideration is price, we need and are entitled to sympathy. In this connection there are articles unnecessary to name, but which all of you can name for yourselves once known as standard in merit and reputation but on account of the excessive competition they have been reduced in price, reduced in quality until they are now rejected by the consumer generally, and while once a standard in the hardware line are now entirely ignored by them or sold only in a small way and rated as undesirable by grocery stores, racket stores and ten and five-cent counters.

The tendency and disposition on the part of the manufacturer to enlarge a market are not always profitable, especially when that market has been built up, developed and made successful along legitimate lines. An excess of competition may for a time increase the distribution but the ultimate result will be the death of the business. There is an old saying and a true one, that goods well displayed are half sold. Put some diamonds in a dirty bowl and set them in the fly specked window of any shop and they would attract little or no attention or desire on the part of any one to own them, but the same goods properly displayed behind the polished plate glass window of a jeweler's store would attract attention and create in the mind of the passer-by a desire to own them.

Along the same lines the regular hardware dealer is in position to and does make a better display of his goods than does the grocery or department store, for in either of these where a hardware department is maintained it will usually be found in the basement, in the back of the store or in some drak corner where the goods can not be displayed to the best advantage.

Every manufacturer is interested not only in the largest distribution of his goods but in having them displayed and disposed of so as to develop and increase the demand by the satisfaction that they give and certainly no other class of trade is in the same position to do this to advantage as is the regular hardware dealer. It should be, therefore, to the interest of the manufacturer so far as lies in his power to foster and support the legitimate jobber and retailer of hardware.

First, because this action on the part of the manufacturer serves to secure what has always been advocated by the National Hardware Association, namely, a higher standard of

business methods, and is a protection to the jobber in securing and maintaining a fair margin of profit on his business.

Second, because it fosters and protects the interests of the legitimate hardware dealer whose interests are identical with those of the jobber and manufacturer and whose business and profits if demoralized must of necessity react on both jobber and manufacturer.

Third, because the interests of the consumer are best served by placing in his hands on a fair basis the class of goods he desires and are best suited to his purpose in a way to secure to him the best results from their use.

It is an easy proposition to tear down but a more difficult one to build up and we believe that the interests of all parties concerned will be best served by such methods as have been successfully used and approved for many years and we appeal with confidence in our cause and our methods to the established and far-sighted manufacturers to use their influence and effort to prevent a demoralization that in the very nature of things must of necessity react on them as well as other parties with whom they are interested both directly and indirectly in securing the largest, the most satisfactory, and consequently most profitable distribution of their various lines.

In addition to the practical side of this question there is another which is worth taking into consideration. We are all interested to the largest degree in the development of good citizens and as many of them as possible. It is an unquestioned fact that the man who by industry and thrift acquires a modest competence is of more advantage to the community, the state and the nation than a number of Wall Street speculators or board of trade operators. One class adds to the real wealth of the country and promises and promotes its best interests and develops its strength and resources. Those of you who do not know by experience what the other class do can find out by asking their friends.

Abraham Lincoln said that God must have loved the common people or he would not have made so many of them. The retail hardware dealer like many of us is of the common people whom God loves and therefore chastens. Many of us can have our experts and specialists for many lines of work but the retailer must be an all-around man. He must be a good buyer, salesman, collector, financier, credit man, manager and mixer. If he lack in any of these qualifications he is a failure. If he have them all, what? By years of patient toil and thrift and strict attention to business, early and late, he may accumulate a modest competence, but in return for the time, the labor and effort expended, the reward is miserably small and not to be compared with that of the farmer, mechanic or even the laborer if he be but comparatively as industrious and thrifty. Compelled by his pride and duty as a citizen to contribute of his time and means to the development

of the locality in which he resides he is entitled to all the consideration and protection that he can receive at your hands, and it seems an unfair proposition that in addition to being burdened with the competition of the local peddler the department stores and catalogue houses he should find in his own locality four or five grocery stores and a couple of butcher shops in active competition with him for a business that he has built up and to which he is legitimately entitled. Protect him, gentlemen, he needs it, he is entitled to it. Not as a charitable proposition but as a business one. You need him in your business and he will assist in its development and prosperity as in the past. May his shadow, his substance and his numbers increase and may the manufacturers see their interest and their duty to foster and protect the legitimate dealer by eliminating from the hardware trade as far as possible the evils of unfair competition and one of the best methods is to confine their sales to legitimate hardware jobbers.

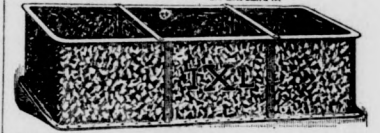
"One man's meat is another man's poison." Here and there a dealer makes money on job lots, fire and sample sales, etc., but most successful retailers find it best to stick to regular lines. The average man associates daily for several months with the shoes you sell him. He has ample time to think it over and if he didn't get his money's worth he'll go to the other shop next time.

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HARNESS

TRAVERSE CITY, MICHIGAN

FULL LINE OF HORSE BLANKETS AT LOWEST PRICES

The Most Powerful of All the Trades of Man.

Chas. F. Smith, of New Britain, Conn., read the following paper before the National Hardware Jobbers' Association:

There rises in my mind a picture of this great hardware trade in which we are all engaged. It is a trade the most ancient as it is the most powerful of all the trades of man. In this industrial age and in this the greatest of all industrial nations it stands supreme. Whether we look at the thousand articles man uses in his home, his buildings, his bridges, his railroads and vehicles that carry him by land, the palaces in which he crosses the sea, and the armadas with which he protects his coasts, the instruments of his agriculture, the weapons of his battles, or the monuments he raises to his own adornment and glory, there you shall find everywhere mightily embodied the work of the artificers of iron, of bronze and of steel.

In the background of this picture we see far off the myriads of miners digging out of the earth, here and beyond the sea, the materials of this great trade; then nearer, the hosts of men engaged in the manufacture of its cruder forms. We have a dim but vast vision of the numbers employed in the tributary trades, and more clearly, because near at hand, we see both that great industrial army which turns these cruder forms into finished products, and those great mercantile organizations which distribute those products to the consumers.

Looking upon this picture and thinking alike of the splendid achievements and vast numbers of the men who with their wives and children depend for their living upon this great trade, we shall find it not only a majestic but a moving spectacle, one that touches the chords of human sympathy so that we feel a common pride, a common interest, and a sense of that mutual relationship and dependence upon one another, which all unseen yet surely do unite every man in the hardware trade, from the laborer in the mine to the merchant in his warehouse.

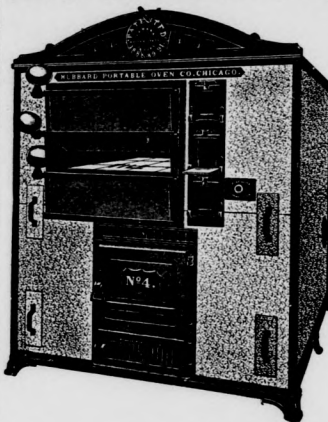
The more I consider the matter, the more strongly am I impressed with the intimacy of the relations that exist between the makers and the distributors of hardware. We are parts of one great machine and neither can be affected but that the other feels it. When the goods move freely out of warehouses, then the wheels of our factories will be found turning busily. When salesmen find orders difficult to get in Oregon, Texas and Maine, then the fires go out in the mills of Pittsburg, the wheels stop turning in the factories of New England, and the struggle for existence grows harder in the countless homes of the workers. All these are truisms, you may say. So, indeed, they are, but it is well at times to consider the truisms. It would have been better for the country at large if in these last few years more thought had been given to the truisms and less to the "isms" that

are not true. And be they truisms or not, I am sure I speak the thought of all hardware manufacturers when I say that your failures are our failures; that your successes are our successes, and that we are so intimately connected in this great and complex business that in no true sense can we be considered as outsiders.

It is always easy to criticise. For one man who tries to do something, there are always a dozen others who could tell him how to do it better, but who somehow never do much better themselves. You, I think, know better than we do how far you have failed to realize your own expectations, just as we manufacturers realize our own shortcomings. It is, perhaps, more fitting, and at any rate a more pleasant duty that we as manufacturers should bring to your councils, instead of criticism, whatever we can of aid, of comfort, of appreciation, and good cheer. We realize the difficulty of the task you have undertaken. We know from our own experience how difficult it is for even half a dozen rival manufacturers to legislate wisely, fairly and successfully for the governing of their own particular branch of industry. You have a much more difficult task. It is continental in size for your organization covers a continent in its membership. Never, so far as I have read, has an attempt been made in any country, or in any business, to establish methods for conducting, for the mutual advantage of its members, an organization covering so vast a field, with a membership so numerous, with interests so diverse, dealing in such a varied line of goods, or doing so great a volume of business. Your task, I repeat, is continental in size. Is it any wonder then that you move slowly? It is a greater wonder that you have been able to move at all. That you have been able to hold your organization together all these years is itself an achievement to be proud of, and moving along the broad lines which the conditions of your organization make necessary, you have certainly made progress that you and we are conscious of. I confess that I have not always taken this view, but I am sure that no manufacturer who considers fairly the size of your task and its difficulty can help feeling respect, sympathy, and admiration for the effort you are making to carry on your work.

It is not my purpose to speak of what you have accomplished within your organization for the betterment of the jobbers of hardware. What you have done you know better than we. I wish it were more. I hope it may be, for as I have said before, your success is ours. Let me give you this thought when you get despondent, if you ever do, because you have not been able to accomplish more, it is but fair to consider what would be the conditions in the hardware jobbing trade if your organization did not exist. Contrasting that condition with what you now enjoy, you will find, I am sure, reason enough in that alone to congratulate

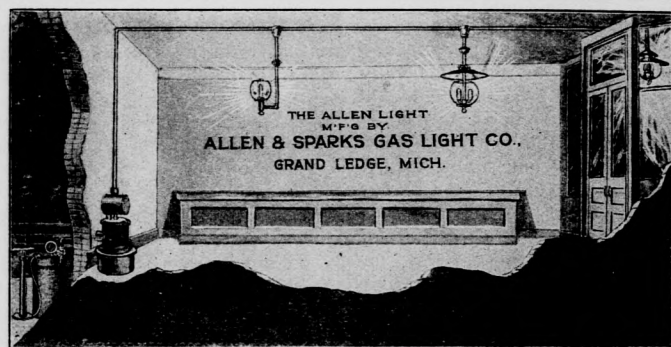
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We have several new things in this line to offer our customers for next season at prices below the market, and it will pay you to defer placing your orders until our representative can have an opportunity of calling on you with a complete line of samples.

We are now at work compiling our new Fishing Tackle Catalogue for next season, which we will gladly mail to dealers interested, free of charge, upon application.

Fletcher Hardware Co.

Manufacturers and Jobbers of Hardware and Sporting Goods
61, 63, 65, 67 and 69 Woodbridge St., W.

Detroit, Michigan

yourselves. For I hold that no body of men can get together year after year as you have done, working away together at the problems surrounding your business, without developing a mutual toleration, sympathy and co-operation which by some fine alchemy which I will not attempt to explain, but which is to the credit of our poor human nature, is actually transmitted into dollars and cents on the right side of your balance sheets.

With this brief reference to what you have done for yourselves, I pass to the consideration of what you have done for us, the manufacturers. You have made us welcome at your conventions. You have enabled us to meet in two or three days' time your members gathered from all over the country. Some of you under ordinary circumstances we never should have met, certainly not all without months of time spent in traveling. The heads of the jobbing houses have met the heads of the manufacturing establishments, and the work of your buyers and our salesmen has been supplemented and made more effective by this acquaintance.

Sometimes we know that our presence must have been inconvenient to you, but your courtesy has never made us conscious of the fact. And out of these acquaintances there has grown a feeling of friendliness that did not exist before—a mutual understanding of each other's difficulties that could have been reached no other way. That mutual understanding and friendly feeling have been of great advantage to you also. If you really for the moment want to consider us as outsiders and want our opinion of your organization we are all ready to say that if you have done nothing else your organization has a right to be called a success for that friendly feeling that it has infused into the relations between the jobber and the manufacturer.

I referred a moment ago to that alchemy which transmitted into gold the influence that arises from your association together as jobbers. I believe that in a similar way the influences that arise from the association at your conventions of manufacturers and jobbers are working for the substantial benefit of both parties. To disbelieve that is to doubt that the world is growing better or that men and associations do in the long run make some advance along the line of their finer feelings and more generous ideas.

I perceive a more frank appreciation by jobbers and manufacturers of the difficulties of each other's position. I notice a greater readiness on the part of the jobber to co-operate with the manufacturer—a livelier interest on the part of the manufacturer that the jobber shall make a profit on his goods, an interest so lively at times that it takes the form of gentle coercion and forces the jobber to make money in spite of himself. Now if I am right in thinking I see these tendencies, and I think I am, then by so much as you legislate to foster these tendencies, by so much will you hasten the process

of getting the most substantial results out of these meetings.

A good deal of water has run under the bridges since your last convention, and many things have happened. Aladdin with his wonderful lamp and his hydraulic pump has disappeared.

We see things as they are, we know that the arithmetic of our boyhood was right after all, that 2 plus 2 actually do make 4 and not 11 or 8, that one dollar in gold and 10 barrels of water mixed together do not make a fortune, but only just one dollar and such other value as the water has for drinking and household uses.

We know there is no swift road to wealth that is safe, that the Napoleons of finance usually march through ruin and desolation to moral or financial St. Helenas, and pondering these things we are going to be more contented to do business in the safe and conservative way that has given the hardware trade such soundness and stability. But if the country has learned these things, it has lost something in the learning, and that loss both of money and of confidence may make it harder to do business for a while, and if it is for a while going to be harder to do business there is all the more reason for forbearance, patience and mutual co-operation and assistance between the jobber and manufacturer.

Curious Decoration in a St. Louis Studio.

In the studio of one of the younger artists of this city there is an odd conceit in the matter of decoration which catches the eye of everyone entering the place. Upon the studio floor is a series of footprints apparently made by a person with very muddy shoes.

Those footprints indicate that two steps were taken on the floor and that then the person making them walked up the wall, as the footprints ascend that vertical surface with the same certainty as that which marked them upon the floor.

The footprints also show clearly against the white of the ceiling. But halfway across the ceiling the pedestrian has cast a shoe, the shoe itself being left in the track it made; that is, the shoe is fastened with its sole against the ceiling, and the footprints continue beyond it.

The only difference now is that one of the prints is that of a shoe, the other that of a bare foot.

A few feet farther on the walker's other shoe is cast, and, like its fellow, is fastened to the ceiling. And from this point to the upper ledge of the window out of which the ghostly visitor passes, the footprints are those of two bare feet.

The illusion is very striking and the artist has been asked times innumerable how he did it. After saying that the shoe-prints were easy enough, he adds: "I made the bare footprints by lying on my back on the top of a ladder and pressing my feet against the ceiling."—St. Louis Mirror.

Not To Be Mentioned.

One day the children were having

an object lesson on the guinea pig. The teacher called attention to its short tail, saying: "You see it has no tail to speak of." Shortly afterward she asked the scholars to write a description of the animal, and a little German girl wound up by saying, "The guinea pig has a tail, but it must not be talked about."

A failure to start often saves a miserable finish.

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It's profit-producing possibilities are not confined to the sale of paint alone, but extend to all lines. Customers who buy it judge the balance of your stock by its goodness, and as a result, patronize every department of your store.

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Tradesman Company,
Grand Rapids.

Clothing

Noticeable Tendency in the Trade To Specialize.

While the regular lines of clothing have been immensely bettered during the last year, there has been a noticeable tendency in the trade to specialize. This is particularly apparent in waistcoats, smoking jackets and kindred articles of wear. After the evening jacket or "tuxedo" fell from grace as a smart garment, it was very promptly modified into house or lounging jacket and now practically all these garments are modeled on that cut. The long, rolling shawl collar and the fold or turn-back cuff are features of this season's smoking jacket. Brown, navy blue, green and oxford grey are colors which make up most handsomely. The collar and cuffs are sometimes of the same shade as the garment and again differently colored or striped. As regards waistcoats, they are infinite in variety. Various fabrics are used, including tattersall, flannel, worsted, silk, denim, hopsacking, mercerized goods, Irish and Swiss linens and homespun. Prices range from \$2.50 up to \$15. Novelty in waistcoats pop up continually and Parisian makers seem to supply most of the inspiration. The great demand for raincoats was referred to last month. Retailers bought sparingly at the beginning of the season in anticipation of a normal demand, but their calculations were completely upset and orders have been doubled and trebled within the last month. Plain and belted backs are sought, the former leading. The best model of raincoat is cut very full and loose with broad shoulders. English double-faced cloths in light, medium and dark colors are staple sellers in house jackets, while bath or lounging robes are made of eiderdown, blanket or Terry cloth.

In jacket suits worsteds, thibets and fancy chevots are favorites. Worsteds have sold very well, indeed, thibets more than usual and chevots quite briskly. Young men cling to fancy chevots with jackets a bit shaped in at the waist. Peg-topped trousers, though discounted by the mode, are yet demanded for popular-priced trade. Covert top coats in greenish and brownish shades were in the liveliest request for autumn wear. The short covert has come to be a standard garment, little subject to the periodical changes of fashion. It is admirably adapted for town use during bracing weather and notwithstanding the vogue of long coats, the covert has preserved its place at the head of the selling line.

Among winter overcoats the tourist is very popular, although by no means smart. It is really a country or traveling coat, a useful knock-about coat, but without a claim to modishness. Young men affect it a good deal and its vogue is largely

due to college boys, who stick to it although fashion frown. Solid colors are tabooed, it's all plaid effects this season. The Chesterfield is the best coat for informal day wear and the frock overcoat for formal day and formal evening wear. Inverness coats seem to be neglected and yet there is no more comely and distinctive type of overgarment than this.

For evening suits unfinished worsted is the best fabric, although broadcloth, fine Venetian cloth and vicuna are also used. Evening jackets are made of worsted, Venetian and vicuna, worsted being again most generally favored. The evening jacket, miscalled "Tuxedo," has lost standing through excessive popularity, but many men stick to it on account of its convenience. It is in no sense a dress garment, but merely a form of lounging jacket allowable at evening gatherings when women are absent. There have been determined efforts to displace the evening jacket and substitute the swallow-tail coat, even at informal functions, but the jacket is so genuinely handy that it has survived and will probably live on.

Cutaway coats in black clay worsted, unfinished worsted and thibet are all year 'round sellers. Frock coats are fashioned of black diagonal worsted, Venetian chevots and unfinished worsteds. Comparatively few fancy double-breasted jacket suits are sold; the single-breasted jacket is best in fancy fabrics and the double-breasted jacket in plain black or blue. Fancy cutaway suits are made of chevots and worsteds. In boys' garments Eton collar suits are having a bit of a run. Reefers of blue, oxford or brown frieze and chinchilla and long overcoats of frieze, kersey and melton are largely sold. Cravenetted and belted coats, too, are much sought.—Haberdasher.

When Everyone Is On Strike.

"Hello, Laura, is that you?"

"Yes."

"This is George. Say, I can't get anything to eat downtown here today. The hotels and restaurants are all closed on account of the strike. Have a good dinner ready for me this evening when I get home."

"I can't do it, George. The girl says all the grocery stores and meat markets out here are closed on account of the strike."

"Well, cook up a pudding or something of that kind."

"Can't do that, either. No milk to-day. The milkmen are all on strike."

"Well, great Scott! Can't you you send one of the children in with a luncheon of bread and molasses?"

"No. Johnny says there are no trains or street cars running. All the men have just gone on strike. But, say, maybe I can"—

"Well, go on. Maybe you can what?"

But there was no response.

Everybody in the telephone office had gone on strike.

The people who have no positive vices are usually negative as to their virtues.

1904--- Spring Season ---1904

Our Garments Are Made To Sell

Our trade-mark is a guarantee that our garments fit, wear, and please the purchaser and the seller.

A postal will bring samples prepaid by express, or any other information desired.

A Complete Spring Line Ready For Inspection

If desired, we advertise direct to consumer and create a demand for our clothing which will need the duplication of your order to supply.

Wile Bros. & Weill

Makers of Pan American Guaranteed Clothing

Buffalo, N. Y.

THE WILLIAM CONNOR CO.

WHOLESALE READY-MADE CLOTHING MANUFACTURERS

28 and 30 South Ionia Street, Grand Rapids, Michigan

For Spring and Summer 1904 our line is complete, including one of the finest lines "Union Made" in Men's, Youths', Boys' and Children's. Our Men's "Union Made" all wool \$6.00 Suit recommends itself. Our Pants line is immense. We still have for immediate delivery nice line Winter Overcoats and Suits. Remember we manufacture from very finest to very lowest priced clothing that's made.

Mail Orders Shipped Quick.

Phones, Bell, 1282; Citz. 1957

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

Wonderful Development of the Retail Business.

The enormous development of retail establishments in the great cities is one of the marvels of latter day commerce. From the small shop-keeper, whose business, we are told, grew from the little trading places established in the dawn of history at the intersection of two or more country roads, to the vast stores of modern days, employing their thousands of people and sending their agents into every country on the globe, touching all industries and drawing upon all resources to satisfy the tastes of their millions of patrons, is a long stride. From a means of eking out a living to the development of vast systems and the perfection of organization is as far a cry as from the small galleys of early Phoenician traders, fearfully hugging the shores of the Mediterranean, to the mighty ships of steel whose metal sides and high power engines defy the force of the fiercest storms.

It is said that nature never creates a want without providing somehow the means of supplying it. The increase in the world's population, the congestion of people in the great centers, and above all the development of science and mechanics, bringing all parts of the world into daily communication, have created necessities and wants which were unknown half a century ago. With increased consumption of the necessities of life, with growing knowledge of the habits, comforts and discoveries of other peoples, have come demands which the genius of man, backed by the power of modern mechanical development, has been quick to supply. In this way the law of nature has been fulfilled.

That retail merchandising on a large scale is a science is patent to anyone who has ever thoughtfully considered the workings of the great stores of our day. In a recent speech before the retail merchants' board of the Cleveland Chamber of Commerce, H. G. Selfridge, of Marshall Field & Co., has given a vivid picture of the workings of a great retail establishment. This speech gives the retailer a new idea of the dignity and the importance of his profession, for, as Mr. Selfridge has well said, "The merchant may take rank with the men of any other occupation, for the merchant who performs his daily duty wisely may cover almost the entire horizon of thought and study. He is required to be a professor of the most interesting and complex of all studies, namely, human nature. He should be a professor of details, of values, of finance, of progressiveness, of invention, of publicity, of public opinion, of character, of system, of fashions, of the world's markets. To be well rounded and as he should be, he must grasp all these and more. And can that occupation which requires all this be less than a profession? It is more truly a science, and so intensely interesting, so free from the grind of monotony, that we merchants sometimes find ourselves feeling sorry for and sympathizing with

those men who have chosen a less attractive profession.

Another point made by Mr. Selfridge deserves the particular attention of every merchant and every employer—the interest which the employes commonly take in the business of the firms by which they are employed. How to create and to foster this element of personal co-operation of employes with employers to the advantage of the business is of the most vital importance to everyone engaged in commercial pursuits.

Value of Personal Appearance.

There are those who find no difficulty in being princes in rags. No matter how common their attire, they are perfectly at ease at all times and on all occasions. They are never embarrassed on account of their clothes. But such persons, and there are few, are usually poor through no fault of their own, and they never let their poverty interfere with their respectability.

Personal appearance is a part of character. It is a duty to dress decently and becomingly. A good address includes good dress. People with whom you come in contact expect you to look your best, which is only natural and right. It is a very good rule to dress as well as you can, avoiding, of course, debt and ostentation.

In spite of the old maxim that "Judgment of a person should never be influenced by such superficial signs as clothes," it is, nevertheless, a fact that personal appearance counts for much in one's estimate of another or in the world's estimate of a person.

In this instance, as in all others, there are exceptions, but in the main a person's general appearance is a safe criterion of his or her characteristics and proclivities. It is only human to feel the encouraging force imparted by good, pleasing attire. With a great many it is a natural force; the fact that they are well groomed gives them a stronger claim on self-respect.

Approved by Morgan.

An old Washington gentleman tells a story which he overheard President Lincoln repeat, and which he believes has not been published:

During one of his busy reception hours, when the President was talking first to one, then to another of the many who filled the room in the White House, a gentleman asked if any news had been received from John Morgan, whose Confederate cavalry were raiding Kentucky and Ohio.

"We'll catch John some of these days," replied Lincoln. "I admire him, for he is a bold operator. He always goes after the mail trains, in order to get information from Washington. On his last raid he opened some mail bags and took possession of the official correspondence.

"One letter was from the War Department to a lieutenant in Grant's army; it contained a captain's commission for him. Right under the signature of A. Lincoln the audacious Morgan wrote, 'Approved, John Morgan,' and sent the commission on its way. So there is one office in our

army whose commission bears my signature, with the approval of that dare-devil Confederate raider."

The Boy Was Father of the Man.

When John D. Rockefeller was a small boy he frequently attended Sunday School, giving as his reason that he was fascinated by the sound of the pennies dropping into the contribution box.

One Sunday he was asked by the teacher what he regarded as the most sublime passage in the Bible, and replied, without the slightest hesitation: "Let there be light!"

Out of this tiny germ grew the Standard Oil Company.

Get Out After New Business.

Don't concoct elaborate advertising schemes to get the same old business you have had all the while. Don't offer prizes and premiums that simply mean giving a bonus with goods that you would have sold just the same anyway. When you go after business, go after new business. If you are going to pay people to be your customers they should be people who are not already your customers.

Latest Style in Fancy Stockings.

Football stockings are the latest innovation. Some of these simply show the college colors in their makeup—others have the college initials wrought in colors on a plain background. Upon the oddest of the college stockings the design is a silken football, in colors, on the instep. These are meeting with quite a sale.

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

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 makeup, 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.

DRAWNS THE LINE.

Edison's Dislike of Cigarettes and Cigarette Smokers.

The smoking of cigarettes is one of the worst, most offensive and harmful habits acquired by man.

It ought to be against the law to sell or to smoke them.

Now, I'm not a doctor nor a pathologist, but I am a chemist, and I have studied cigarettes pretty thoroughly.

Let it be understood in the beginning, therefore, that it is not the tobacco that's harmful, although the finely cut mixture of which cigarettes are made is consumed so entirely that the smoke does some injury to the throat and lungs.

But the deadly part is the paper—always the paper. The smoke from a burning cigarette paper contains a poisonous substance called acrolein (acid). It's the part of smoke that makes you cry when it gets in your eyes or up your nose.

We were making phonograph cylinders one day, and in the saponification and burning of the glycerine the wax caught fire. Well, we had to run for our lives almost. It strangled us and set the muscles all over our bodies twitching.

Then I made some tests to see just what the stuff was, and I've found that what is known as acrolein is liberated in the combustion of any fiber made of wood pulp and other substances.

Don't tell me that the high-priced cigarettes are harmless. They're bad. The very best rice paper produces a slightly smaller quantity of acrolein, but they all liberate it, and they are all harmful. Now a good many physicians say the only harm in cigarettes is the inhalation of the smoke. Why, the effect of inhaling smoke is mild compared with the effect of acrolein on human nerves.

It's through absorption by the muscle tissues that it gets in its deadly work. The mucous membranes of the mouth, nasal passages and the throat have a strange affinity for the stuff, and it is taken directly into the circulation and then shatters the nerves.

Your nerves, you know, are the telegraph lines of your body, and when the lines are out of order there is trouble all over.

Not long ago one of my men was working with glycerin, when it took fire. The flames nearly smothered him, and he staggered out of the shop looking like a person with the palsy; his face was working and every muscle was quivering and trembling. In the fresh air he soon revived, but it goes to show the powerful effect of the stuff.

Why, if one were to break a tiny vial of it in my big laboratory we would all have to get out instanter.

The poison is absorbed by the mucous linings of the mouth and lungs directly from the smoke, and the dread feature is that after you have smoked a while the nerves crave the stimulating effect, and you become a slave to the habit, just like a whisky toper or a morphine fiend.

I was passing through the slums of Newark the other day in my auto, and I saw a group of boys sitting on the curbstone, three smoking cigarette butts, the other hungrily watching them.

Half starved, ragged, unclean little animals they were, puffing away and inhaling at every puff with a lordly air, although you could see it racked their lungs every time.

Their faces had a pale, sickly pallor, and their eyes were sunk in the emaciated little faces. I had to shudder when I thought of the future before them. It's a crying shame.

Legislate against it; that's the proper course. The law doesn't allow the adulteration of food, does it; and you can't buy poison in the crude form, can you; so why should the Government allow millions on millions of filthy cigarettes to be manufactured and sold every year?

I don't know what we're coming to nowadays; it's always something for the stimulation of the nerves—whisky, spirits, cocaine, morphine, cigarettes, and frightful inventions for whirling upside down in a loop-the-loop—everything to excite the nerves. That's what the people want.

And that reminds me of a funny thing. I was on my way down to Atlantic City last Sunday in an automobile, and I wasn't sure about the road, so when I saw a bicyclist approaching I determined to ask him.

When he got abreast I shouted to him, without slackening our speed. He never raised his head, and the answer came to us from half a mile back.

Then I saw it was a motorcycle. Strenuous times! I should say so; we were making thirty to thirty-five miles an hour, and he was going all of twenty, so we passed each other about fifty miles an hour.

But about cigarettes. They do so much damage it's hard to know where to begin. By their evil effects on the nerves they, of course, throw the whole physical system out of order, and especially the digestive organs.

The medulla oblongata is the large nerve that controls the action of the stomach, and the effect of the acrolein is to excite an undue flow of the peptic juices and to waste them when the stomach is empty. And your cigarette smoker has no regard for the condition of his stomach. He smokes when he goes to bed, and he smokes when he is dressing in the morning, and he smokes all the forenoon, and he smokes all the afternoon.

A person will smoke a cigarette when he wouldn't think of lighting a pipe or a cigar. They are so infernally convenient and small and inexpensive that he will light one after another simply for want of something to do.

I've a fellow working for me who nearly died from the effects a few months ago. His stomach and all his digestive organs went completely back on him, and he had a mighty close call. While he was ill he could not smoke, or, I should say, they wouldn't let him. And when he final-



300
Styles of Pants
ranging in Price
from \$6.00 to \$36.00
per Doz.

87
Styles of
Covert, Duck,
Mackinaw and
Denim Coats.

50
Styles of
Mens' Boys'
and
Brownie Overalls.

70
Styles of
Mens' & Boys'
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Shirts.

Neckwear,
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Canvas -
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THE
IDEAL CLOTHING CO.
TWO
FACTORIES.
GRAND RAPIDS, MICH.



Lot 125 Apron Overall
\$8.00 per doz.

Lot 275 Overall Coat
\$8.00 per doz.

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

Lot 124 Apron Overall
\$5.25 per doz.

Lot 274 Overall Coat
\$5.75 per doz.

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

Lot 128 Apron Overall
\$5.00 per doz.

Lot 288 Overall Coat
\$5.00 per doz.

Made from black drill, Hart pattern.

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

ly managed to crawl around I had a good talk with him about it, and persuaded him to smoke cigars instead. He tried it and for a while he was pretty well, but I saw the poor wretch with a cigarette in his mouth only a day or two ago.

Oh, it's an awful habit; once it gets a hold on you it's very hard to break it. There is a slight quantity of pyridine present in cigarette smoke that dries the mucous coat of the mouth and throat, and that makes a man want to drink. They go well together, those two drugs—cigarettes and alcohol—and they accomplish wonders in reducing a man to a vicious animal.

The disastrous effect doesn't stop at the derangement of the digestive organs. The influence on the nerves is felt all over, even to the heart's action. The brain, being merely a great mass of nerve matter, suffers largely in time, and the result is loss of memory and the sense of moral responsibility. The whole plan of intellect is lowered.

There are accounts in the papers every day of boys going insane and committing suicide. Three murders in Philadelphia were committed by smoking cigarettes.

There is a man now in a New York prison awaiting capital punishment for strangling his wife a few months back. He confessed the horrible crime with an utter disregard of consequences, and now he spends the entire time smoking cigarettes incessantly in his cell.

It's not the tobacco that makes the trouble. I smoke constantly, and I work from 7 in the morning until midnight, and I'm never sick, and don't know what it is to break down. Of course, I take relaxation in the way of automobiling, and I get plenty of exercise.

My father was an inveterate smoker of cigars—would smoke six or eight a day—and he lived to be 94.

It's all bosh about nicotine doing the damage. The nicotine is almost entirely consumed in the burning of the tobacco, and what little is left is filtered through the end of the cigar, and as for the statement that a single drop of it will kill a dog, I don't believe it.

But what if it would? You would not get a drop of nicotine from smoking a half-dozen cigars.

If cigarettes were put up in tobacco wrappers instead of paper you could smoke them with impunity; but there's the rub; the cigarette smoker wouldn't want them. The taste is different, and the powerful nerve stimulation of the acrolein would be absent.

Cigarette tobacco smoked in a pipe is a very different thing from smoking a cigarette. You wouldn't recognize it.

That English scientist who says that in ancient times the Turks were a fierce, roving race like the nomads of the desert, and that incessant cigarette smoking has changed them into a quiet sedentary people is about right. And he could go farther and say it has made them a race of weak, vicious degenerates.

There's another indirect effect of cigarette smoking. The constant inhaling of the smoke so inflames the membranes of the lungs that a full, deep inspiration of air causes discomfort, so that the cigarette smoker becomes weak-lunged and short-winded simply through the lack of properly using his lungs.

The other day I found a package some one had dropped on my office step.

The very sight of it gave me a feeling of disgust, and I went back into the office and wrote this sign: "A degenerate who is retrograding lost this packet."

And I tacked it with the sign up in a conspicuous place. I was downright mad at first, but I carried the thing through as a joke.

The fellow, whoever he was, must have been a facetious scamp, for he confiscated his packet and stuck a plug of tobacco up in its place. I chewed down here in the shops sometimes. Thomas A. Edison.

How the Stranger Bought the Sunday School Library.

"Do not let any one lead you astray about the man who comes to the city from the country," said a veteran hotel clerk in answer to a question about gold bricks and other such bait.

"I have been looking for a hayseed guest for some time, but he hasn't materialized. The other night three of our front roomers wanted to amuse themselves for a while and asked me if I could furnish them with a guest who would sit in. I pointed out an arrival whom I knew and introduced him.

"He said he rarely indulged, and as he was here for the purpose of purchasing a Sunday school library for his wife's church, he didn't know whether it was quite the thing for him even to play a bit for fun. However, he finally yielded, and when I saw him get into the elevator I felt no twinge of conscience. I had the dog watch, and a little later I picked up my evening reading.

"About 4 o'clock in the morning two of the guests came to the office and asked me what time the cashier would be around. I told them not before 8. They asked for the keys of their respective rooms and went aloft. About an hour after, my country guest came up to the counter, and laid down a pair of socks that were pretty well loaded and asked me to put 'em in the safe. Then he threw down the key of the room in which he had been spending the evening and called for his own. I asked him where the occupant of the room, the key of which he had thrown down, was.

"He's up there, all right," was the reply.

"Why did you bring down his key?" I asked.

"He won't need it until the stores open," was the answer. "When he rings in the morning you send a boy up and he'll tell him what he wants."

"I did not question my rural guest any further, but gave him his key, and he ambled away.

"I don't want you to go away from

here and draw on your imagination about the outcome of this incident when you can get the facts. You can find out that a certain Sunday school up the State has a new library. It is just the same as if it had been donated. It was paid for out of the two sockfuls of money which were left here in this safe. And if you are interested in the guest who was locked up in his room, I may say to you that he didn't leave it until he was measured for a new suit.

"If you ask me what he did with the suit he had when he invited the stranger to set in, you wouldn't understand me if I explained it. Was it a skin game? you ask. Well, it was the next thing to it, so far as the man who was locked in his room was concerned. He was a good stayer, though; I'll say that for him. But it would require a red flag and a pound of dynamite to open his jaws about the quiet little time he had with the stranger who sat in just to make up the party."—New York Sun.

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

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

FOR STORE AND STREET LIGHTING



THE WONDERFUL DORAN LIGHT
AND

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.

Shoes--Rubbers

Look on This Picture and Then On That.

A peculiar coincidence occurred in a retail store the other day which showed the difference in shoe clerks. Two ladies entered the store at about the same time, both in search of shoes for their own wear. The first lady was seated by the clerk and asked what size she wore. She replied 3½B. The clerk removed the old shoe and, looking up, said: "This is a 4½ C you are wearing, and it doesn't seem to be any too large. You must be mistaken as to the size you want." Then the clerk went on to explain that "36" meant size 4, the dash was the half-size and "13" the width C. The lady was plainly provoked, and said: "Well, they have always been too large. Just try something smaller." This the clerk proceeded to do. Some shoes he tried he could not get on her foot, and after several ineffectual efforts he finally looked up at the customer with an "it's-no-use" expression on his face and went to the stock and pulled out the size she wore, 4½ C, tried the shoe and found it was a perfect fit; but, he had gained the ill will of the lady.

She would not be suited, although the shoes were the same that had pleased her in the smaller sizes. After a few words the customer said: "Well, I can't spare any more time to-day. Just slip on my old shoe and I will call again." She went out, crossed the street, entered the store of a competitor, and found a more diplomatic clerk, who made a sale and gave her perfect satisfaction.

The second lady asked the clerk who waited on her to show her some shoes, size 4½ D.

"Would she be seated?"

"No, thank you. I am not going to buy to-day."

"Oh! very well," replied the clerk, "but that would make no difference to us. We are glad of an opportunity to show our goods and, if agreeable to our visitors, to try them on even although they have no idea of buying."

The lady insisted that she did not wish to try on any shoes, so the diplomatic clerk took down half a dozen pairs—all sizes, 4 and 4½ D—and displayed them in a very dainty manner. He held them up, explained the many nice points about them, brought out their features, and finally wound up by asking again if she would not try one on. The lady could not resist, so, taking a seat, she allowed the clerk to remove her shoe and looking at the size he discovered the figures "37-4" in it, which meant in that make, 5 E. The customer said to the clerk: "Those shoes have always been large for me." "Yes, so I see," replied the clerk. He then went to the shelf, pulled out a 5½ C, slipped it on, laced it up and requested her to just see how nicely

that shoe fitted her foot. She arose, pushed her foot down solidly into the shoe, walked over to the mirror, looked at the shoe as it appeared on her foot, and expressed perfect satisfaction with the shoe. The clerk was more pleased with his work when, directly after taking her seat, she requested him to have the shoes wrapped up as she thought so well of them that she had concluded to buy them.

By the actions of these two clerks one can plainly see which was the better of the two. A sale with the first customer that would have been comparatively easy to make was lost on account of the undiplomatic attitude he assumed, and a sale was made by the other clerk which, ordinarily, is a hard one for a clever salesman.

A woman who says she is "just looking" does not, as a rule, buy in the first store she visits. No a much larger size than she asks a much larger size than she asks for. Had the first clerk simply fitted the lady and said nothing about the size the chances are he would have effected an easy sale.

Here is something for clerks to ponder over. Which was the better policy?—Shoe Retailer.

The Return of the Button Shoe.

There is every evidence at hand that button shoes are to have another inning. It is just about ten years ago that lace shoes captured the fancy of the great and fickle public, and since then the shoe lace manufacturers have had the laugh on the button machine people.

But it is a long lane which has no turning, and at last the indicator of popular favor is pointing again toward button shoes. True, they have been used to some extent all the time, but comparatively their use has been very slight. Now it looks as if the button shoe might, inside of a few seasons, again outsell the lace shoe, in spite of the many confident assertions that have been made that the button shoe never would return to popular favor.

Shoe dealers in Chicago, as a rule, accept as an assured fact the return of the button shoe in the finer grades—not immediately, but for spring, 1904. At the same time, the button boot, both in men's and women's fine grades, is meeting with a good sale right now.

Here is what some of the State street store buyers say:

Buyer A. B. Metzler, Cutler Shoe Co.: "In my opinion there is nothing to it. The revival of the button shoe is as sure as that of the tan shoe. In women's, in men's, and even in children's wear there is going to be a demand that has not been equaled since the old button shoe days of 1887. Then it was nothing but button shoes, and while I know that there will be no return entirely to the button boot the sale will exceed the lace shoe, without doubt, while the fad lasts. I am ordering up on the lines we already have in stock and some new ones, and I am also ordering in some more styles of tan shoes for winter wear. You say that some dealers say that wearing the

HARD PAN SHOES

We do not make the ORIGINAL Hard Pan Shoes, but we do make an original line of shoes which we call Hard Pans. The words "Hard Pan" have been applied to shoes of many makes for so many generations that their originality has long been lost in a haze of antiquity.

Many manufacturers of today make shoes they call "Hard Pans." They call them the Original; the Genuine Hard Pans. What are genuine Hard Pan Shoes?

Are they made down east or out west? Are they genuine and original because they are made by antiquated methods, or because they bear any particular stamp somewhere on their surface?

The name Hard Pan with us simply stands for our superior line of shoes made of superior leather, put together in a superior way after new and superior methods; giving the retailer a shoe that is far better and superior to any other shoes bearing the same name.

The name "Herold-Bertsch Shoe Co." stands on every pair of our Hard Pans as a guarantee of genuine value and genuine satisfaction to the man that wears them. At a price not touched by competition.



Herold-Bertsch Shoe Co.

Makers of Shoes

Grand Rapids, Michigan

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.

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

Walden Shoe Co.

Grand Rapids, Mich.

tan shoe in winter was one of the reasons that it died so suddenly? Well, let it die again if it wants to, but I am going to offer for sale what my trade is demanding, and the run we have had on the two lines of tan shoes for men that we have in stock warrants the belief that the trade wants the tan shoe this winter, and we are going to give it to them. Our two lines are all broken in sizes already, and I am trying my best to rush in re-orders as fast as possible. Button shoes, and even button Oxfords and tans, and plenty of each of them, with a little narrower toe in all lasts, about sizes up the style situation for spring as I see it now."

Buyer Chas. Lew, Carson, Pirie, Scott & Co.: "I think the demand for the button shoe will be with us in the spring, but I don't think that they will be worn overly much. Because, in the first place, only about three out of every ten women can wear a button shoe without having it altered, and just as soon as they see a shoe on their foot with the front seam in the upper running off to one side of their foot, just so soon will they decide that they want a lace shoe. But the dealers will have to carry an increased stock of them all the same, for it will require a practical demonstration to convince almost every buyer that he or she can not wear a button boot, and if one hasn't the stock with which to do it by trying on several styles, just as sure as one and one are two, the prospective buyer will go somewhere else and be convinced. Talking won't do it. I will have about one-fifth of my stock button shoes, the greater number of styles being in the higher-priced lines."

Buyer Little, Schlesinger & Mayer: "We already are selling button shoes and will carry many added styles in the spring, both in high shoes and Oxfords, and a full line of tans in each. There is no doubt about the return to favor of the button shoe."

The above opinions probably reflect the general ideas of the entire downtown Chicago shoe trade. This new development will of course not reach the country districts with full strength until a season or two later, but one or two styles of button shoes in the finest grades for the spring of 1904 will be a pretty safe investment even for the country store.—Dry Goods Reporter.

Rise of the Named Shoe.

The development of the special or "named" shoe is the incentive which has done more, probably, than any other one thing to bring the general manufacture of shoes to its present high standing. It was originated undoubtedly by an enterprising manufacturer of a high grade of hand-made turns, who by long experience and study had brought his make of shoes to a high degree of excellence and was proud enough of his product to place his name on the shoe. As the McKay method gave way to the Goodyear welt and the competition in excellent products grew stronger, the brainy fellow forged to the front with a shoe which he thought was "it." He specialized his shoe by a

catchy name and was intelligent enough to advertise widely.

He made a success, as he was bound to, and his example was followed by others who believed their shoes were as good and they were christened and "promoted" as had been the others. The name of the shoe was indissolubly connected with that of the firm and was necessarily a guarantee of its excellence which the firm was bound to assure. Naturally, this increased the sales and a staple price was secured. The idea caught on and now all first-class firms have their "named" shoes handled usually by but one retailer in a city or town.

The demand for the "named" shoe has so increased that all retailers have their specialty, many of them obtained through jobbers, the same shoe being variously named according to the locality in which it is sold. These "named" shoes, however, are of an inferior grade and price and do not bear the name of the firm making them. The real special shoe has the value in it and is the same wherever it may be found. It is the manufacturer's pride, for it is the monument of his endeavor of years to make a shoe that will honor him and his trade.—Shoe Retailer.

Don't Hit Back.

If a competitor slaps you in his advertisement, uses sarcasm and railery and ridicule concerning your store, do not hit back. Just turn the other cheek.

Everything that is said about you by your competitor is taken by the people with a grain of salt, as it were. You can hear them say—"There is Jones fighting Smith again," and they pass it over with a laugh.

If such a course on Jones' part causes comment at all, it is merely amusement, and a sort of contempt. If you reply to such attacks you meet with the same sneer.

Whereas, if you maintain a dignified silence, not noticing the littleness and the meanness of your competitor, you gain a reputation for being above fly-bites like this, and you gain in the opinions of the right sort of people.

It may hurt your vanity and self-esteem to let imputations on your business go unnoticed, but it will disturb your fighting competitor more to let it appear to him that you are above his mis-statements. And the more he talks about the subject the more it advertises you and hurts him, so you can afford to sacrifice your feelings in the matter.—Advertising World.

Popularity of Spats.

Spats, or overgaiters, are certainly gaining ground in sales—and the way that men and women are buying them proves that they are going to be more popular than ever. A look around town shows many fine displays of the much-talked-about spat, generally worn by Englishmen.

Before attempting to stand by his colors a man should first make sure that he isn't color-blind.

FOR BOYS
FOR GIRLS

Bostons Fit



All Boston Rubbers worn over the foot are made over foot form lasts and are always comfortable. Boston Rubbers that are worn over shoes are made over lasts that conform to the lines of the shoe. They go on and stay on without stretch or strain.

A good fit is as essential as good material in the wear of a rubber.

This is one reason why Bostons are always durable.

Rindge, Kalmbach, Logie & Co., Ltd.
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.

SIDE ISSUE.

It Paid Well and Drew Trade to the Store.

It was sort of dull last week, and Mr. Laster let me go visiting for a few days over to my cousin's, at Settee City. Funny name for a town, isn't it? Say the name fast and it's worse yet.

Seems a sort of appropriate place for a shoe man to visit, but the reason it's called that is because there was a factory for making all sorts of seats and benches and settees started there before there was any town.

That hasn't anything to do with it, though, about my visit and all that. It is a good flourishing village now of about six thousand and the funny thing about it is that, while it is only about thirty-two miles away from Lasterville, and everything ought to be about the same, they have a lot of different ideas and methods over there from what we have.

I haven't traveled much myself, but it strikes me that it would be a good thing if shoe men and their clerks would visit other towns of the same size occasionally to get ideas and new schemes and all that. If I owned a shoe store, blamed if I don't believe I'd give each of my clerks a vacation of two or three days every month and pay all of their expenses to take a little trip around to half a dozen towns to catch onto new ideas of doing business. That's the way I look at it now. However, if I was boss, and had the rent to pay and the gas bill and the freight and cartage bills and the coal and 50 cents every little while to get an advertisement in the program for the production of "Pocahontas and Captain John Smith" by local talent, for the benefit of the Young People's Society of the First Methodist church of Lasterville, maybe I wouldn't be so enthusiastic on the proposition.

Anyway, I think it's a good idea, even if the clerks pay their own expenses, for I know I got a lot of ideas over in Settee City, just keeping my eyes open and making friends with the clerks and hanging around the different shoe stores. I'm not going to bore you with many of them, but there is one store over there which has got a sure enough novelty. Talk about side lines in a shoe store, this is the greatest ever.

You remember how we put in stockings for men, women and children and of the special case for findings and all that? Mr. Fitem wrote about it, I guess. Well, the scheme goes that one better, only it takes a woman in the cast and every shoe store hasn't one available.

This shoe store I'm talking about, the shoe dealer's wife takes a big interest in the business and helps quite a good deal around the store. She's pretty popular with the ladies of the town and I suppose that makes a difference. I got acquainted with her, and she told me all about it. She said she noticed that the little things like corn cures and laces and polishes and all that sort of thing in the store didn't get much attention from the proprietor or the clerks. They

were tucked off in the corners of shelves and thrown in a good many times and not given special prominence. Some money was made on them, no doubt, but not as much as might be.

She suggested to hubby that all the little things in the store be turned over to her and that she have a little case in the front of the store which was to be her business exclusively. Being a good husband he consented at once and she set up her case all clean and neat and attractive in the front of the store and stocked it with fine shoe laces of silk and other sorts, displayed the various corn plasters and cures and all the different kinds of polishes and began business. Little by little she increased her stock until there wasn't a thing in the finding line she didn't have.

As a side issue it paid a little and relieved the regular trade of a lot of bother. It was about the time that those shoestring bags and other articles made of shoestrings came into vogue and she took advantage of that to put in a full stock of materials for that sort of work in all of the colors and kinds and advertised a little. It brought a lot of ladies to the store and she had quite a run on the goods. Then she suggested to hubby that anything in the shoe line which was a specialty be turned over to her and, as a result, she had a line of barefoot sandals added, also knee protectors and heel protectors for children, and after awhile she put in a line of extra fine and expensive shoes for babies. I'll bet, now, that there isn't a place within forty miles in any direction where you can get as high-class footwear for the baby as in that very store, and I know that she has orders come to her from lots of other towns.

Then the bead work craze came and, taking advantage of it, she put in a full line of materials for that sort of work and did a rushing business with the children and young women.

She has had the idea in working order for a little over a year now, but she still has it all in one case. It is a big one, though, now. Stands three feet high, with shelves in it, and is ten feet long, and pretty near three feet wide.

Just before I came away I took an inventory of the things she had displayed and I was surprised. She had polish, blacking, patent leather paste, waterproof blacking, life of leather, and rubber cement among her tin box goods. Then she had bottle polishes all the way from 10 to 25 cents. Corn cures in salves, bottles and plasters, bunion files and pads, more sorts of footeases and anti-sweat preparations than I knew were made; handsome baby shoes, moccasins and knit stocking shoes, some of them very fancy, knee protectors for boys, and heel and toe protectors for everybody, a fine assortment of lamb's wool soles for knit slippers, a full line of materials for bead work, beads, looms, thread, etc., all sorts of fine silk slipper laces and common laces, all sorts of novelty shoe polishes, shoestring bags, belts, etc., made up

Announcement

WE TAKE great pleasure in announcing that we have moved into our new and commodious business home, 131-135 1/2 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.

RUBBERS

WHOLESALE

THREE GRADES:

"Gold Seal"

"Goodyear Rubber Co."

"New York Boot & Shoe Co."

Goodyear Rubber Co.

382-384 E. Water Street

MILWAUKEE

W. W. Wallis, Manager

WE CARRY 78 STYLES



**Warm
Shoes**

In Men's, Women's,
Misses' and
Children's

You need them. Write for salesmen to call,
or order samples.

Hirth, Krause & Co., Manufacturers and Jobbers
Grand Rapids, Michigan

Calendars

It will soon be the time when you will need your calendars for 1904. Order now from the largest calendar house in the Middle West.

Tradesman Company, Grand Rapids, Mich.

and also materials for the same, fancy embroidered canvas covers to carry rubbers in, and a small line of fancy shoe buckles.

She also had a line of hand-painted china articles—cups, saucers, plates, etc., and a little line of fancy hat pins and brooches. These were a little out of the line, and I couldn't quite approve, but she said that the other articles brought so many ladies to the store that she found she could sell a good many of these things and so she put them in along with some fancy hand-made wool shawls for party wear and other fancy work articles, some of which she made herself and some of which she hired made by ladies of her acquaintance who wished to add to their pin money.

She told me she had decided to put in for the holidays a line of Indian made bead work, like bags and necklaces, and that sort of thing, and also a line of Mexican drawn work, which she can get down on the Texas border quite cheap, she says.

She and her husband invited me to come over and take a glance at the case the week before the holidays and see the trade that would be doing there, but I fear I can't be spared then, although our trade the week before Christmas is not anything to attract much attention. I'll bet she'll have a crowd of women around that case three deep and if any of them need any shoes it will be funny if they don't stay right there and buy them.

Hubby told me confidentially that he knew of a good many new women customers who had been drawn to the store in the first place by that case. He said that if it wasn't a store secret, he'd tell me just what profit the new venture turned in the first year, but that if he did it would astonish me some. I'll bet it wouldn't, for I cottoned to the scheme from the first, but the trouble is that I don't see how we can work it in Laster & Fitem's. Neither Laster, Fitem, Hi Ball, nor Yours Truly has a wife, or any prospects unless it's Fitem, and he hasn't got home yet, but I'll bet when I have a store of my own and get married I'll see to it that there's just such a case installed about the first thing. The only trouble is that Hi and I have about made up our minds to go into partnership when we start in business and if both of us have wives and they should not happen to hitch, exactly, I don't know how we'd handle it.—Small Size in Boot and Shoe Recorder.

Why Shoe Canvassing Does Not Pay.

Every once in a while an inspiration strikes some shoe man that money can be made in canvassing from store to store, or from house to house, with shoes.

I remember of at least half a dozen men who rented offices in Chicago, at different times, and started, as they said, "In business for themselves to make money." They're all back at their old jobs now, because they were good shoe men, but they could not make money canvassing. Why? Their only excuse was: lack of capital. That might be so, but a few

years ago a bright young advertising man, with a large, "make-to-measure" clothing house, thought he could do wonders with a similar scheme in the shoe business. He had no money and so he took his plans to a large shoe manufacturer. It was something new, this scheme, and the clothing man painted it as "the best-ever." Finally he persuaded the manufacturer to give it a trial and to invest \$5,000 in it.

This young man certainly had good ideas. "To make a big success of this," he said, "we must have everything the best."

His sample portfolio was a wonder, The shoe cuts were life size. And on every page he had samples of the leather, linings and even the fast colored eyelets used in the construction of the shoes. His description of the goods was accurate and his talk sensible. The book was morocco bound and he packed it with envelopes, measuring sheets, a rubber tape measure and a size stick in a specially made box. Each outfit complete cost \$1.75. Then he advertised right and left for out-of-town agents—as they are considered the best. In a very short time his supply of 1,500 outfits ran short. His little scheme had so far cost the manufacturer \$2,625 for outfits, \$1,000 for advertising, \$400 for expressage in sending the outfits to the agents, and at least \$250 for mailing and other purposes, making a total of \$4,275.

Now they waited for results. Slowly the orders came in at first and then a little faster until, at the end of the first month, business was brisk. They made a good profit on their goods, selling a \$2.25 welt shoe at \$3.50 and their agents, in return, sold them all the way from \$4 to \$6.

In the middle of the second month the outfits began to come back at the rate of seven or eight a day and at the end of the month over a hundred had been returned. As fifty cents express charges were due on each returned outfit the manufacturer wanted to know what the trouble was.

"Nothing," said the clothing man, "only these are the dead ones and we must weed them out."

"But what are we going to do about this?" insisted the manufacturer.

"Advertise," answered the clothing man.

And so they advertised and got new agents and sent out outfits, but still the outfits came back. The business ran along in this manner for about seven months and then the manufacturer grew desperate and called in a business friend to investigate the firm's affairs. They went over the books together and found everything all right. At last the friend picked up a shoe and asked the manufacturer what he sold it for.

"Three dollars and fifty cents," he answered.

"And what do your agents get for it?"

"All the way from \$4 up."

"And still you wonder why you are not doing business," said the friend. "The people who pay \$4 or more for these shoes are far from

getting their money's worth. Just so long," he continued, "as you conduct this business along your present lines, just so long will you lose money at it."

"But what am I going to do?" pleaded the manufacturer. "I can't make money unless I charge such prices."

"Drop it; go out of business. Sell out, do something else, but don't stay in this business a minute longer."

And that is why a \$5,000 mail order business was for sale at \$500, and for that same reason those other half dozen shoe men could not make money at it.

When this story was told to one of these half dozen fellows that failed, and a good shoe man he was, too, he said, "That's all humbug; that's not the way of the American people. Why Barnum said, 'The more you swindle the American people the better they like it.'"

Yes, my friend, "The better they like it," but Barnum was wise enough to throw in a three-ring circus performance with every half dollar he swindled the American people out of. And when you can swindle the American people in the shoe business, the same as Barnum did in the show business, then you, too, can swindle them the second time. But not until then.—Shoe Trade Journal.

The advertiser's opportunity lies in the fact that demand is perpetual, and that the public are constantly waiting to be advised as to the best means of supplying their wants.

The Banking Business

of Merchants, Salesmen and Individuals solicited.

3 1/2 Per Cent. Interest

Paid on Savings Certificates of Deposit.

Kent County Savings Bank

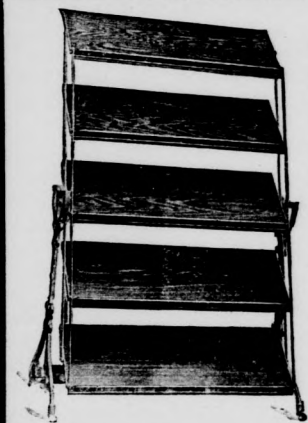
Grand Rapids, Mich.
Deposits Exceed 2 1/2 Million Dollars

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

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

Sherwood Hall Co., Ltd.,
Grand Rapids, 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**

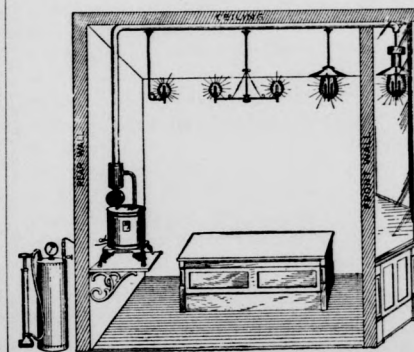
Two or more crated together for either size, 20 cents less, each.

Further information given on application.

American Bell & Foundry Co.
Northville, Mich.

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

BLACK BOB.**An Incident of Camp Life on the Tennessee.**

Black Bob was the surgeon's striker, and P'simmons, his son, occupied the same official position with the colonel. They were "contraband of war," "grafted onto the army" during the summer campaign of 1863. They earned transportation leading the pack mules in our marches over the mountains, grooming the officers' horses, toting wood and water in camp, cooking the scanty rations of coffee and bacon that were given out to us from the supply train occasionally, and when the rebel cavalry under Wheeler and Forrest raided in our rear and fed their hungry troopers on our supplies, leaving the highways blockaded with dead mules and burned wagons, Bob and P'simmons had to hustle for roasting ears and blackberries to feed the field and staff, and a stray shoat and a few chickens now and then to relieve the monotony made the corners of our hearts leak great streams of gratitude to the foragers.

Headquarter mess always claimed that Black Bob was a "prize nigger," to use common, every-day army slang, but when he gave roast pig for dinner he was rewarded with the title of Black Prince. Some housekeeper away back in Middle Tennessee, where we adopted Bob, had contributed to our outfit a bake kettle that held, when full, at least half a bushel, and it was a field day in our lives when it contained a nice fat shoat and sweet potatoes.

Fearing that some of the mess have forgotten how it is done, I will give you the recipe. First, be sure the shoat is dead, then put him in a kettle, set the kettle on a heap of hot coals, and put more hot coals about the sides and on top, and when the meat is nearly done fill all the vacant places inside with sweet potatoes, then more hot coals and blow the dinner call. Then when the colonel and his hungry staff collect about with their tin plates and gold-band appetites, lift the cover and season the banquet with a pint, more or less, of mountain dew, and if that is not handy, commissary whisky will do. Turned evenly over the pig, he is in paradise.

Oh, those happy days, with their appetites for roast pig, and no dyspepsia anywhere about the camp. Oh, Black Bob, prince of cooks, where art thou? Outside, you were but an angular, bony specimen of the colored American. Inside, you were a man fresh from nature, a believer in hearts, a color lover, and in rank a major general when it came to roast pig.

And P'simmons, his son, and lieutenant about camp, was a half-grown youth with a complexion like an over-ripe plum; his eyes, like young turnips, rolled and laughed at everyone who passed, and when he laughed with his mouth he disclosed a row of ivories that looked like the keyboard of an old-time melodeon.

The songs with which he charmed the soldiers' ears were refrains from

the forests and the rippling brooks of the mountain side.

He was that loose jointed that he shambled along the road to the music of the frying pans and coffee pots that jangled on the pack mules' load in musical misery. But P'simmons carried in his legs the traditions of Africa, and the tinkling pots and pans, clanging in time and motion to the pace of the mules, were music to the feet that hung on the end of his legs, and that were as long in the heel as the toes. The whistling of a "chune" set his entire body in motion, and when the band played his soul did not worry with thoughts of an improved future existence for he had no borrowed ideas of heaven.

* * *

We had marched and skirmished and fought for days and months, and finally found ourselves at Bridgeport, Ala., with only the Tennessee River between us and the enemy, and for the first time that summer the officers' tents came up from the rear and a camp was made in the woods but a short distance from the river.

First, there were the little pup tents of the enlisted men, then the line officers, and back of them the field and staff, and still farther back in the woods the corral, where were the pack mules, wagons, teamsters, and darkies, of which there was a large number belonging to each company.

Our good chaplain, after two years' struggle, had divided the regiment into two classes, the cured and the incurable. He then entered into a new field, ploughing deep—missionary to the contrabands. Prayer meetings, with discourses upon the emancipation proclamation, were the texts every night, "when it did not rain," all leading up in a short time to more trouble and "cuss words" than could be washed out of camp by a June freshet.

In a very short time the contrabands were taught the meaning of the proclamation and that there was "provision in the Constitution for the colored race," which caused every coon of them to strike for wages—ten dollars per month. There was not \$10 in loyal money in the army of the Cumberland that summer, consequently it was just as easy to pay \$10 as 10 cents; we worried about nothing but bread and meat; so we filled the tents with hay and straw, and for the first time in months took off our clothes and boots when we turned in for the night, lulled to sleep by the music at the corral.

In the first light of the morning, when sleep is so sweet and refreshing, the entire camp was aroused by agonizing cries for help from the quarters of the contrabands. Wails of anguish echoed through the woods in the quiet, peaceful air as though murder most foul was being done. The soldiers leaped from their tents at first alarm, each man grasping his trusty musket and cartridge box, to repel invasion, thinking of nothing else in the way of clothing or equipments. Directed by the cries, they charged in undress uniform to the rescue. The colonel was one of the first out of his tent, carrying trousers



The First Step

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

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

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

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

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

Save three Pennies

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

Ask Dept. K for catalogue.

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

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



in one hand and saber in the other. He joined the excited throng as they came rushing by, scarcely a man of them having more than a cotton shirt on. In those days of high-priced cotton army shirts were worn very short.

In the first light of day charged the gallant three hundred. Saw mortal man ever such battle array—a veritable shirt-tail brigade! And what was the matter? The colonel, as one of the first to reach the scene of disturbance, found Black Bob holding P'simmons by the neck with one hand, and lashing his bare legs with a halter strap in the other. Blood was running down the plum-colored flesh, and howls of agony echoed through the woods as blow after blow was dealt in rapid succession. The old man was so deeply interested in the job in hand that he did not notice the commotion he had created until the colonel caught him by the shoulder and hurled him one side.

"What are you whipping my boy for, you black villain?" shouted the colonel. "I'll break your neck, you black rascal; I'll have you shot. Yes, damn you, I'll have you hung, and cut up, and fried, blast your black hide!"

Old Bob pulled himself away from the colonel and shouted back to him: "Ain't dis yer P'simmons my boy? Ain't I dis boy's fadder? An' if I'se his fadder and a free niggah, ain't I got a right to strap him? Seems like the time cum right now when Ise blegged to whip dis fellah. Wat's de prolemashun for if tain't dat a-way?"

About this time the surgeon arrived on the scene. He was in a long red flannel night shirt—the only one in the Fourteenth Army Corps—and when he interfered and took Bob's part, he was the admiration of the assembled regiment. Everybody, with the exception of Bob and P'simmons, gave vent to his feelings in various ways, some laughing and cheering, others cursing the luck that had robbed them of half an hour's sleep. At reveille the men were modestly retiring to their quarters, leaving the colonel and surgeon thoroughly demoralized, fighting it out between themselves.

They say to this day that the jangle was a hot and wordy one, but all was forgotten that night over a game of checkers and a canteen of "dew," at which time the shouts of laughter and merriment were ringing away across the river and heard by the Johnnies, whose pickets said: "The yanks must be having a right smart of lick, they feel so gay."

* * *

Black Bob explained the cause of the trouble that evening to one of the lieutenants in this manner:

"You see, massa, I'se a ole niggah now, but de time was when I was young and peart, and I coted an' married a likely gal. Sho nuff, you ought to see dat gal dat ar' time; she was a powerful fine woman, but she is gittin' ole like me now. Well, 'bout once evvy summer deres a pick-aninny cum to us reglar as de sezun, an' dats de way it was, 'til deres so many it bodder me to find names to

know 'em by, an' I 'clar to man I can't count dem chilluns; but, massa, he keep 'em in a big book, so dat don't bodder me.

"Well, dat goes on likely like 'til dere comes de year when de sun an' de dry weather busted up de corn crop, an' 'bout dat time, when I cum in from de field one day, I heah'd a noise in de cabin no stranger to me, an' I knows what happen sho nuff, an' I goes in smiling an' say 'Howdy' to all de oomans dat was dere, an' dey all look so cuyus at me, an' smile an' shake dere heads, an' dat rile me up an' I gin to look roun', an' most de fust thing dat I put my eyes on was a yaller baby. Dat 'stonish me, for all de odders was as black as de pots dats hanging ober de fire. Ole Sister Cherry lows dat de chile be conjured, and' anoder ole sister, she lows dat it was de dry wedder, and dat it change when de moon's in de dark, but dat chile nebbur turn black, and dats what bodders me.

"My ole massa, he say dat he jist de color ob ripe p'simmons, an' dats de name he made in de book. By an' by all de niggahs on de plantation git erholt ob it an' cum roun' to look at de boy, an' dey goes way wunkin. one at de odder, but after awhile nobody said nuffin' bout de boy, ceptin massa, he say dat he lows 'dat deres bin a female indesreshun in my fambly,' an' I said den it's all right, but somehow I nebbur took well to de boy, but de ole ooman sot a heap by de yaller coon, an' lows dat he's de best one on de plantation, an' dat makes me mad again, an' when de preacher tole us all las' night bout de prolemashun, an' dat we goine to hab rights, dat yaller coon P'simmons bodder my head.

"Now, if Ise dat boy's fadder, I has a right to bang him wid a halter strap. Dat's what de prolemashun say, an', if tain't dat a-way, what he doin' in my fambly? Dat's what bodders me. Seems like I blegged to lick dat boy, ef I has to die for it."

That night P'simmons vanished in the darkness, and along with him one of the colonel's best wool blankets. Every man in the regiment had orders to look out for him, not that he was valuable, but the colonel didn't want to lose the blanket.

It was several months before we set eyes on him, and then he himself was a soldier, a member of a colored regiment. He wore a new suit of blue and carried a bright new musket on his shoulder.

To our great humiliation he did not recognize or remember any of us. His bearing indicated that he had borrowed no ideas from our regiment and was not worrying his soul with thoughts of the past or fears for the future.

Black Bob went over the mountains with us to Chickamauga. When the regiment was so nearly exterminated in that cyclone of death near the bloody pool, he lifted up in his strong arms one of our boy comrades who was seriously wounded and started for a place of shelter a few steps, when a shower of leaden hail stretched them both upon the ground under the trees, clasped in each

other's arms. The soldier boy of Michigan and the emancipated black man of Tennessee—each dying for the other. Charles E. Belknap.

The Original Department Store.

"You say," said the judge, taking a hand in the examination of the witness himself, "you knew the defendant fifty years ago?"

"I did, your honor," answered the witness. "I was in business in the same village where he lived."

"What business were you following?"

"I was running a department store." "A department store fifty years ago? Do you expect the court to believe that?"

"That's what it was, your honor. I sold dry goods, groceries, hats and

caps, boots and shoes, clothing, confectionery, drugs and medicines, books, jewelry, stationery, wall paper, furniture, coffins, agricultural implements, hardware, crockery, glass-ware, tobacco, lumber, fresh meat and whisky and had the postoffice in one corner of the building. There isn't anything new about department stores nowadays, your honor, except the elevators and the floor walkers with side whiskers."

Heard at the Club.

Muggins—When I was in Paris last summer I had the time of my life.

Wiggins—Why, I was there with my wife summer before last and I didn't enjoy it a little bit.

Muggins—No, of course not.

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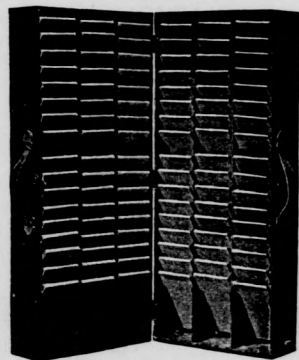
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It earns you 525 per cent. on your investment. We will prove it previous to purchase. It prevents forgotten charges. It makes disputed accounts impossible. It assists in making collections. It saves labor in book-keeping. It systematizes credits. It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

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105 Ottawa St., Grand Rapids, Mich.

Both Phones 87.



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

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

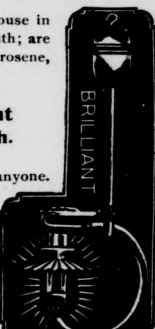
Give 100 Candle Power Gas Light At Less Than 15 Cts. a Month.

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

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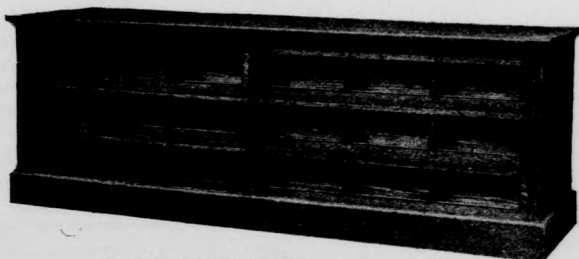


100 Candle Power.

DISPLAY COUNTERS

4, 8, 12 and 16 feet long.

Drawer back of each glass 6 3/4 x 13 3/4 x 20 1/2 inches.



28 Wide, 33 High. All kinds store fixtures.

GEO. S. SMITH FIXTURE CO., GRAND RAPIDS, MICH.

Fruits--Produce

Scarcity of Barrels Serious Loss to Apple Growers.

The fact that growers are unable to obtain sufficient new or second hand barrels to ship their apples in is beginning to be a very serious matter. Complaints come from all sections of their scarcity, and many are forced to ship their apples in bulk to New York, Boston, and other markets, and have them sold for from \$1 to \$1.25 per 150 pounds. This is a serious loss to growers, as they would unquestionably realize fully 100 per cent. more money if they could only market this fruit in some kind of a package. Instead of there being, prospectively, any relief in the direction of an increased supply of barrels, there is every indication of that of second hand flour barrels becoming more scarce than ever, as millers in the West are using less barrels for flour every year, as there appears to be an increase in the demand for flour in bags of different sizes over that for flour in the barrel.

I think this great scarcity of the barrel is going to result in good to growers in the end. The barrel has always been a most unsuitable package to pack such delicate fruit in, as it gets an immense amount of abuse on all hands, in consequence of its being so easy to move from place to place by rolling. Another thing, its contents, for one compartment, contains too great a quantity of fruit, and in order to carry well, a pressure has to be used that virtually bruises every piece of fruit it contains. In the matter of the second hand flour barrels, in spite of all the best efforts to free them of flour are futile, and I have seen, time and time again, handsome red fruit on being inspected in Liverpool at sales covered with flour to an extent to make the apples look almost white.

So serious is the situation in the matter of packages to market the fruit at the moment, it is imperatively necessary that handlers of fruit, as well as growers, come together and come to some understanding for a change in the style of package.

As you, and probably your readers are aware, I have been advocating the last eight years a case of two compartments that holds exactly one-half barrel of apples. In its finished state it is 28½ inches long, 3¼ inches wide and deep (outside measurements). The two end pieces as well as the middle piece should be of three quarters of an inch wood, and the sides, bottoms and tops should consist of three pieces of wood three-eighths inch wood. In putting these cases together, the idea is to leave not more than one-quarter of an inch space between the slats forming the sides, tops and bottoms, but to have them come together at the corners.

I am satisfied that we have got to come to this or some similar package for marketing our apples after this.

I have experimented with this sized case long enough to believe that it will eventually be adopted. Some have advocated a bushel crate, but this for an export trade has its disadvantage in costing as much to make, and then in the matter of charges per case, as the one I advocate. My arrangements with steamship and railway companies, teamsters and all others are that they are to treat this case, in the matter of charges, just one-half that of the barrel. This case I advocate is a little too heavy to throw, or to try to walk it on its ends in moving it, consequently it has to be carried or trucked, which insures its having more careful handling than the barrel or the smaller case.

When one looks at the intelligence shown by the Californians and the Floridians in the matter of grading and packing of their fruits, as well as the inviting packages they use, he is forced to admit of the utter lack of intelligence or indifference on the part of growers of fruit in New England and the Middle States in this matter. No advancement whatever is discernible, as they continue in the same old ways of their grandfathers in adhering to the barrel, and with a little less honesty in the matter of packing their fruit. There are no fruit growers in the world that have such a low standard-of grading fruit and using such an unsuitable package as the barrel to pack in as the apple growers of America, in the Middle and New England States of America, and the Canadians are no better except in better barrels, as they generally use new ones. They continue to try to market one-third to one-half of their apples that should never have left their orchards, and if they could only realize this, then they would receive from one-third to one-half more for their perfect fruit than they now do, as well as saving the cost of packages, labor, freight, cartage and other charges on this worthless portion of their shipments. When they realize this, and bring up their standards of quality, they will find their apple trees will yield them a profit to exceed anything they can raise on their farms.

I have been an exporter of apples to Europe for the last forty years and have, like many others, suffered losses from the bad landing condition of shipments of barreled fruit, but with the great improvements in ventilation in the new swift steamers, and this case I advocate, losses are seldom from deterioration, and market fluctuations have only to be contended with.

There are many things I should like to allude to in the matter of the duty of the growers to make the business more profitable to them as well as those who export their fruit, and will have more to say on the subject when time will admit, but I want now to impress on growers of apples the fact that America has got to be the great source of supply of apples for all continental Europe after this for many reasons that I will explain in later communications. With the enormous yearly increase

of America's production, this year of 1903 crop will mark the maximum of prices realized for the next decade in my humble opinion, but the up-to-date orchardist will find the cultivation of apples a most profitable industry, more so than any fruit a tree gives off.—George A. Cochrane in New England Grocer.

Belief is contagious; you must believe in your own business before you invite others to have faith in it.

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

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.

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.

Is Deception Practiced by Butchers and Packers?

According to a circular just issued by the Agricultural Department, a considerable part of the lamb and mutton handled by the great packing houses and by wholesalers and retailers all over the country is nothing in the world but goat, common goat, the Department experts term it.

It has been many a day since the common variety of goat has been treated with such respect and consideration as are shown in the Department circular. There is no undue prominence given to the animal's peculiarities, although the circular says that a couple of active, able bodied goats can clear a tract of land of brushwood, briars, stubble, grass, tin cans, ashes, waste paper and other foreign substances more quickly and economically than the same number of men working double time. It gives a list of the animal's virtues that makes it appear to be one of the most ill-used and misjudged creatures extant.

For several years the experts of the Bureau of Animal Industry, of the Agricultural Department, have been bothered by enquiries as to the possibility of creating a goat industry in the United States. The experts maintained a dignified silence on the subject, until recently, when George Fayette Thompson, editor of the Bureau, was ordered to turn himself loose, and give the goat family a good send-off.

Mr. Thompson studied the subject at great length. He looked up the pedigrees of Angora and other registered goats, until he had a genealogical tree about as high as a California redwood, and with some remarkable official foliage. Then he devoted his time and attention to the common goat.

Mr. Thompson believes in doing things thoroughly. He didn't send out and have a goat brought to him. He went to the goat. He visited the large cities, located the vacant lots, and studied the goat at home.

He counted goats, and measured goats, and photographed goats, and finally he lived for a week on goat's milk, roast goat, boiled goat, and goat a la Newburg. Consequently, Mr. Thompson's associates in the Bureau of Animal Industry think that his utterances on the goat question should be heard with respectful attention.

Mr. Thompson says that the enquiries as to the possible creation of a new industry in the United States came principally from persons with considerable capital, a good deal of worthless land, and plenty of time to think. He believes that when these people learn that the United States imports \$25,000,000 worth of goat skins annually, and that conditions in this country are extremely favorable for goat raising, they will sit up and take notice.

The circular devotes space to explaining that the term common goat doesn't indicate any special breed, and isn't meant to be contemptuous, but that it covers all sorts of mongrel goats without regard to size,

conformation, hair, color, or character.

According to Mr. Thompson, there are about two million goats in the United States at the present time, of which number about seven hundred thousand can recognize their parents. New York has 1,316 within its borders, as compared with nearly 700,000 for Texas. Rhode Island can boast of only 23. They are all common goats, but 22 of them have risen in the social scale and now furnish the motive power for a similar number of go-carts. The twenty-third has a bad reputation.

Expert Thompson makes the following serious reflections on goat as a table delicacy:

"It is agreed among those who speak from experience (Mr. Thompson's associates say his impersonal manner of putting this is due to modesty and not to the goat) that the kids of all breeds of goats are a table delicacy. It is true that among the great masses of the people of this country there is a remarkable and well grounded prejudice against anything bearing the name of goat.

"Within the environments of the larger cities are found many kids, and it is evident that only a few of them grow to maturity. What becomes of the rest?

"Butchers and meat dealers answer this question by saying that they are sold as lamb. No meat dealer has ever heard of a complaint against the quality of such lamb.

"A considerable number of middle-aged and old mongrel goats are purchased by the packing houses of larger cities. They are purchased as goats, but are sold as mutton, and many of those who so strenuously condemn goat meat have eaten it a score of times."

Mr. Thompson adds that while the elderly goat is not so good as good mutton, it is not any worse than bad mutton. He insists that the prejudice against it would disappear if people would only make a test and eat goat as goat. He is not very hopeful, however, of such a result.

Mr. Thompson reports that after an exhaustive study of the subject he is able to say that a common goat can eat as many different things in a given space of time as a registered Angora, and adds that it is certainly foolish to employ a force of men to clear a tract of land at a cost of from \$5 to \$40 an acre, when a goat will do it for nothing and be glad of the chance.

In regard to breeding, the circular says that the Angora is given to triplets, while the common goat sticks to twins. The twins usually arrive oftener, however, and consequently, more common kids than Angora, or other registered breeds, enter the lamb and mutton market every year. At the time of Mr. Thompson's report the skins of Angora preferred were quoted at 28 9-10 cents a pound, while kid common rated at 24 3-10.

We all start out in life as advertisers. The first cry is a "want ad." for breakfast food. The second is likely to be a "help wanted" ad. on account of a carelessly placed pin.

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

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 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.

SHIP YOUR
Apples, Peaches, Pears and Plums
 TO
R. HIRT, JR., DETROIT, MICH.
 Also in the market for Butter and Eggs.

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.

L. STARKS CO.
 THE LARGEST EXCLUSIVE DEALERS
 IN POTATOES IN AMERICA
 Michigan Office, Houseman Bldg., Grand Rapids, Michigan

We Want You To Sell
SELECT FLOUR
 We have many good reasons for doing so.
ST. LOUIS MILLING CO., St. Louis, Michigan

Printing for Produce Dealers

Woman's World

How We Treat Children With Unconscious Cruelty.

The other day a 13-year-old boy in New York committed suicide because, as he pathetically said, "They are trying to make a girl of me." He wanted to run and play and fight like other lads of his age and his mother kept him mewed at home, with soft white hands and flabby muscles, practicing on the piano and stitching on art embroidery.

This case is an unusual and, perhaps, an abnormal one, but it calls attention to the sufferings which even the kindest parents only too often inflict upon their children. In this particular instance no cruelty was meant. On the contrary, the boy's mother was said to be devoted to him, and in keeping him tied to her apron string she was simply doing her misguided best to prevent him from becoming like the rude, rough, boisterous youngsters all about her. Her mistake was in failing to look at the matter from the boy's point of view—in not realizing his natural longing for the sports and pleasures of his age and, above all, in not appreciating his exquisite sufferings at being dubbed a "sissy" by his mates.

When American parents err in the treatment of their children it is generally on the side of over-tenderness,

and yet it not infrequently happens that we are most cruel where we would be most kind, simply through our ignorance of childish ideals, and our lack of understanding of a child's morbid self-consciousness. If it is true that men are children of a larger growth, it is equally true that children are men with intensified egotism and vanity and prejudices, and an acute power of suffering that no adult possesses. Indeed, it is one of the consolations of age that as we grow older the disappointments of life have less and less power to distress us, and we grow a mental and moral epidermis off of which the criticisms of our fellows glance as harmlessly as an arrow off of the back of a rhinoceros.

The child can not do this. He lacks perspective, and can not see beyond the present moment. For him the trivial disappointment of the hour is a tragedy that blots out all the sunshine of his future, nor has he the scales of experience in which to weigh the opinions of others, and so the silly jeers and taunts of his mates become for him shame and disgrace, instead of being the crackling of thorns under a pot that a grown person is too absorbed to notice.

Because we are too dull to appreciate this we deal many a cruel blow at our defenseless little ones. Take, for instance, the matter of children's clothes. Few mothers escape the mania of attempting, at some time or other, to dress their children picturesquely. There is nothing on earth that children so dread and hate

as being peculiar, and the suffering undergone by hordes of little boys whose adoring mammas rigged them up in velvet and lace, with dangling red sashes tied about their little tummies and stringy curls hanging down their backs a la Little Lord Fauntleroy, would make a second book of martyrs if put in print, while as for the agonies endured by little girls forced to wear their hair docked like a cab-horse because their mothers were suffering from a course of lectures about Sir Peter Lely, the less said the better.

Nor is this all. It is absurd enough, heaven knows, for mothers to work off their half-baked artistic theories in landscape gardens on their children's hair and clothes, but it is not so serious as when they deliberately sacrifice the child's health and comfort to some prevailing mode. A notable instance of this and one that deserves the attention of the Society for the Prevention of Cruelty to Children is turning children out bare-legged to face the rigors of winter and the mosquitoes of summer, with absolutely no protection in the way of stockings. Any day during the cold weather you may see mothers out, with heavy skirts and flannel petticoats protecting their limbs from the icy blasts, while at their sides toddle helpless little children, their poor little naked legs covered with goose flesh and offering an invitation to rheumatism, pneumonia and every deadly disease, while as for the summer season, there probably is not a fashionably dressed

child in Michigan who has not been offered up as a living sacrifice to the mosquitoes by his mother, and who could not draw a pension on his poor little legs.

The horror that children have of looking peculiar and being dressed differently from other children is both grotesquely amusing and pathetic. I know a distinguished naval officer, who has done many a gallant and heroic deed, but who, when asked to relate the bravest action of his life and the one that required the most clean courage, invariably replies that it was facing his schoolmates the next morning after his mother cut his hair, which she did by the simple process of turning a bowl over his head and hacking to the line. Another friend of mine, a woman now famous and noted for her beautiful dressing, still relates with tears her agony when, as a little girl, her mother, a practical, thrifty and unimaginative woman, forced her to wear heavy copper-toed shoes, when all the other little girls had lovely buttoned boots. These cases are cited as being typical of the mortifications that children are unconsciously made to suffer at the hands of grown people, who would not think for a moment of inflicting such pain if they realized how the little one felt.

It is precisely because no grown-up person does feel this way that we are unintentionally cruel. The grown-up man would not let the cut of his hair make him miserable. He would know that his personality was what counted, and not his barber. Above

You Can't Get Around This Fact

365,000 merchants have bought National Cash Registers. Not one bought as a favor to us. We had to prove to every man that our system would increase his profits.

We can prove the same thing to you if you will give us a chance.

The stores of the users of our registers, if placed side by side, would make a continuous line straight across the United States from New York beyond the Rocky Mountains.

When 365,000 merchants, all engaged as you are in the retail trade, testify that National Cash Registers have increased their profits, can you afford not to look into the matter? We do not ask you to buy a "National." We ask you merely to investigate them.

Cut off and mail the attached coupon, and we will send you some attractive booklets that will give you an idea of what our registers will do and what they cost.

I am interested in your new Cash and Credit System. Please send me a copy of your book, "No More Bookkeeping Drudgery," as per ad in MICHIGAN TRADESMAN.

Name _____
Mail Address _____

National Cash Register Company
Dayton, Ohio

all, he would be supremely indifferent to the jeers of the fools who made such a trivial matter the subject of their mirth. The grown woman knows that the world is too selfish and too self-absorbed to take even a casual notice of her feet, although they were as beautiful as Trilby's, or as sizable as a Chicago belle's, but children lack this philosophy. They themselves occupy the whole of their horizons, and they imagine that the eyes of their little world are focused upon them, and only the man or woman who is openly disgraced ever knows the acute misery of shame that a child feels in being made to wear something that makes it look peculiar.

A great many fathers and mothers think that they are strengthening a child's character by forcing it to go through this ordeal, but this is a mistake. If the child is of a highly sensitive temperament, it merely makes it morbid, and at the best and worst it inflicts a needless amount of suffering, for as we grow older we learn to regard with different eyes dress and the opinions of others, but none of us ever outgrow the wounds that were dealt our little childish hearts. So, when it is possible, children's whims and prejudices, no matter how foolish and unreasonable they seem to grown people, should be respected.

Another place where we are unconsciously cruel to children is in discussing their faults and defects before their faces. In this we are far more brutal than we are to grown people, for when we criticise our adult acquaintances we at least have the decency to wait until they get out of earshot. We should not dream of saying to Mrs. Smith that she was good, but homely, or to Mr. Jones that he was ridiculously dwarfish, or to Mr. Brown that he was dull and stupid, but we think nothing of saying that Jennie is a nice child, but she is ugly, or that we fear that Johnny will always be undersized, or that we do not know what we will do with Tommy, who is so backward at school.

The children say nothing, as they listen to our cruel criticism, although Jennie's eyes fill up with tears, and Johnny flushes up to the roots of his sandy hair, and Tommy shuffles from one foot to the other, and we do not stop to realize what a cowardly and ing a little, helpless child, to whom admiration fame, and our disapproval our word is law, our approbation and mean thing we have done in wound-disgrace. It is a solemn truth that should fill us with shame and remorse that every day of our lives we heap insults on children that we simply would not dare to offer to a person of our own size. Children are powerless to resent them, but they feel them and know them for dastardly injustice, and there is probably no grown person who has not some bitter memory of having been gratuitously and wantonly held up for ridicule as a child, and to having been forced to make a Roman holiday for the mirth of his elders.

It is, of course, necessary to tell

children of their faults and to recognize their defects, in order that they may be corrected, but there is absolutely no excuse to do this in such a way as to publicly mortify. Those of us who as children were continually told that we were ugly, or had bad dispositions or were awkward, well remember the sullen feeling of hopeless anger it engendered, and we know that the unconscious cruelty of always holding our faults before our eyes and other people's eyes permeated our entire characters with the dye of blemishes that might otherwise have been eliminated. There is nothing to which children are more alive than to justice. They are also innately chivalrous, and there are few, if they feel that you are treating them honestly and fairly and squarely and with the consideration that you would show any other lady or gentleman, who will not respond in kind. Half the time, when children are disagreeable and disobedient and bad they are merely trying to revenge themselves in their blundering

little way for our injustice to them.

Still another unconscious, bitter cruelty we display too often to children is the reckless way in which we make promises to them that we never intend to fulfill. "Be good," we say, "and I will bring you a milk white pony or a doll that talks or a gun or dog." And then we go our way and never think of it again. Not so the child. For days and days the wistful little face is pressed against the windowpane with anxious eyes, keeping watch for the gift that never comes, and tender little mouths quiver with disappointment as the time goes by and hope fades into doubt and doubt into despair. All of the agony of blighted hopes and cruel disappointments that the strongest man may fear, who sees his heart's desire snatched from him, the child undergoes. Nay, more. For the man has many desires, the child but one, and thus to raise it to the pinnacle of anticipation only to dash it down is a wanton, ruthless, needless cruelty that is nothing less than a crime.

When we look at a child and see how helpless it is in our hands; when we realize that our smiles makes its sunshine, and our frowns its night; when we think how little we understand of a child's thoughts, ambitions and desires, we may well go softly lest we wound where we would cherish and hurt where we would be most tender. For well has it been said that it were better that one should tie a millstone about his neck and cast himself into the sea than to offend the least of these little ones.

Dorothy Dix.

Natural Deduction.

Wife (reading)—Here's an account of a man who was shot by a burglar, but his life was saved by the bullet striking a button on his coat.

Husband—He was a lucky bachelor.

Wife—How do you know he was a bachelor?

Husband—Didn't you just say the button was on his coat?

Hot Buckwheat Cakes

With sausage and gravy. Isn't that compensation enough for crawling out of a warm bed on a cold morning?

Blessings on the head of the man who first discovered them—he knew what real breakfast food is.

Good old fashioned buckwheat flour is again coming to the front and the breakfast food fad is dying—for the winter, anyway. This is the time of year when the average man prefers good hot buckwheat cakes.

There's nothing like them for making a man feel warm, comfortable and well fed on a cold morning.

We have the buckwheat.

It has the real, genuine buckwheat flavor. It makes rich, brown cakes—not the white livered, pale, pasty things which never saw real buckwheat—but the brown colored, luscious kind that mother made when we were boys.

We put it up in 5, 10, 12½ and 25 pound sacks so you can easily hand out any quantity a customer wants.

It sells like "hot cakes" and now is the time to push your buckwheat sales. You have no idea how much you can sell if you put a little ginger into your selling campaign.

Let us have an order **NOW**.

Valley City Milling Co.
Grand Rapids, Mich.

WEATHER WISDOM.

Various Trustworthy Indications Preserved in Folklore.

Whatever the Government weather forecaster may say, the average, every day, commonplace citizen persists in having opinions of his own in regard to weather. He has his own set of signals to foretell storm or fair weather, and as a general thing he acquired this knowledge in his youth. He watches the steam from the escape-ment at the top of a neighboring apartment house, just as he was wont to stare at the blue wood smoke of his village home, and he draws the same conclusions from the way it rises or falls as he did then.

In much the same way the language of the American is filled with weather sayings and legends which had their origin in foreign lands and distant ages. At the time they were first uttered they were doubtless true. Some wise man had watched nature closely, and uttered an observation, which met with such general acceptance that it became a proverb. He may not have known the cause or the reason of the phenomenon, but no matter. A guide proves just as able to lead a man out of the woods even if that guide's birthplace and pedigree are unknown.

With travel from one land to another, however, weather traditions are apt to lose their truthfulness. The wise utterance of a Hindoo who can foretell the coming of a monsoon is not likely to help the American in determining whether it will snow or rain on Thanksgiving Day. Nevertheless, the Yankee has Indian sayings, intermingled with traditions that have sprung up along the New England coast; and many of them are as misleading as they are distant from their native land. There are also weather proverbs which have crept into the languages of all Christian nations from the Bible, and which, although true to the eastern end of the Mediterranean, will hardly prove accurate rules for the weather bureaus of London and Washington. Nevertheless, there are many Biblical sayings which are as true here as in Palestine. Here is one for example: "When it is evening, ye say it will be foul weather, for the sky is red; and in the morning it will be foul weather to-day; for the sky is red and lowering."—Matthew xvi., 2-3.

For the purpose of separating the true from the untrue weather sayings, the United States Government officials have recently made a comprehensive investigation of English weather lore, and have published the traditions which may be of truthful guidance to an American. They have raked over the whole language and separated the wheat from the chaff. In addition they have printed laws which they themselves have enacted to govern their predictions. The work has been done under the supervision of Edward B. Garriott, professor of meteorology, and Willis L. Moore, Chief of the United States Weather Bureau.

The following proverbs, for example, are given to show how one may

predict a change in weather by the action of the atmosphere on various things:

When walls are unusually damp, rain is expected.

Horses sweating in the stable is a sign of rain.

Doors and windows are hard to shut in damp weather.

Flies sting and are more troublesome than usual when the humidity increases before rain.

Sailors note the tightening of the cordage on ships as a sign of coming rain.

Sensitive plants contract their leaves and blossoms when the humidity increases.

A piece of seaweed hung up will become damp previous to rain.

A lump of hemp acts as a good hygrometer, and prognosticates rain when it is damp.

Tobacco becomes moist preceding rain.

When rheumatic people complain of more than ordinary pains it will probably rain.

When the locks turn damp in the scalphouse surely it will rain.—American Indians.

If corns, wounds and sores itch or ache more than usual rain is likely to fall shortly.

When matting on the floor is shrinking, dry weather may be expected. When matting expands, expect wet weather.

Ropes shorten with an increase of humidity.

Ropes being difficult to untwist indicate rain.

Quarries of stone and slate indicate rain by a moist exudation from the stones.

Salt increases in weight before rain.

A farmer's wife says when her cheese salt is soft it will rain; when getting dry fair weather may be expected.

If metal plates and dishes sweat it is a sign of bad weather.—Pliny.

Three foggy or misty mornings indicate rain.—Oregon.

A rising fog indicates fair weather; if the fog settles down expect rain.

Fog from seaward, fair weather; fog from landward, rain.—New England.

Hoarfrost indicates rain.

Heavy frosts bring heavy rain; no frosts, no rain.—California.

The larger the halo about the moon the nearer the rain clouds and the sooner the rain may be expected.

When the perfume of flowers is unusually perceptible rain may be expected.

When the mountain moss is soft and limpid expect rain. When mountain moss is dry and brittle expect clear weather.

Sunflower raising its head indicates rain.

Rainbow in morning shows that shower is west of us, and that we will probably get it. Rainbow in the evening shows that shower is east of us and is passing off.

Snakes expose themselves on the approach of rain.

In dry weather, when creeks and springs that have gone dry become

moist, or, as we say, begin to sweat, it indicates approaching rain. Many springs that have gone dry will give a good flow of water just before rain.—J. E. Walter, Kansas.

Drains, ditches and dunghills are more offensive before rain.

Floors saturated with oil become very damp just before rain.

Guitar strings shorten before rain.

Human hair (red) curls and kinks at the approach of a storm, and straightens after the storm.

Lamp wicks crackle, candles burn dim, soot falls down, smoke descends, walls and pavements are damp, and disagreeable odors arise from ditches and gutters before rain.

Pipes for smoking tobacco become indicative of the state of the air.

When the scent is longer retained than usual and seems denser and more powerful, it often forebodes a storm.

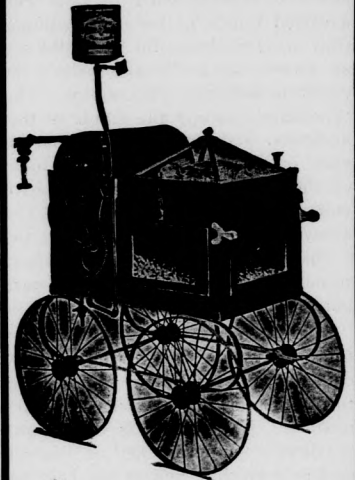
Soap covered with moisture indicates bad weather.

It has long been known that animals are able to foretell storm or fair weather with an instinct practically unknown to man. Many sayings are based on the actions of beasts, birds, fish and insects, and here are a few which the Washington weather prophets regard as true:

Dogs making holes in the ground, eating grass in the morning, or refusing meat, are said to indicate coming rain.—Colonel Dunwoody.

All shepherds agree in saying that before a storm comes sheep become frisky, leap and butt or "box" each other.—Folklore Journal.

When horses and cattle stretch out

Little Gem
Peanut Roaster

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

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

Kingery Manufacturing Co.,

131 E. Pearl Street,
Cincinnati, Ohio

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.

their necks and sniff the air it will rain.

Horses, as well as other domestic animals, foretell the coming of rain by starting more than ordinary and appearing in other respects restless and uneasy.

Hogs crying and running unquietly up and down with hay or litter in their mouths foreshadow a storm to be near at hand.—Thomas Willsford.

Kine, when they assemble at one end of a field with their tails to windward, often indicate rain or wind.

When birds of long flight hang about home, expect a storm.

Migratory birds fly South from cold and North from warm weather. When a severe cyclone is near, they become puzzled and fly in circles, dart into the air, and can easily be decoyed.—North Carolina.

When birds cease to sing, rain and thunder will probably occur.

Birds and fowls oiling feathers indicate rain.

If fowls roll in the dust or sand, rain is near at hand.

Bats flying late in the evening indicate fair weather. Bats who squeak flying tell of rain to-morrow.

If cocks crow late and early, clapping their wings occasionally, rain is expected.

Chickens, when they pick up small stones and pebbles and are more noisy than usual, afford, according to Aratus, a sign of rain.

When chimney swallows circle and call, they speak of rain.

When cranes make a great noise or scream, expect rain.

One crow flying alone is a sign of foul weather, but if crows fly in pairs expect fine weather.

If crows make much noise and fly round and round, expect rain.

Wild geese flying past large bodies of water indicate a change of weather.

Guinea fowls squall more than usual before rain.

Clamorous as a parrot against rain.—Shakespeare.

Parrots whistling indicate rain.

Gulls will soar aloft, and, circling around, utter shrill cries before a storm.

When herons fly up and down, as if in doubt where to rest, expect rain.

Martens fly low before and during rain.

When fish bite readily and swim near the surface, rain may be expected.

Fishes in general, both in salt and fresh waters, are observed to sport most and bite more eagerly before rain than at any other time.

Blackfish in schools indicate an approaching gale.

Air bubbles over clam beds indicate rain.

When pike lie on the bed of a stream quietly, expect rain or wind.

Trout jump and herring schools move rapidly before rain.

The appearance of a great number of fish on the west coast of the Gulf of Mexico indicates bad weather and easterly winds.

A bee was never caught in a shower.

When ants are situated on low

ground, their migration may be taken as an indication of approaching heavy rains.

Expect stormy weather when ants travel in lines, and fair weather when they scatter.

Ants are very busy, gnats bite, crickets are lively, spiders come out of their nests and flies gather in houses just before rain.

If spiders are indolent, rain generally soon follows. Their activity during rain is proof of its short duration.

When flies congregate in swarms, rain follows soon.

When flies bite greedily, expect rain.

Spiders strengthening the webs indicates rain.

If garden spiders forsake the cobwebs, rain is at hand.

Plants are also better weather prophets than men. In the following various ways they show their wisdom:

The odor of flowers is more apparent just before a shower (when the air is moist) than at any other time.

Cottonwood and quaking asp trees turn up their leaves before rain.

When the leaves of the sugar maple tree are turned upside down, expect rain.

The convolvulus folds up its petals at the approach of rain.

Before rain the leaves of the lime, sycamore, plane and poplar trees show a great deal more of their under surface when trembling in the wind.

Clover leaves turned up so as to show light under side indicate approaching rain.

Corn fodder dry and crisp indicates fair weather, but damp and limp, rain. It is very sensitive to hygrometric changes.

When the pink-eyed pimpernel closes in the daytime, it is a sign of rain.

Milkweed closing at night indicates rain.

Mushrooms and toadstools are numerous before rain.

Trees grow dark before a storm.

When the leaves of trees curl, with the wind from the south, it indicates rain.

The sun, moon and stars indicate impending weather changes only so far as their appearance is affected by existing atmospheric conditions. Here are a few examples:

When the sun sets unhappily (with a hazy, veiled face), then will the morning be angry with wind, storm and sand.—Zuni Indians.

The circle of the moon never filled a pond; the circle of the sun wets a shepherd. If the full moon rises clear, expect fine weather.

A lunar halo indicates rain, and the larger the halo, the sooner the rain may be expected.

A large ring around the moon and low clouds indicate rain in twenty-four hours; a small ring and high clouds, rain in several days.

The moon with a circle brings water in her beak.

The moon, if in house be, cloud it will, rain soon will come.—Zuni Indians.

If the full moon rise pale, expect rain.

When the moon rises red and appears large, with clouds, expect rain in twelve hours.

When the moon is darkest near the horizon expect rain.

When the stars flicker in a dark background rain or snow follows soon.

Before the rising of a wind the lesser stars are not visible even on a clear night.—Pliny, XVIII., 80.

When the sky seems very full of stars expect rain, or, in winter, frost.

Excessive twinkling of stars indicates heavy dews, rain or snow, or stormy weather in the near future.

The Value of Everlastingness.

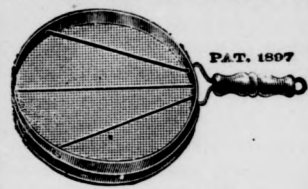
The man who sticks to one subject until he has made an impression may be monotonous and often tiresome, but he usually makes the impression that he desires to make, and in the end convinces others. The boy, in the poem, which is such a favorite with after-dinner elocutionists, had nothing to say but "Excelsior," and kept right at it until he arrived. Possibly in these days he would say "Ostermoor" instead of "Excelsior." It all comes to the same thing.

Still Complaining.

"It is pleasant to observe how considerate women are in the theater, now. They always take off their hats."

"Yes," answered the man who is never satisfied, "but most of them take care to pile their hair so high that you can't see past them anyhow."

A GOOD SELLER



Gas Toaster Pat. 1897 **25c**

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

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

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

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

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

Box Fruit Gaining on the Sack Sort.

Changes toward the better in grocery methods are the cause of a largely increased demand for dried fruit in twenty-five pound boxes. The amount sold in bags is still large, but nearly every section of the country reports that the box is gaining.

The old plan of handling prunes, for instance, was to buy a big barrel or hogshead. Later this was reduced to sacks from seventy to ninety pounds each. In the meantime have come the twenty-five, fifty and eighty pound boxes.

The grocer of to-day is a better grocer than the grocer of twenty years ago, notwithstanding the oft-repeated argument that things are not as good as they used to be. The grocer to-day is paying attention to display and cleanliness in his store. He endeavors to make his stock inviting.

Dried fruit in sacks is cheaper by one-half cent per pound than fruit in twenty-five pound boxes, owing to the cost of the packages. But dried fruit in sacks is far from being an inviting article. It may do for the threshing crew or the boarding house, but the desirable trade, the trade which comes from the home, is not partial to it.

Nothing makes a nicer display or appeals to the trade more in a retail grocery store than a well kept line of dried fruits in twenty-five pound boxes. Covered with glass and handled only with clean scoops, it sells itself. The purchaser is given a much different impression than when he sees the same kind of fruit coming from a sack or an old bin, the recesses of which he has little knowledge.

Dried fruit in twenty-five pound boxes is always a fresher and better article because the retailer buys less at a time than when he buys in sacks. It is not stored away in the back room for months, collecting dirt and grime. In short, it makes the retailer or better satisfied with himself and his business than when he is sending out poorly kept sack fruit which he has not had time to clean.—Commercial Bulletin.

Propagation of Oysters by Natural Causes.

The Canadian Department of Fisheries has adopted a plan, devised by one of the leading packers of Nova Scotia, for the propagation of lobsters by natural causes. For the purposes of experiment a large pound was constructed at Fourchu on the Cape Breton coast, enclosing an area of 65,000 square feet of ocean, which gives a suitable environment. The seed lobsters were bought from the fishermen at a price in advance of what they would bring were they sold for canning purposes.

As described recently in a transcript of the department report, these seed lobsters, with their eggs attached, were placed in the pound and kept there during the months of May, June and July, while the fishing operations were going on. At the close of the season, when the traps were all ashore, the lobsters, whose eggs at this time were within a few days of being hatched into young fry, were

liberated along the coast to hatch their eggs in a natural way. At least 500,000,000 eggs were thus saved, which, under the conditions heretofore prevailing, would have been destroyed. If only 2 per cent. of these eggs mature, 10,000,000 lobsters will be added to the lobster grounds of Cape Breton, against a total of 7,000,000 taken during the season. The pounds have been built at a cost of about \$5,000. They are surrounded by strongly built breastworks of logs and spruce. On the eastern, or ocean, side the breastworks are about three feet above high water mark. The piers are fifteen feet high and 165 feet long on the eastern side. On the western side the breastwork is above the high water level, and is surrounded by woven wire. The northern side is about the same. On the southern side is the seashore. The pound is divided into three sections, the partitions consisting of strongly built piers and wire netting of a two-inch mesh. The bottom of the pound consists of sand, gravel and rock. At spring tide there are eight to ten feet of water in the pounds at high, and from three to five feet at low water. The apertures at the sides of the pounds are 1½ to 2 inches wide, and through these a continuous supply of pure salt water ebbs and flows from the ocean.

The lobsters are fed on herring, which are cut into small pieces about an inch square, and are thrown into the pound every third day. Seaweed and kelp are also thrown into the pound at intervals, and are much relished by the lobsters. Perfect cleanliness is absolutely necessary, together with pure salt water, for the successful impounding of the lobsters. Every day during the season the dead lobsters are removed. The average of dead for the season was as follows, monthly: May 2¼ per cent., June 3½ per cent., July 4 per cent. The lobsters were distributed along the coast of Richmond, Cape Breton and Victoria counties. The condition of the lobsters at the time that they were liberated could not be improved on.

Good Crop of California Olives.

The 1903 crop of California olives is a liberal one, and over 200,000 gallons of oil will be made in Southern California alone. In Central and Northern California there will be a liberal output, upon which we have been unable to secure figures. In the San Joaquin and Sacramento Valleys there are several makers of oil. The crop for 1902 was very light, and practically a failure in Southern California. This was all for the best, because the crop of 1901 had been up to the maximum with an output of over 190,000 gallons from Southern California alone. This 1901 oil has been pretty well sold out, especially by the firms who have advertised extensively.

At the Church Door.

Jennie—Come and sit in my pew this morning.

Anna—I can't. My hat isn't trimmed for that side of the church.

A woman does not necessarily love the man she admires.

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
P O T A T O E S
in carlots. Write or telephone us.
H. ELMER MOSELEY & CO.
GRAND RAPIDS, MICH.

WHOLESALE

OYSTERS

CAN OR BULK

DETIENTHALER MARKET, 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.

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.

SALT SENSE

You're wise, Mr. Grocer, if yours is a "quality" store—but don't stop there—make it a *satisfactory* store.

Take salt, for instance.

Table salt is the best kind of salt—for the table, but not for butter making.

In the dairy a coarse, dry, readily soluble salt is necessary. When a salt man begins talking quality to you, ask him *how about results*.

Diamond Crystal Salt—the *Salt that's ALL Salt*, is second to none in quality—it is absolutely clean and pure; but it is more important that *no* salt, quantity for quantity, makes such good butter. It is used in a majority of our largest creameries, and—they *know*.

If you are anxious to get "the cent above" the market on the butter you sell, try the expedient of selling *the Salt that's ALL Salt* to your trade.

Write for information about our popular ¼ bushel (14 lb.) sack of Butter Salt which retails at 25c.

DIAMOND CRYSTAL SALT COMPANY,
St. Clair, Mich.

TWO CLASSES.

Comparison of the Stand-Stills and the Go-Aheads.

I have recently had an opportunity to study a score of young men in a single office filling positions on about the same plane, and they resolve themselves readily into two classes—the stand-stills and the go-aheads. The stand-stills have a comparatively easy time of it. Each does his allotted task, has time to discuss the last bowling match, the smallpox scare and to read the morning paper under the edge of his desk when the department chief is busy elsewhere, and quit promptly on time, evidently satisfied to begin again in the morning where they left off the night before, and to see a succession of similar days stretch endlessly before them. The other and the smaller class are restless, eager, unsatisfied, trying to get to the bottom of things and understand the why as well as the how, and stretching forth their hands for new work and more of it that they may fit themselves for a place a little higher up in the ranks.

Talk with the men of both classes and there is not much difference to be noted. The stand-stills have their ambitions, just as the go-aheads have, but they are content to wait for the fruition of their hopes to come to them—sometime. The go-aheads, on the contrary, set about making their future and trying to bring about today the things they want to come to pass.

There is more fault found with the work of the go-aheads than with that of their slower brothers, for it is they who are entrusted with the different tasks, and those requiring pluck and independent thought; and they have as a part of their reward the knowledge that they are the ones to whom hard work can be entrusted, and that each achievement makes them the better able to do still greater things.

A short time ago I was favored with a chance to study the history of a large manufacturing concern, and I found there, in the same sharp contrast, the stand-stills and the go-aheads in charge of rival institutions. I learned how one little go-ahead concern thrived and grew against the active opposition of its larger competitors, and how it rapidly outstripped them and is to-day the only one left of all the number that were in the race four decades ago, and with the same aggressive and progressive spirit considers what most men would be glad to call a finished work as the mere foundation for a tremendous growth to come.

A yesterday foretells a to-morrow, and in the history of the past we may read the history of the future. I have no doubt that through some of the go-aheads I have recently seen there will arise big enterprises, and that the time will come when the same stand-stills will be working under these go-aheads and wondering why.

It pays a young man to push ahead—and push hard. Even if there seems no opening ahead of him, if he will demonstrate his fitness for better

things the chances are more than even that those above him will make an opening for him. Very often the heads of houses and leaders in their policy have plans they can not put into execution for lack of the proper man to carry them out. It is the head of the progressive house who needs men faster than they present themselves, and will sooner or later give every worthy applicant for advancement a chance to show his worth.

If you will look carefully at the men about you who are forging ahead of their associates, you will find that the main difference is just the ardent desire to get ahead. One man will hesitate to attempt something untried while another no better fitted will step forward and achieve a triumph. The man who didn't dare can point out the mistakes and show how much better it could have been done and tell what a dreadful mistake it was to let that particular man do the work, but it has been done and the doer has forged ahead by just the measure of his deed. He is ready for another task, and if it presents the same problems as his old it will be better done. If it is entirely new and untried, there will doubtless be new blunders for stand-still to point out and exclaim over, but the mark will have been set still a little farther ahead.

Has it ever occurred to you when you go to the man ahead of you for orders and advice that the problems you are asking him to solve are just as new to him as they are to you, and that if you only thought so you could work them out yourself instead of troubling him and earn his gratitude and confidence. I will warrant if you go to him half a dozen times in a day about the petty details of some work he has entrusted to you that when he sums up the day's work and its cares and annoyances he will count as one of his chief troubles the frittering away of his energy over unworthy trifles you and others have thrust upon him. He, himself, is a go-ahead, and of all the maddening, worrying, hindering things such a man has to deal with is the employe who has to be pushed from step to step in his work, unable or unwilling to grasp the general idea of a plan of action and use his own judgment and common sense for the determining of methods.

The greatest moving force in the forming of character and careers is—habit. There is such a thing as a habit of assuming responsibility, by which a man comes to look upon any new endeavor or untried plan as his legitimate work, and to seek it; to work out new ideas and plans and something in his "line" to do, and to enthusiastically further projects that may be entrusted to him. If his judgment is good, he will succeed in large measure. If it is not he will come to grief early in his career, and it is then time enough for him to fall back into the ranks of the stand-stills. But it is much better for him to essay great things and fail than never to have tried at all.

It is said every walk of life is overcrowded and that the young man of to-day has no show. The

very opposite is true. There never were so many and such glowing opportunities for success, nor could men rise as high. It is a great thing to have ability. It is equally important to have the go-ahead faculty that will ensure a fair chance to that ability. Better plenty of push and a fair ability than more ability and a lack of ambition to make it manifest.

Man in the Corner.

Never Served It Before.

The Chicago Chronicle relates the experience of "a short little woman and her tall husband," who went to a down-town restaurant for dinner: "Will you have oysters?" asked the man, glancing over the bill of fare.

"Yes," said the short little woman, as she tried in vain to touch her toes to the floor. "And, John, I want a hassock."

John nodded, and as he handed his order to the waiter he said: "Yes, and bring a hassock for the lady."

"One hassock?" asked the waiter, with what John thought more than ordinary interest, as he nodded in the affirmative. Still the waiter did not go, but brushed the tablecloth with a towel and rearranged the articles on it several times, while his face got very red.

Then he came round to John's side, and, speaking sotto voce, said: "Say, mister, I haven't ben here long, and I'm not on to all these things. Will the lady have the hassock broiled or fried?"

Time is almost as important a factor as space in advertising.

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.**

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.

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.

Every Cake



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

Fleischmann & Co.,

Detroit Office, 111 W. Larned St.

Grand Rapids Office, 29 Crescent Ave.

How a Good-Natured Little Milliner Made a Sale.

Written for the Tradesman.

There is a dear little brown wren of a girl employed in a store which deals exclusively in certain articles of feminine attire. I call her a little brown wren because, somehow, she reminds me of that species of the feathered tribe. Almost all people, to me, take on the characteristics of some animal, or mayhap a flower. We're not so very distant in our relation to the other animals and the vegetable creation after all. Wild animals have their loves and hates, their friendships and jealousies, and the eternal looking out for Number One—are we different? Every leaf that flutters to the wind loves the sunshine for a brief space and then dies—are not we the same? It seems to me as if every animal or flower that ever lives has a soul.

Well, this little brown wren has a soul, at any rate. It is such a pleasure to meet her. Short in stature she always looks up at you with a merry little smile. And the smile not only plays around the corners of her mouth—her eyes, as well, speak of a heart at peace with all mankind. When you are not with her, and the picture of her comes up before your mental vision, the thought of her is of one always smiling; and yet not a silly, simpering smile, but exactly the smile of good nature, of bonhomie.

Did you ever stop to think what the cheery smile of a clerk in any store means to its customers? A pleasant smile is good for the worst kind of sore eyes! Actually, I have seen the cockles of some miserly old person's heart warm up to that degree that they would buy and buy and buy where that was the last thing they intended doing when they entered the store.

I have in mind a case in point.

There's a stingy old woman I know—I am sorry to say—who lives in one of the small towns on the line of the Interurban between here and Muskegon. Semi-annually she invades Grand Rapids on a shopping tour. She is a widow—a rich old farmer's "relict." If you knew her you would be inclined to leave off the "t" from the above quote, for she has no more style to her than a last year's birdnest. For a number of years it fell to my unhappy lot to accompany her relictship—relictship—on these twice-a-year invasions of the shopping quarters, and woe be me on those dreaded occasions. One of my trials lay in the fact that she will persist in carrying her purse in her petticoat pocket, and it is as hard to get at as it is for her to give up her hoarded specie after it is rescued from its hiding place. I never could understand this penchant that so many old ladies have for carrying their money muffled up in some inaccessible portion of their construction. I s'pose it's the fear of pick-pockets or of other separation from their filthy lucre, but the habit often gives rise to very amusing contre-temps.

The little brown wren was the last to wait on us for a bonnet for the

relic—we might as well call her that for short and stick a capital R on her!

"Now, sir," began the Relic, when we started out on this particular rumaging expedition, "I'm not goin' to spend much money on no bunnit. You needn't think I'm goin' to pay no price for this here head coverin' that I'm agettin'. I didn't come all the way from Berlin to make Grand Rapids rich! I'm here, young man, to git a nice bunnit—cheap! So you needn't waltz me to no expensive emporiums, as you call 'em—I ain't a goin' to spend no great amount o' money on your citified millinery shops. Now, you begin at one end of the street and take me the hull length of it, and ef I find what suits me as to price and all I'll take it. If I don't, shet goes my pocket-book. Now, you remember what I say," was her admonishment.

When we reached the store where the little brown wren fits headgear onto the devoted craniums of the ladies, I had dragged the Relic to—and through—every establishment of the sort on the street that made any pretensions to "being anybody." Bonnets big and bonnets little, bonnets gay and bonnets sober, had perched on the Relic's ugly, wiry old topknot, until said topknot looked "every way for Sunday." You know there's nothing more demoralizing to the appearance of a woman's locks than a tussle with the productions of the milliner's fair hand—unless it be the siege she undergoes when she resigns herself to the tender mercies of the fiend who puts gold in her teeth and takes it out of her pocket-book!

Nothing seemed to suit the Relic. Either she couldn't or wouldn't be pleased, and so we had come, as the last one on the list, to the store where blithely chirps the little brown wren.

"Show me some hats!" snapped out the Relic. "Show me some hats," she went on, dictatorially, "that hain't too big and hain't too little, and that hain't too bright and hain't too dark."

This was the first time the Relic had mentioned the word "hats"—it had all been "bunnits," "bunnits," "bunnits," whatever store we had entered. Perhaps if she had said "hats" in any of 'em, she might have found something to coincide with her fancy.

As luck would have it, the very first creation that touched the Relic's head, in this last store, became her to a T. Her features are so hard, so severe in outline, and her hair is such a homely shade and of such obstreperous tendencies, that you would think nothing short of a miracle could soften their extreme ugliness. But that hat was a revelation as to the possibilities that lie in the milliner's art. It actually made the hard features underneath its shadowing brim handsome.

"Take it off—take it off, I say!" she commanded the poor little wren, who seemed to shake in every feather at the unaccustomed harshness in a customer. "Don't you hear me say, 'Take it off?'"

"You do that hat up and I'll take it home with me," came the next astonishing order. "They don't know nuthin' in this here town," was the volunteered information. "They're all numbskulls. You're the first one I've seen that's got any sense in your brains. Young woman, I shall come to you for all my head duds after this, for I know you ken suit me."

After she had obeyed the Pooh Bah mandate, the little brown wren talked so sweetly to the Relic about hats in general, and this one in particular, that a certain footing was established between them. I shall always think, though, it was the lively smile that clinched the business.

This little episode happened three years ago, and the Relic has kept her word to the little brown wren. Twice a year, ever since, the latter has had a profitable visit from the former—and I have been as many times relieved of an anticipated unpleasant task. Your Uncle.

Successful.

"What's the matter with your finger, that you've got it in splints?"

"My oldest boy's ingenuity."

"How so?"

"He set a steel trap in his stocking to catch Santa Claus."

Hand in Hand



New Century Flour

Produces a profit and wins the confidence of every good house-keeper, as well as the dealer. Write for prices.

Caledonia Milling Co.
Caledonia, Mich.



PREPARED MUSTARD WITH HORSERADISH

Just What the People Want.

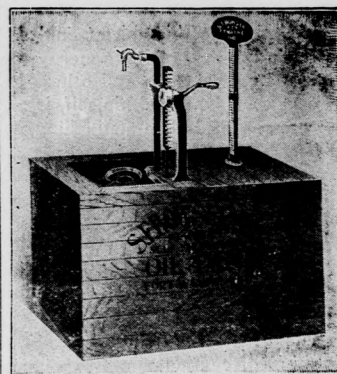
Good Profit; Quick Sales.

THOS. S. BEAUDOIN, Manufacturer

Write for prices

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

Economy Is Clear Gain



FIRST FLOOR OUTFIT.

Bowser Outfits

Are Built to Last.

THEY HAVE

All Metal Pumps
Dial Discharge Registers
Money Computers
Anti-Drip Nozzles
Float Indicators
Double Brass Valves
Double Plungers
Galvanized Steel Tanks
Handsomely Finished Cabinets
They Pump Accurate
Gallons, Half Gallons and Quarts

We Make FIFTY DIFFERENT STYLES
Send for Catalogue "M"

SO STOP WASTING TIME AND OIL

BY USING OLD OUT
OF DATE METHODS.
TURN YOUR PRESENT
LOSS INTO GAIN
BY INSTALLING THE

IMPROVED

BOWSER

SELF-MEASURING
AND COMPUTING

OIL OUTFIT

It Saves Oil

There is no evaporation; no leakage; no spilling or waste from dirty, "sloppy" measures; no over-measure, etc.

It Saves Time And Labor

There is no running up and down stairs or to the back room for oil; no oily cans to wipe or oily hands to wash. Pumps five gallons in less time than to pump one gallon in any other way.

Saves Oil Time Labor Money

S. F. BOWSER & CO.

FORT WAYNE, INDIANA

Some Requisites a City Sealer Should Possess.

Written for the Tradesman.

Just at the present time the business men of Sault Ste. Marie are wondering if they are soon to have their scales and measures examined by a municipal sealer of weights and measures, the same as is done in other cities throughout the country. In June, 1901, the city council passed an ordinance calling for the appointment of such an official, but the matter proceeded no farther. Political feeling stepped in and knocked the whole thing in the head. The worthy aldermen could not agree on a man for the position and so the matter was dropped, notwithstanding the fact that a majority of the people favored the idea. Within the past week, however, the matter has been brought up again and the newspapers have taken up the fight in the hope that the ordinance may become active in the near future.

The merchants of all classes are naturally eagerly watching the progress of the campaign, as its success or failure means much to them. It means that if such an official is appointed they will have to allow their scales and measures to be examined, and it is not too much to presume that in some instances a faulty situation will be discovered. Just at this time it is likely that an examination of scales would result in some interesting developments regarding the various kinds of scales in use in the city. In the light of the fact that a certain company of scale manufacturers have been advertising that their scale will make a 3 per cent. profit possible on goods sold at cost, it looks as if something would drop when the said scale comes under the eye of the official. It is manifestly impossible for a man to sell goods at cost and make a profit if he gives honest weight.

But right here is brought into play another argument: If the sealers of weights and measures throughout the country are doing their duty how is it that a fraudulent scale can be put on the market and sold successfully? It indicates that either the manufacturers have a proposition of unparalleled smoothness or that the city officials are drawing good money for doing nothing in behalf of the honest merchants and scale manufacturers throughout the country. It is alleged that these fraudulent scales make the profit from fractions, so the deficit in weight must be exceedingly small, perhaps so trifling that a man holding down a political job might not notice the missing 3 per cent. In the light of the wave of boodlism in public places that seems to be holding the boards at the present time, it would not be startling if one should discover that a lot of short weighing is being done right under the noses of the officials supposed to be drawing money for the purpose of putting a stop to a business that is being fostered by certain manufacturing concerns catering to the trade of the merchant.

One is led to believe that the average sealer of weights and measures is of little benefit to a community.

If he is, why is the short weight scale business not stopped? Evidently some of the more unscrupulous manufacturers have discovered that, in a great many instances at least, they have nothing to fear from this source and so they advertise this class of scales all over the country by means of circulars, which are mailed to merchants in every locality. Would a merchant purchase such a scale if the sealer of weights and measures were doing his whole duty? Hardly. He would know he would be detected; that his scales would be branded with disapproval so that all of his customers might see that they were not getting full value for their money.

But of course this is no argument against the principle of the law which requires that the scales and measures of dealers be examined. It simply indicates that more care should be taken in picking out men for the position—men who have something more to recommend them to the powers that be than the mere ability to swing the vote of a certain ward. It really looks as if politics, in a great many instances at least, is spoiling the work of a most commendable office.

A sealer of weights and measures who honestly looks after his department of city affairs is a friend to all honest dealers. He culls out the dishonest ones and holds them up to the view of the public so that it stands every man in hand to treat his customers with fairness, giving them a dollar's worth of goods for a dollar in money. The showing up of the fraud that exists here and there in mercantile circles adds to the prestige of the honest dealer, increases the confidence of the people in his honesty and naturally aids his business. There is nothing that benefits the honest man more than the unveiling of dishonesty. It gives him a firmer hold on the public and removes many of the obstacles that line his path.

But it looks as if the office of sealer of weights and measures can only be successful where it is removed from the clutches of the dominant party. It is but natural that if a man is appointed by a party he will be slow to show up any rescality on the part of those who placed him in office. This might not be so in all cases, but nearly always a man holding down a fat job is loath to offend those whom he considers his friends, even although he realizes that duty demands, in many instances, that he do so. The only apparent way to make such an office what it is intended to be is to take it out of the hands of the politicians. This is apparent from the condition of affairs in Sault Ste. Marie. More than two years have elapsed since the ordinance calling for the appointment of a sealer of weights and measures was passed. The people and honest business men favored the ordinance—in fact it was welcomed with open arms by the people at large—but it has amounted to nothing, simply because a few politicians

were by the ears and could not agree as to who should have the job.

This is all wrong and any right-minded man will admit it. It goes to show that when a man gets a position through political influence he will have a lot of friends to make good to, and that isn't the kind of official a city should have. The spoils system robs the people, not only of money but of privileges that are worth more than money. It places an official in a subservient position, where the crack of the party lash cuts deeper than the sting of the condemnation of the public. Justice demands that the sealer of weights and measures, no matter where the locality, shall be a man who has no friends to reward, no enemies to punish. It is a position dissimilar to others of municipal nature. The holder has to do with the business of every house in town. To a certain extent it is his duty to pass upon the honesty of the business men of the community. He is expected to protect the people against the greed of the grasping man who loves his occupation only for the money he gets out of it. The sealer of weights and measures should be more than a vote-getter. He should be a man of honesty and integrity, a man who holds his city above his party. He should be a man who can not be bought.

It is probable that during the next decade many such offices will be removed from the clutch of party manipulation. The present era of startling discoveries in public affairs all

over the country leads one to believe that a change is coming. Perhaps the press has made more of some situations than the occasion justified, but at any rate the people have been aroused and will probably pay more attention to public affairs in the future.

Raymond H. Merrill.

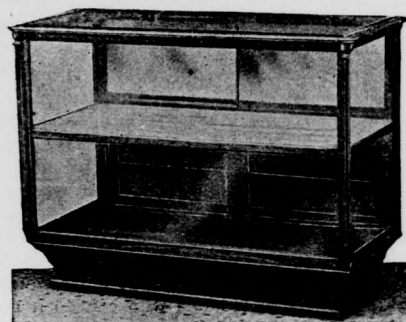
Wanted an Injunction Against a Cuts.

A remarkable cause for the issuing of an injunction was recently stated in an application in a town in Iowa last month. A firm of wholesale grocers asked that the court issue an injunction restraining a retail shoe dealer from selling a certain brand of coffee at less than the standard price. It seems that the shoe man was offering a pound of the coffee at five cents a pound with each shoe purchase. The wholesalers who controlled the brand refused to sell him the coffee, which was quite commendable, and he bought a supply of it at a retail grocery store. The jobbers then asked for the restraining order. It is extremely probable that this will be denied, as to prohibit any one from selling goods except at a certain price would be a direct blow at the rights of man.

The advice of friends is a good thing to listen to in matters of business, but it is a very sorry prop for one's support. "Each man builds his own house and lives in it." Success comes of self-reliance. No two friends will advise precisely alike as touching any one thing. He succeeds best who with ax in hand cuts his own way.

Grand Rapids Fixtures Co.

A
new
elegant
design
in
a
combination
Cigar
Case



Shipped
knocked
down.
Takes
first
class
freight
rate.

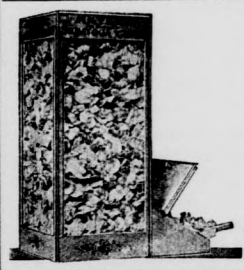
No. 36 Cigar Case.

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

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

MEYER'S RED SEAL BRAND SARATOGA CHIPS

Have a standard reputation for their superior quality over others.



MEYER'S Improved Show Case

made of metal and takes up counter room of only 10 1/4 inches front and 19 inches deep. Size of glass, 10x20 inches. The glass is put in on slides so it can be taken out to be cleaned or new one put in. SCOOP with every case. Parties that will use this case 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.

SIMPLE STATEMENTS.

Wild and Lurid Advertising Drives Trade Away.

The merchant who expects to get value from his advertising does not advertise impossible things. Yes, he did, once upon a time, and it worked all right, too. But the people nowadays have a general idea of how a business is conducted and they know that, when a merchant says, in a wilderness of type, that he is going to sell out his entire stock away below cost, he is going to do no such thing.

The man who resorts to "cheap" methods of advertising will soon be the proprietor of a "cheap" establishment.

A few inches of space, in a newspaper, containing a quiet, well-written statement of facts will be of ten fold more value than a page containing a howling, blatant announcement of some grand closing out sale.

After a merchant has "closed out" four or five times the people lose confidence in him. They also lose confidence in him when he poses as a public benefactor and for no apparent reason gives(?) them double value for their money. They know that such a thing is impossible.

Another method of advertising which in many cases is unfruitful is the handing of cards or bills to people passing by on the street. To satisfy myself as to the effectiveness of this mode of advertising I stood near a boy who was handing out cards advertising a certain shoe house. Out of fifteen people eight threw them to the ground without looking at them, two stuffed the cards in their pockets without giving them a glance and the other five, after carelessly glancing at them, threw them away. Out of all those fifteen people it is doubtful whether one could have told even the name of the store, much less what the card was about.

The old "one-fourth off sale" has also outlived its usefulness. The people are no longer attracted by its specious promises. Why is this? Because the American public, although they enjoy being fooled, desire a change, once in awhile, in the manner in which it is done.

No doubt a great many of these are bona fide sales, but the trouble is that many merchants overdo the matter. The first sale is all right—the goods are fine—the sale is a success. Not content with letting well enough alone, the enterprising(?) merchant must needs have another sale follow on the heels of the first. This time, not having the goods to mark down, he buys some especially for the occasion. But the goods are not satisfactory and the people lose confidence in that merchant and his sales. The whole scheme flashes in the pan.

Advertising on programs, score cards, etc., as a rule is a very unsatisfactory method, although out of five merchants interviewed on the subject three thought it a fair way of getting before the public.

The theater program is better than some others for this purpose. To be sure, a man at a theater, as a general

thing, is not thinking of buying goods, but, nevertheless, a well-worded, catchy advertisement will oftentimes catch his eye and be remembered. Between the acts a man attending the play alone is bound to read some of the advertisements, at any rate.

Any program that is passed out upon the street, such as at a Fourth of July celebration, is the poorest sort of a thing to advertise in. The people are out for fun and will pay no attention to anything except the fun going on. There is something about a crowd that makes advertising in this manner a difficulty, no matter of what description. The reason for this is hard to determine, but it is a fact, nevertheless.

There is nowadays no question of advertising or not advertising—every one knows its value—the only question is, What is good advertising and what is poor advertising?

Some merchants advertise wrongly through ignorance, others through a desire to save money, which latter is very costly in the end.

Many merchants think they are not advertising unless they are doing it through the printer or the sign painter. There are many other ways of advertising than by the use of the alphabet. The display window, for instance, if trimmed properly, is as good an advertisement as can be conceived of. People judge a stock by the sample of it displayed in the window, and if a store gets the reputation of having a window display which can be relied on as being a good indicator of what is within it is as effective a standing advertisement as an establishment can have.

Much has been said and written about newspaper advertising and it must be admitted by all familiar with the subject that this is the most desirable and sure method of getting before the public. To many merchants newspaper advertising means simply taking the copy—more or less well-written—to the nearest newspaper office and leaving it to the tender mercies of the printer. This does not go far enough. If a merchant can not write a good advertisement he will be money ahead to hire someone who can do it properly for him. Care must be used, if there is more than one paper in the town, to select one which has on its subscription list the people whom the dealer wishes to reach. Newspapers generally cater to different classes of people. An advertisement which is efficient in one might be of no value whatever in another.

Poor advertising is worse than none at all. To be successful the merchant must shun the circus form of advertising, avoiding anything like sensationalism.

A plain, simple statement of facts, placed before the public in the right manner and through the right medium, will prove effective and draw trade, whereas the wild and lurid form will drive it away.

Burton Allen.

People like to have you confide in them. Frankness is a great untier of purse strings.

Rules To Be Observed in Advertising a Retail Store.

Location should be considered as of the greatest importance. To have results from advertising, a good location is most essential. A place of business should be attractive, as cleanliness is next to godliness (and no business should be conducted without either one). We should never lose sight of the fact that appearance and the first impression is considered a very good advertisement. Hence the arrangement of the stock, the interior and exterior of our place of business, should always appear fresh and clean. Our patrons should receive polite attention and courteous treatment from everyone connected with our business. The Good Book saith, "A man that hath friends must show himself friendly; and there is a friend that sticketh closer than a brother." This latter friend is a good one to have as your senior partner. We should be strictly honest in all our dealings. Our word should always be as good as our bond. It is highly important to be truthful to the very letter in all your advertisements in whatever form they may appear before the public; they should be written with confidence in what you are writing about, and as though you were speaking face to face with your patrons and friends and prospective buyers, for all these you are trying to reach through the advertisements written. See to it that the exact article advertised can be produced when called for. Avoid the oft-used pretext, "We had it, but sorry to say we are just out." Sell honest goods at a fair margin of profit; have one price and that price plainly put on every article sold. Make no deviation therefrom unless for legitimate reasons. When goods are returned as unsatisfactory, refund the money. While we may regret it, we should do it cheerfully in order to show the customer that we consider the article worth all we charged for it, at the same time secure any future trade they may have to give.

Customers (without respect) should be greeted with a smile and a hearty welcome, and dismissed with "Come again." Plain neat wrapping paper (from close observation) is preferable, as printed paper is often objectionable; to some it appears as though they were obliged to carry the dealer's sign board with them. Newspapers should be avoided and never used as wrapping paper. A personal letter to your friends and patrons about any article that is on sale, or a descriptive circular to the lady of the house, inviting them to your place of business, are advertisements that will bring good results. It is very important to endeavor to gain the friendship of the children, so as to gain the friendship of the parents. I will enumerate a few of the many articles that the writer used, and through close observation and experience found elegant drawing advertisements. Of course every article given out had the impress of the business, thus a great many homes were entered, drawing therefrom a great many dollars—a book cover during

school days, a nice neatly printed calendar for the holiday season, an Easter card, a bag of marbles, and kites for the boys and girls during the school vacation. During outing and picnic seasons, empty cartons with neat paper napkins, with business card thereon, are all right. Cash coupons redeemable in chinaware for ladies, a patent shoe polisher or a shop cap for the gentlemen. All these experience will class as judicious advertising which pays. Expenditures for such should increase in proportion to the increase of your business.

Be an aggressive, always-at-it advertiser; let your name become so familiar in every household that whenever any article in your line is needed your name suggests itself as being the best place to get it.

You will have a great variety of places offered. Experience, which many beside myself have found to be the best teacher (although many times expensive), is my guide and tells me that a space in the right place (which does not apply to the cheapest), large enough not to crowd the matter, with proper care as to the arrangement and style of type, and often changed, taken in any of the home newspapers, having a large or even fair-sized circulation, is the very best medium through which to reach the vast majority of people. I call from memory one particular advertisement of said kind that brought 122 direct answers. All advertisements need to be clean, fresh and to the point, full of vigor and vim. You may hear merchants say, "We derive no benefits in the way of increased sales from the space we have in the newspaper." May we not locate the cause?

Two years ago the writer noticed the advertisement of a certain baker, offering his wares as suitable for a Thanksgiving dinner, six weeks after said period was past. Further comment is unnecessary. Besides this regular space, occasional locals will bring good results. The friendship and good-will of the reporters will be found very beneficial. Any event (be it ever so small) happening in our store is very often recorded by them, which is not only a good advertisement, but a free one. Where the newspaper is not available, other means and ways may be resorted to. Opera house programs, business directories, hotel registers, fence signs and the promiscuous distribution of handbills are ways to bring the name and business before the public, but much depends upon the class of trade you wish to reach. The writer's experience is, that the cost of such advertising is greater than the profits resulting therefrom. However, others may try it and find it beneficial.

Be at it, always at it. Spring and summer, fall and winter; six days in the week, never on the seventh. When the dull season comes around persistent aggressive house to house advertising is necessary, if at any time. Do not drop the oars of energy and allow the craft Perseverance to drift down the stream of Indifference during such periods. If we sow well we may expect to reap well. In conclu-

sion, always bear in mind that advertising is only an auxiliary to a business, mainly useful in increasing the sales and thus increase the profits of the business.

Hobos Great Readers.

Most tramps are omnivorous readers, and they are posted upon a wide range of topics. In speaking of tramp readers a man who has had a chance to study these peripatetic students said the other day:

"You hardly ever find a genuine hobo that is an ignoramus. You find lots of men who are tramping who are doing so because they haven't intelligence enough to earn a living, but I am speaking of the real hobo, who is a wanderer from choice and who would not work if he had the chance. These fellows are pretty wise, I can tell you. They can tell you more about what is going on in European politics than a college professor can, and they know almost everything that is coming off in our own country for the next six months.

"When you are traveling you will notice the hobos sitting along the railroad track reading a frayed and soiled newspaper. Often you will see them picking up the loose pages lying in the streets, and I do not believe I ever saw traces of a tramp's camp fire around which there were not left one or more old newspapers, where they had been cast aside after reading. Then the tramps have a sort of traveling library, too, that few people have ever heard of.

"I never saw a tramp with a fresh paper in his hand, but I have never run across one of the wanderers that did not show he was a careful and constant reader."—Chicago Inter Ocean.

Recent Business Changes Among Indiana Merchants.

Bedford—H. McGuire has purchased the interest of his partner in the store and furniture business of Crowe & McGuire.

Claypool—Black & Son, general merchandise dealers, have dissolved partnership. The business is continued by Black & Adams.

Kempton—Kell & Warden continue the hardware business formerly conducted under the style of Warden Bros.

Muncie—E. J. Tomlinson, grocer, has sold out to E. J. Watson.

New Middleton—Heff & Kirkham succeed Heff & Shaffer in the hardware business.

Ottwell—Johnson & Ragsdale have purchased the general merchandise stock of Chas. E. Wiscaner.

Terre Haute—Ira C. Cook has sold his grocery stock to E. Okes & Co.

Terre Haute—Tressell & Reitzel, grocers, have dissolved partnership. The business is continued under the style of Rissler & Reitzel.

When a man finds a daily delight instead of a daily duty in his business, it becomes his profession.

Hardware Price Current

Table containing various hardware items such as Ammunition, Caps, Cartridges, Gun Wads, Loaded Shells, Paper Shells, Gunpowder, Shot, Axes, Barrows, Bolts, Buckets, Butts, Cast, Chain, Common BB, Crowbars, Chisels, Elbows, Expansive Bits, Files, Galvanized Iron, Gauges, Glass, Hammers, Hinges, Hollow Ware, Horse Nails, House Furnishing Goods, and Stamped Tinware.

Table containing various metal items such as Bar Iron, Light Band, Nobs-New List, Levels, Metals-Zinc, Miscellaneous, Molasses Gates, Patent Planished Iron, Planes, Nails, Rivets, Roofing Plates, Sash Weights, Sheet Iron, Shovels and Spades, Solder, Squares, Tin-Melny Grade, Tin-Allaway Grade, Boiler Size Tin Plate, Traps, Wires, Wire Goods, Wrenches, and Coe's Patent Agricultural Wrought.

Crockery and Glassware

Table containing various crockery and glassware items such as Stoneware, Butters, Milkpans, Jugs, Lamp Burners, Mason Fruit Jars, Lamp Chimneys, First Quality, XXX Flint, Pearl Top, La Bastie, Rochester, Electric, Oil Cans, Lantern Globes, Best White Cotton Wicks, Coupon Books, and Credit Checks.

N. Y. Market

Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, Dec. 5—The last month of the year came in with a good-sized snow storm that for a little while made it very hard for trucking. Blockades occurred in some of the principal streets, but there has been no real delay in shipments unless it is after the railroads get the stuff. The Pennsylvania Railroad in the Jersey meadows between Newark and New York is a sight, as the freight cars must number into the thousands waiting to be moved. It is almost all holiday stuff, too, that is aboard.

Cotton and coffee have occupied the attention of business men to the exclusion of pretty much everything else. This correspondence is not "related" to cotton, but the scene on the Exchange as the staple went up, up, up, is utterly indescribable. In the Coffee Exchange pretty much the same situation prevails and options touched a higher price than for two years. Over 7c was reached on Thursday. The men who constitute the crowd of speculators are generally held to be connected with the Standard Oil Company.

Coming to the actual market for actual coffee, there has been a fair degree of activity all the week and, with the growing belief in a short crop, the situation is steadily in favor of the seller. Jobbers say that business is "moderately active" and they look for a still better call later on when the holiday rush is over. At the close Rio No. 7 is worth 6¾c, with the stock in store and afloat aggregating 2,894,070 bags, against 2,648,901 bags at the same time last year. In sympathy with Brazil sorts the call for mild grades has also been more active, especially for the better sorts, and Good Cucuta is quotable at 8¾c. About the usual volume of business prevails in East India sorts and prices are firmly maintained.

In sugar the week has shown some improvement over last week, but the market lacks animation and neither buyer nor seller seems to be much interested. Most of the business is of withdrawals under old contracts and new trade is generally of small lots. Quotations are practically unchanged.

There is not a new thing to report in the tea market. Stocks are not especially large, but there seems to be enough to go around. The demand is flat and likely to be so until after the turn of the year, although the sales made are on the basis of full quotations and dealers look forward with a good deal of confidence to 1904.

As is the case with tea, rice is "relegated to the rear," and there is likely to be a lull for the next four weeks. Matters might be worse than they are and, in fact, have been so many times, but at the moment there is simply an average trade. A large

part of sales are of the better table grades, and prices show no appreciable change.

The spice market retains all its recent strength and adds thereto almost daily. Amboyna cloves are firmly maintained at 16c and tend upward. Pepper is firm, with Singapore at 12¾@13c. There is of course a large part of the trade of a sort of holiday character, but sellers are confident and make no concessions.

Molasses has met with a fair call and this, combined with very moderate receipts, has made it a seller's market. Especially strong are the better grades of both centrifugal and open-kettle. Foreign is in light supply and brings full quotations. Syrups are steady, supply is light.

There is little to chronicle of news in canned goods. Sellers are seemingly not anxious to make sales on present basis nor are buyers tumbling over each other in haste to purchase. Tomatoes are slowly but steadily improving, and by the end of the year it is likely a positive advance will be made in goods that are really first-class in every particular. There is a big pack this year and the quality upon the whole is probably not equal to former years. The good is good and the bad is bad, with a big B. Corn is very firm. Salmon is dragging; in fact, is almost nil. Peaches are firm and the general run of Pacific coast fruits is well sustained.

The butter market is pretty much unchanged and the feeling is not as strong as last week, if there is any alteration at all. Receipts, however, are not large and some cold weather would doubtless make some advance. At the close best Western creamery is worth 25c, although, perhaps, this is exceeded a fraction if the quality will meet all requirements. Seconds

to firsts, 18@24½c; imitation creamery, 15@18c; Western factory, 14½@15½c; renovated, 15@18c, and packing stock, 13@14c; perhaps for good held stock, 15c.

No change has taken place in the cheese market. Demand is very quiet and purchasers are taking only the smallest possible quantities. Small size full cream is worth 12c, at which figure it has hung for several weeks. Large size, about ⅙@¼c less.

Eggs still remain very firm and high. Nearby stock is still marked 38@40c; best Western—extras, fresh-gathered—are worth 31c, although possibly this is top; seconds to firsts, 26@28c; candled, 22@23c; refrigerator stock from 23c through every fraction to 28c; limed, 23@24c.

A Baker Waker.

The son of an Australian baker has devised a method of awakening sleeping bakers when the dough has risen sufficiently to work. A metal plate is fixed on top of the dough, and an-

other at the required height above it. To these are affixed copper wires, connected with an electric bell in the baker's bedroom. As soon as the dough rises to the working height the two plates, or terminals, are brought together and the circuit completed. As a matter of course the bell rings, and the grateful baker, instead of lying awake half the night in a fever of anxiety lest he oversleep himself, steps out of bed just at the proper time, and science adds one more triumph to its escutcheon.—Bakers' Magazine.

Light gives a sense of cleanliness and safety. More than this it gives the shoe store patron a confidence of honesty of purpose. It is therefore advisable to have the shoe store well lighted. Don't hesitate at the cost. It will be made up by increased sales.

Happiness for many a woman depends upon her ability to stir up trouble among her neighbors.

Cheap Candies

May strike you all right at first thought, but they never strike the palate of your customers with any degree of satisfaction.

Moral: Buy the Best.

STRAUB BROS. & AMIOTTE
TRAVERSE CITY, MICH.

Manufacturing Confectioners.

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

HAND SAPOLIO

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

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

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

LOCATING THE LEAKAGE.

How One Bakery Increased Its Earnings.

This is the story of a business—a baking business conducted on a fairly large scale—which had proved unprofitable for the first year or two of its existence, but which, under new management, with no change in its equipment, without any expenditure for improvements other than a new set of books, in a few short months was earning a handsome profit.

This agreeable change was brought about without any cheapening of the product, without cutting a penny from the pay roll and without decreasing the volume or quality of the advertising. No sweeping changes were made save in the accounting department, and there quiet efforts were made to so systematize accounts that the office could maintain a rigid supervision over everything, from the moment the raw material was delivered at the bakery until all moneys derived from sales of the finished product were deposited in bank.

From the first day this plan was carried into execution its beneficial effects were apparent. At the end of the first month it was found the earnings were sufficient to wipe out the old deficit and leave a balance of a few hundred dollars on the right side of the ledger. The net profit per loaf realized this first month was thirty-six one-hundredths of a cent. But the good work was not allowed to stop here; in fact, it had just begun; for now, for the first time in the history of the business, the management had some tangible result for its future guidance. It knew to a penny the cost of the material that went into its output, the cost of the labor engaged in its manufacture, and the cost of the fuel required to bake it.

Further, these records provided for an exhaustive distribution of the selling and administrative expenses, rendering it possible to note every item of expenditure, however trivial, and pass upon its correctness. So carefully were these records studied, and so faithfully was the knowledge thus acquired put into effect, that within six months from the date on which the system was first inaugurated the net profit per loaf had increased to nearly forty-five one-hundredths of a cent.

In the first place every scale was overhauled and properly balanced by an expert, and each pound of raw material was weighed in when delivered to the storekeeper, who was made responsible for it, and who alone had a key to the storeroom.

Calculations and tests were made to show how many pounds of each ingredient were required to produce one hundred loaves of each variety of bread manufactured. Sheets were then furnished the storekeeper each morning, specifying the number of loaves of each variety of bread to be made that day, and directing him to deliver such and such quantities of each material to the mixer. The foreman was then required to tally each batch of bread and deliver the same to the shipping clerk, who in

turn was required to report to the office the disposition of the bread received by him. Any variation in these counts, or any failure on the part of the foreman to account satisfactorily for the material delivered to him, was thoroughly investigated, and efficient measures taken to prevent a similar discrepancy in the future.

As noted above, the storekeeper was charged with all raw material. He was credited with all material delivered by him to the mixer as specified upon the requisitions made from the office, and every week his stores were checked up and compared with the standing inventory maintained in the office.

Every salesman was charged with the number of loaves taken out by him, and it was incumbent upon him to return the same day, either in bread or cash, a sufficient amount to offset the charge against him. The salesmen were encouraged in every way possible to hold their percentage of returned goods at a minimum, and each vied with the other in attempting to make his the most profitable route. So salutary were the effects of this friendly rivalry between the wagon boys that the proportion of returned goods averaged only about 3 per cent.

The same careful supervision was maintained over every department. All invoices for material purchased were O. K'd. by the storekeeper as to weights and quality, by the manager as to prices, and by the bookkeeper as to extensions. All invoices for other purchases—horse feed, stationery, or bills for horse-shoeing, etc., etc.—were in like manner approved by the proper parties before being allowed.

On the last day of the month the books were closed; all material, finished goods, equipment, etc., were inventoried and a statement prepared which disclosed in exhaustive detail the workings of every department of the business for the preceding thirty days. This report showed a statement of resources and liabilities for the month just closed as compared with the preceding month, the increase or decrease of each item being calculated in order to show the distribution of the earnings for the period under consideration.

This was followed by an itemized statement of the selling costs and a detailed history of the cost of administering the affairs of the business.

Then came a statement showing the number of loaves produced each day during the month, the cost of material used in their manufacture, the cost for labor, cost for fuel and total cost, the selling price less returns, and the gross gain.

A statement of net earnings for the period followed, and then came a table of statistics showing the percentages of cost of material, cost of labor and cost of fuel to total cost of production; also the cost of production, the cost of selling, cost of administration, returned goods and net profits to gross sales. Then were shown the average number of loaves produced each day, average cost per day, average amount received on sales

each day, selling price per loaf, cost per loaf and net profit per loaf.

Comparative tables showed this information month by month, so it was but the work of a few minutes to locate any leakage or discrepancy.—Clarence D. Merrill in Bakers' Helper.

Cannibal King Liked Pork.

A schooner in charge of Captain Foster arrived at Philadelphia last week after having visited many of the isolated ports of Western Africa. The captain says that while discharging cargo the king of the Niger settlement visited the schooner and was entertained by the captain. He was given the best dinner the vessel could afford, but indulged in nothing but pork, and after his meal the king enquired whether it was white or black man meat, as he was only accustomed to the latter. Being told it was neither, the old king, whose face was as black as coal and his nose as flat as a pancake, was greatly surprised.

**40 HIGHEST AWARDS
In Europe and America
Walter Baker & Co. Ltd.**

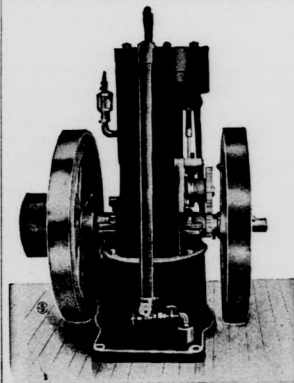


The Oldest and Largest Manufacturers of

**PURE, HIGH GRADE
COCOAS
AND
CHOCOLATES**

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

**Walter Baker & Co. Ltd.
Dorchester, Mass.
Established 1780.**



**The "Ayles"
Gas and Gasoline ENGINES**

Are noted for simplicity and durability, particularly adapted to farmers' use for pumping, cutting wood, cutting feed, grinding, etc. Write for catalogue and particulars. We also manufacture wood-sawing outfits.

Agents Wanted
**Ayles Gasoline Engine and
Automobile Works
Saginaw, W. S., Mich.**



JAR SALT

The Sanitary Salt

Since Salt is necessary in the seasoning of almost everything we eat, it should be sanitary. JAR SALT is pure, unadulterated, proven by chemical analysis. JAR SALT is sanitary, encased in glass; a quart of it in a Mason Fruit Jar. JAR SALT is perfectly dry; does not harden in the jar nor lump in the shakers. JAR SALT is the strongest, because it is pure; the finest table salt on earth. JAR SALT being pure, is the best salt for medicinal purposes.

All Grocers Have it—Price 10 Cents.
Manufactured only by the
Detroit Salt Company, Detroit, Michigan

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**

Traveling Men

Michigan Knights of the Grip
President, B. D. Palmer, Detroit; Sec-
retary, M. S. Brown, Saginaw; Treas-
urer, H. E. Bradner, Lansing.

United Commercial Travelers of Michigan
Grand Counselor, J. C. Emery, Grand Rap-
ids; Grand Secretary, W. F. Tracy,
Flint.

Grand Rapids Council No. 131, U. C. T.
Senior Counselor, W. B. Holden; Secre-
tary-Treasurer, Oscar F. Jackson.

Collapse of the Commercial Travel- ers' Home Project.

Binghamton, N. Y., Dec. 5—Lying in crumbling ruins halfway up the slope of South Mountain and overlooking the junction of the Susquehanna and Chenango Valleys are the foundation walls of the Home of Indigent Commercial Travelers, which was so bravely started almost a decade ago by the Commercial Travelers' Home Association of America.

For nine years Binghamton has waited for the resumption of work on the building and now learns that the home will never become a reality in this city. At a meeting of the managers of the Home Association held on November 28, action was taken to dispose of the property owned in this city. This will result, it is hoped by the members, in the erection of the home in some other place.

That Binghamton will not feel the loss may be true, yet those here who worked faithfully to bring the project to completion will feel a pang of regret to see the last hope fade away.

The idea of the home originated in the mind of James D. Aldrich, a traveling salesman, of Detroit. For months Mr. Aldrich improved every opportunity to talk of a home to his fellow commercial men. He finally called a meeting in Elmira, N. Y., on Oct. 31, 1891. It was attended by about two dozen commercial travelers. A committee was appointed to secure a charter for a home association. A bill was passed by the New York Legislature in January, 1892, and was signed by Governor Flower.

The first meeting held in this city chose these officers: President, James D. Aldrich, of Detroit; Vice-Presidents, John M. McKinstry, of Cleveland; P. J. McCafferty, of Scranton; S. T. Georgia, of Chicago; William Mason, of Binghamton; James Southard, of Newark; Orrin Scotten, of Detroit, and W. H. Holmes, of Boston; Secretary and Treasurer, W. H. Booth, of Hornellsville.

Following this meeting the Association began to boom and the membership jumped up by hundreds. Every member was enthusiastic and the first convention, held in Rochester, in October, 1892, was imbued with but one idea—the erection of the home at as early a date as possible.

A committee was appointed to choose a site for the home. Sites were visited by them in Buffalo, Rochester, Syracuse, Utica, Rome, Jamestown, Ithaca, Mount Morris, Auburn, and Binghamton.

The city offered 113 acres on South Mountain and a cash bonus of \$15,000. Rochester and Buffalo made offers aggregating \$150,000 in value, but nowhere did the committee find so attractive a site for a home.

At the second annual convention, held in October, 1893, in Syracuse, Binghamton was chosen as the home city. By this time the membership numbered more than ten thousand.

Ground was broken for the home July 12, 1894, and work on the foundation walls was begun soon after. The plans provided for a building to cost \$125,000.

Binghamton was enthusiastic over the home and the laying of the corner stone on October 9 was made a gala occasion. Fully twenty-five thousand visitors were in the city and the parade which preceded the exercises had upward of five thousand persons in line.

The corner stone was laid by Grand Master John Hodge, of the Grand Lodge of Masons, of New York, after addresses by Mayor George E. Green, James D. Aldrich, Governor Roswell P. Flower and Colonel Archie Baxter.

The season being far advanced, it was deemed expedient to stop work on the home building, and the foundations were boarded over to protect them from the winter weather. From that day to this not a stroke of work has been done on the building.

The Home Association had up to this time enjoyed great prosperity. A great blow came when, in the succeeding February, three banks failed in one day. In one of the banks were most of the funds of the Home Association, and a long process of receivership had to be awaited before the money could be released. This trouble necessitated the postponement of further building for that season, at least.

The members did not lose confidence, however. The Commercial Travelers' Home Magazine, started by private capital, appealed to the Association as a good thing, and it was bought at a large figure. An ownership of but a few weeks convinced those in charge that the Association had a white elephant, but the magazine was not dropped, and within a year it had eaten up most of the funds saved from the bank crash.

Next came a Commercial Travelers' fair in New York. A noted promoter of such enterprises was engaged as director general of the fair and Madison Square Garden was rented for two weeks. The fair opened in a blaze of glory, but fizzled out, the expenses having equaled the receipts. The only money-making feature of the fair was a "women's edition" of a Binghamton paper, which cleared about \$1,000, which the Association is still trying to secure from the manager of the edition, who refuses to turn over the money until she is assured that the home is to be built in Binghamton.

George E. Green, of this city, was elected President of the Association about this time, and did everything possible to put the organization on its feet. The Home Magazine was

continued, however; all the money that could be raked together by the officials went to feed the presses which ground out this publication.

For five years the only sign of life in Home Association affairs has been the meetings held each October in this city. Officers have been elected, visits to the home site made, reports read and adjournments taken for another twelve months.

The annual meeting of the Association, held last month, was behind closed doors and no intimation of the business transacted was given out.

Binghamton commercial men will not stand quietly and see the home pass. The site was given to the Association for the home, and if the home is not to be erected, they say, the site should revert to the citizens,

who bought it and gave it to the Association, together with a large cash bonus. Furthermore, they contend, Binghamton is the place for the home, and if it is to be erected anywhere it might as well be here.

Scranton, Pa., is experimenting with an omnibus traveling on an ordinary highway and driven by electric motors taking current from an overhead trolley wire. The cost of installation of the trolley wires and supports is about \$1,600 per mile and of the coaches \$2,600 each. The latter carry twenty passengers seated, with room for fifteen more standing, and all of their operating mechanism resembles that in use on automobiles.

Hotel Cody, C. E. Bondy, Prop.
First class, \$2 and \$2.50. Meals, 50c.

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.



THE IDEAL 5c CIGAR.

Highest in price because of its quality.

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

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Pianos and Organs

Angelus Piano Players

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Sheet Music
and all kinds of

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Our Motto:
Right Goods
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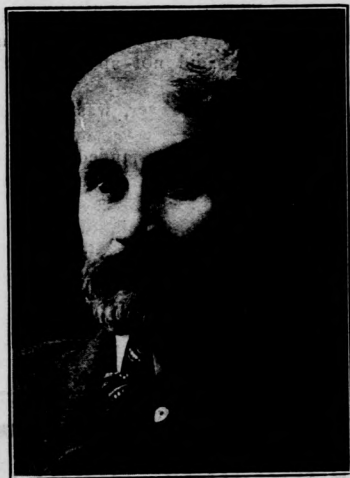
30 and 32 Canal Street

GRAND RAPIDS, MICHIGAN

SUCCESSFUL SALESMEN.

O. F. Jackson, Representing Foster, Stevens & Co.

Oscar F. Jackson was born at Westminster, near London, Ont., May 11, 1848. His father's antecedents were English, but both his father and grandfather were born in Vermont. His mother's antecedents were English and American. His father was a school teacher by profession. When Oscar was 8 years of age, he removed with his family to Almont, Lapeer county, where they lived two years. They then removed to Lapeer, where Oscar completed his schooling at the age of 17 and served an apprenticeship in the tinning trade with W. J. Loder, with whom he remained five years altogether. For two years subsequently he was employed by Davis & Peters, hard-



ware dealers at the same place, when he moved to St. Louis, Mich., in 1871 and entered the employ of Wessels & Scriver, hardware dealers, as book-keeper and salesman. He remained with this house seven years, when he removed to Ithaca and took a position as salesman in the hardware store of O. H. Heath & Sons, where he remained eight or nine years, resigning to accept a position as Eastern Michigan representative for the Saginaw Hardware Co., with which house he remained eight years. Jan. 1, 1900, he severed his connection with the Saginaw Hardware Co. to take a similar position with Foster, Stevens & Co., with whom he has since been identified. He covers the D. & M., west, the Pentwater branch, the G. R. & I. from Howard City to Cadillac and the P. M. from Grand Rapids to Saginaw, seeing his trade every four weeks.

Mr. Jackson was married Sept. 4, 1870, to Miss Cynthia S. Ney, of Lapeer. They have three children. The oldest daughter married John Watson and resides at Ithaca. The other children live at home.

Mr. Jackson is a member of the Fountain Street Baptist church. He resides at 381 Crescent avenue. He is a member of the Michigan Knights of the Grip and the U. C. T., besides being affiliated with the K. P., I. O. O. F., R. A. and I. O. F. During the time he was a resident of St. Louis he was Village Clerk for two years.

During the time he resided at Ithaca he was a member of the Council four years, Deputy County Clerk four years, Chief of the fire department eleven years, Secretary of the Gratiot County Agricultural Society nine years and Secretary of the Ithaca B. M. A. three years. He was also Secretary of the Michigan State Firemen's Association four years and President of the organization one year, all of which goes to show the esteem in which he was held by his associates.

Mr. Jackson attributes his success to genuine American grit, but those who know him best and have watched his career with close scrutiny insist that it is due more to sterling honesty and to the fact that he has never indulged in any misrepresentation in dealing with his customers, who have come to understand that he never tires in the pursuance of his duty and gives his work the benefit of his best thought and best effort. His practical experience as a tinner has been of great value to him in counseling his customers; and he is also well versed on law points, so that he is able to advise his customers understandingly on these matters.

The Prevailing Rage for Jewelry.

Never in the history of dress was there such a rage for jewelry of every description, real and false, as it is the whim of fashion to permit at present. Earrings, bracelets and pendant necklaces have reappeared and finger chains and rings are worn to a point touching on the barbaric. A popular necklace of Venetian origin consists of a slender gold chain with pendant la Valliere in pearls or other stones or a single uncut gem of enormous size. Antique pendant earrings are fished out of old jewel boxes and used for this purpose. Hat pins are of enormous size and studded with stones and pearls, black, white or pink. Opals are again fashionable in spite of the superstition about their baleful influence on the fate of the wearer; those with rubies, emeralds, pearls and diamonds are the leading gems in the favor of vanity fair. Pink corals, baroque pearls and uncut stones, amethysts, and topazes decorate long chains, chain bracelets and high dog collars. Brooches and pins of every kind, buttons and charms are in art nouveau design and art ancient as well; the imitation of bijouterie of antique origin is a fad, and happy is the woman who can sport a bijou of very ancient date, handed down to her through generations of ancestry.

It has been discovered that the sage brush which covers extensive tracts in the Rocky Mountain regions contains 25 per cent. of commercial rubber. A company has been organized and has just started a factory at Denver to make rubber from this material. If results equal expectations, the rubber industry will be revolutionized. If rubber can be extracted from sage brush, it would seem that it might be obtained from many other growths that are now useless. Why don't you rubber around and see?

Gripsack Brigade.

R. D. Howell, traveling representative for National Biscuit Co.: "Our entire family would miss the old yellow face of the Tradesman if it did not visit us every week."

John W. Schram, who traveled for the C. E. Smith Shoe Co. ten years and for the Western Shoe Co. two years, now represents L. P. Ross, the Rochester shoe manufacturer. His territory comprises all the available towns in the State, which he undertakes to cover from two to four times a year, retaining a permanent sample room at 25 Kanter building, Detroit.

A Holland correspondent writes as follows: W. B. White, a traveling salesman in the employ of a Grand Rapids firm, had an interesting experience at Zeeland the other day. He had been recently married and was on his first trip after the important event. He had his trunks delivered at a Zeeland store and was surprised upon unpacking his samples to find them filled with rice, a joke his employer had perpetrated upon him before his trunks left the house. Mr. White came on to this city and spent the next two days cleaning his samples.

Petoskey Democrat: M. Nash, of Grand Rapids, representing the Putnam Candy Co., of that city, was in town Tuesday. He went to Harbor Springs to see the minstrel show and incidentally to sell his wares. On the train he was introduced to the entire minstrel outfit as "Rev. Nash, of Harbor Springs, who had sold thirty tickets." His "God bless you's," "Will see you at service Sunday" and other expressions were as delicate a bit of acting as you could want. Geo. Eckel, of Eckel & Wentz, himself a consummate actor, promoted the scene which followed.

A Hancock correspondent writes: W. J. Peabody, of Detroit, traveling representative for the Hamilton Carhartt Co., manufacturer of overalls, was arrested by Undersheriff August Beck yesterday on a complaint of larceny, N. A. Metz, the Quincy street clothier, being the complainant. Peabody, according to the complaint, Saturday night took from Metz' store two signs used to advertise the Carhartt goods, the value of which Metz places at \$7. It appears that Mr. Metz has for some time past had no dealings with the Carhartt people and that Saturday Peabody, the agent of the company, came here with the purpose of securing two large signs which the company furnished the dealer to advertise its goods. One of the signs is a life-sized reproduction of an engineer, in overalls with oil can in his hand. The other was used on the corner of a building, being a cleverly worded advertisement. Saturday, when Peabody came to Mr. Metz' store, the proprietor was busy and the salesman is alleged to have taken both signs and disappeared. Yesterday Mr. Metz missed the signs and he soon became suspicious, with the result that a warrant was sworn out in Justice Olivier's court for Peabody's arrest. Peabody stated that he had

taken the signs to place them on the store of the company's agent in Hancock, Mr. Francis. The judge found him guilty and fined him \$5 and costs, amounting in all to \$11.75, which he paid.

Ten New Members Taken In.

Grand Rapids, Dec. 7--Saturday night was Council night. Senior Counselor Holden called the meeting to order with all officers present. There were several applications and ten new members were initiated. There was a good attendance and all felt repaid for coming. Secretary Jackson presided at his desk for the first time. The Council, by unanimous vote, extended to ex-Secretary Andrews a vote of thanks for the able and efficient manner in which he discharged the duties of Secretary.

The pedro party given by the Council Nov. 28 was a great success. There was a large attendance and many new faces were present. John Miller, Jr., won first prize and Brother George Alexander claimed the second. Mrs. Wm. Simmons won first prize on the ladies' side. The next party will be a dancing party at the St. Cecilia building, Saturday evening, Dec. 19. Wilbur S. Burns.

Events in Spain are believed to foreshadow the overthrow of the monarchy, which seems powerless to effect reforms which are necessary to render the people prosperous and contented. Since they have lost their colonies and have no longer any position as a world power, the Spanish people feel no pride in maintaining the monarchy. They want a practical representative government that will remedy oppressive economic conditions. The republican party is reported to be reviving and unless the ministerialists do something to improve the situation of the country it will not be surprising to learn some of these fine days that young King Alfonso is out of a job.

**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.

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

JAVRIL
The charm of Coffee without the harm
Full particulars on application
JAVRIL CO., LTD., Battle Creek, Michigan

Drugs

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, 1903
 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.
 Second Vice-President—J. E. Weeks, Battle Creek.
 Third Vice-President—H. C. Peckham, Freeport.
 Secretary—W. H. Burke, Detroit.
 Treasurer—J. Major Lemen, Shepard.
 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. Kirchgessner, Grand Rapids; Stanley Parkhill, Owosso.

How Modern Perfumes Are Fabricated.

A plain-fronted factory in a back street in Hackney, hard by Shore-ditch slums and Bethnal Green tenements, does not seem a fitting home for a craft that would have made mediaeval magicians hide their heads and ancient soothsayers own themselves beaten.

Yet in just such a building in this unlikely quarter an attempt is being made to win back for England an industry around which all the romance of science clings. We have abolished the black-capped wizard, but in his place the modern synthetic chemist has come. He does things more wonderful than the magician pretended to do.

In his hands rancid butter, distilled with alcohol and sulphuric acid, is transformed into the essence of pineapple. He takes putrid cheese and sugar, and brings forth a preparation that recalls memories of Pacific islands in flower time. Evil-smelling chlorine under his treatment becomes an agent for the production of the essence of the lilac, or geranium, or lily of the valley. Strong vinegar and alcohol yields the delicious flavor of the pear. Coal tar enters the laboratory, and after being subjected to treatment becomes the most delicate of flavorings or the most dainty of scents.

There was a time when men went for their dyes, flavorings, and scents to nature. Indigo, for example, was made from the indigo plant. To-day it is made without it by the chemist at a fraction of the cost, and many of the old indigo plantations now lie waste. Lily of the valley and other scents were extracted from flowers; this is no longer necessary. The chemist will tell you that the artificial product is better, since in the extraction of perfume from the flower valuable properties are left behind or destroyed, and even some undesirable ones remain. The artificial product, properly made, contains the properties of the perfume in the proportions in which they originally existed in the flower.

Science has stepped in to supply the shortcomings of nature. Faraday and Wohler, nearly eighty years

ago, found out how multitudes of new and interesting substances could be created and artificially made. While chemists failed to learn how to make artificial diamonds profitably—the dream of so many—they succeeded in giving us aniline dyes, which have given greater profit than ever diamonds could.

It is an old story now how this new branch of chemistry, which in part originated in this country, was allowed to drift out of our hands. Here we had neither the facilities nor the encouragement necessary for the long years of research work which had to be faced. Until quite recently young men could not learn if they would. And our manufacturers did not seem especially anxious to encourage them. Rule of thumb methods and the absence of exact research had to be paid for. Germany secured almost a monopoly. To-day it buys our coal tar and sells us back its aniline dyes. The aniline dye industry, originally a British invention, employs in Germany alone 15,000 men, and we import from there 90 per cent. of the dyes we use ourselves.

In the essential oil of scents our record was even worse. It is this that lends special interest to the effort now being made to win back one branch of the trade by adopting the methods which in Germany have proved so successful. The house of Bush, of Hackney, has for generations been a prominent British scent and flavoring essence maker on the old lines. It has scent farms and depots in many lands. To the general public a firm like this is not well known, for firms that prepare the primary matter of scents do not deal with the public. Their business is to cater for the advertising perfume manufacturers, who in turn combine, prepare, and place scent on the market.

While the British house was steadily pursuing the old way, in common with others, it found our markets being more and more invaded by German chemists. About three years ago it resolved to meet the Germans on their own ground. It was not a thing that could be done in a moment, for the formulas for producing artificial perfumes are among the most jealously guarded trade secrets.

The first start had to be made in the laboratory. For nearly two years Dr. Isherwood, himself trained at Wurzburg, and his assistants, toiled over minute experiments. A quantity of the essential matter of a plant would be obtained and analyzed. The raw material thus dissected would perhaps cost £40 or £50. The first thing was to find exactly of what the perfume consisted. Why does the rose give forth its odor? What causes the scent of the lily to be of one kind and that of the geranium another? Easy questions to ask, but not so easy to answer. And when the answer was obtained the fight was only at its beginning. The next step was so to combine artificial material as exactly to reproduce this scent.

It is practically impossible for the

layman to understand the process of chemical interchange by which chlorine and alcohols and ether are made into bergamot and hyacinth and may blossom. To see a reeking chemical heated, distilled in a vacuum combined with even more evil-smelling stuffs, and then come forth so as to be indistinguishable from the scent which one's grandmother produced from her flower garden seems miraculous. And to do it meant years of experiment and disappointment.

When the chemists had done the first part of their work the business had only begun. For the same thing had to be done under commercial conditions. The result might be satisfactory in the laboratory. Would it prove equally so in the workshop? Before this could be ascertained a special plant had to be designed to reproduce the results achieved on the small scale. A frequent and great source of difficulty was to find a material to withstand the corrosive action of many of the reagents necessary. More often than not unforeseen conditions made themselves apparent when the large apparatus was first set to work, and this frequently necessitated a complete rearrangement. Then they had to go back to combat these new difficulties. In addition to all this workmen had to be trained, for something more than routine is wanted here. It says much for East London workmen that they could be trained. Not a single German worker was brought in. Men on the spot were taught.

It is only two or three months since the British makers could place their output on the market. They reckoned on a hard fight, and doubtless will have it, for when a field has been for so long occupied by foreign firms, it will not be regained in a moment. But already the results are proving more than satisfactory. The British goods are making their way in Germany itself, and also in France, which formerly bought German manufactures, and, further, a new British import trade is being built up in the United States.

The great value of this successful experiment in the British manufacture of the essential material of perfumes lies in the possibilities it presents. Perfumes are only one branch of the synthetic chemical trade we have lost. If we can win one back we can win back others. The lack of training is being gradually remedied. London University is awake on the matter, and the establishment of the new Birmingham University is a decided step in the right direction. The London County Council has also recently made technical education a subject of special investigation.—F. A. McKenzie in London Mail.

The Drug Market.

Opium—Is unchanged.
 Morphine—Is steady.
 Quinine—Is in strong position, but unchanged.
 Alcohol—Has advanced 1c per gallon. On account of one jobber competing with himself, price is unsettled.
 Cocaine—Has had two declines of

25c, in spite of higher prices for raw material. Competition among manufacturers is said to be the cause.

Menthol—Owing to large crop, has declined daily. Very much lower prices are looked for.

Sassafras Bark—Is very high and scarce.

Oil Lavender Flower—Is very firm on account of scarcity.

Peppermint Oil—Is again tending higher on account of larger European demand.

Oil Wintergreen—Is in small supply and has advanced.

Gum Camphor—Is in very firm position and is likely to be higher.

Blood Root—Is about out of market. Very high prices are asked.

Presence of Mind.

It was ten minutes past the hour for the ceremony, and the bridegroom had not come. It afterward developed that he had run over in his automobile a man who had money, and was unavoidably detained, but this did not appear at the time.

The bride, however, was not flustered.

"Is there," she demanded, "no millionaire in the audience who will marry me?"

An iceman, who had long wanted to break into society, signified his assent, and the ceremony proceeded. For, as the bride afterward remarked:

"To disappoint our guests would have been bad form."

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., MUSKOGON, Mich.

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 | Aceticum 60 8 | Benzoicum, Ger. 70 75 | Boricum 22 27 | Carbolicum 22 27 | Citricum 35 40 | Hydrochlor 30 5 | Nitricum 8 10 | Oxalicum 12 14 | Phosphorium, dil. 12 15 | Salicylicum 42 45 | Sulphuricum 14 20 | Tannicum 1.10 1.20 | Tartaricum 38 40 | |
| Ammonia | Aqua, 15 deg. 40 6 | Aqua, 20 deg. 60 8 | Carbonas 13 15 | Chloridum 12 14 | Aniline | Black 2.00 2.25 | Brown 80 100 | Red 45 50 | Yellow 2.50 3.00 | Baccae | Cubebae, po. 25 22 24 | Juniperus 50 6 | Xanthoxylium 30 35 | |
| Balsamum | Cubebae, po. 20 12 | Peru 12 15 | Terabin, Canada. 60 65 | Tolutan 45 50 | Cortex | Abies, Canadian. 18 | Cassiae 12 | Cinchona Flava. 18 | Euonymus atro. 30 | Myrica Cerifera. 12 | Frunus Virgini. 12 | Quillaja, gr'd. 12 | Sassafras, po. 18 14 | Ulmus, 25, gr'd. 14 |
| Extractum | Glycyrrhiza Gla. 24 30 | Glycyrrhiza, po. 28 30 | Haematox 11 12 | Haematox, 1s. 13 14 | Haematox, 1/2s. 14 15 | Haematox, 1/4s. 16 17 | Carbonate Precip. 15 | Citrate and Quinia 2 25 | Citrate Soluble 75 | Ferrous Sulphate S. 40 | Solut. Chloride. 15 | Sulphate, com'l. 2 | Sulphate, com'l. by bbl, per cwt. 7 | Sulphate, pure 8 |
| Flora | Arnica 15 18 | Anthemis 22 25 | Matricaria 30 35 | Folia | Barosma 30 33 | Cassia Acutifol. 20 25 | Cassia, Acutifol. 20 25 | Salvia officinalis, 1/2s and 1/4s. 12 20 | Uva Ursi. 8 10 | Gummi | Acacia, 1st pkd. 40 45 | Acacia, 2d pkd. 40 45 | Acacia, 3d pkd. 40 45 | Acacia, sifted sts. 45 50 |
| Algae | Aloe, Barb. 12 14 | Aloe, Cape. 25 | Aloe, Socotr. 30 | Ammoniac 55 60 | Assafoetida 35 40 | Benzoinum 50 55 | Catechu, 1s. 13 | Catechu, 1/2s. 14 | Catechu, 1/4s. 16 | Camphorae 64 69 | Euphorbium 40 | Galbanum 21 25 | Gamboge, po. 1.25 1.35 | Guaiaacum, po. 35 |
| Kino | Kino, po. 75c 60 | Mastic 40 | Myrrh, po. 45 | Opil 3.30 3.40 | Shellac 55 65 | Shellac, bleached 65 70 | Tragacanth 70 100 | Herba | Absinthium, oz pk 25 | Eupatorium, oz pk 20 | Lobelia, oz pk 25 | Majorum, oz pk 25 | Mentha Pip, oz pk 23 | Mentha Vir, oz pk 25 |
| Rue | Rue, oz pk 39 | Tanacetum V. 22 | Thymus V. oz pk 25 | Magnesia | Calcined, Pat. 55 60 | Carbonate, Pat. 18 20 | Carbonate K-M. 18 20 | Carbonate 18 20 | Oleum | Absinthium 3.00 3.25 | Amygdalae, Dulc. 50 60 | Amygdalae Ama. 8.00 8.25 | Anisi 1.60 1.65 | Aurant Cortex. 2.10 2.20 |
| Bergamini | Bergamini 2.85 3.25 | Caliputi 1.10 1.15 | Caryophylli 1.35 1.40 | Cedar 35 70 | Chenopadii 2.00 | Cinnamoni 1.00 1.10 | Citronella 35 40 | Conium Mac. 80 90 | Copaiba 1.15 1.25 | Cubebae 1.30 1.35 | Execithitos 3.75 4.00 | Erigeron 1.00 1.10 | Gaultheria 2.40 2.50 | Geranium, oz. 75 |
| Gossipii, Sem gal. | Gossipii, Sem gal. 50 60 | Hedeoma 1.40 1.50 | Juniper 1.50 2.00 | Lavendula 90 2.75 | Limonis 1.15 1.25 | Mentha Piper 3.35 3.40 | Mentha Verid. 5.00 5.50 | Morrhuae, gal. 5.00 5.25 | Myrcia 4.00 4.50 | Olive 75 3.90 | Picis Liquida 10 12 | Picis Liquida gal. 90 35 | Ricina 90 94 | Rosmarin 1.00 |
| Rosae, oz. | Rosae, oz. 5.00 6.00 | Succini 40 45 | Sabina 90 100 | Santal 2.75 3.00 | Sassafras 65 70 | Sinapis, ess. oz. 65 | Tigili 1.50 1.60 | Thyme opt. 40 50 | Thyme, opt 21 60 | Theobromas 15 20 | Potassium | Bi-Carb 15 18 | Bichromate 13 15 | Bromide 40 45 |
| Carb | Carb 12 15 | Chlorate po 17 19 | Cyanide 34 38 | Iodide 3.30 2.40 | Potassa, Birtart pr 28 30 | Potassa Nitras opt 7 10 | Potassa Nitras 6 8 | Prussiate 23 26 | Sulphate po 15 18 | Radix | Aconitum 20 25 | Althae 30 33 | Anchusa 10 12 | Arum po 20 25 |
| Calamus | Calamus 20 40 | Gentiana, po 15 12 | Glycyrrhiza pv 15 16 | Hydrastis Cana. 85 | Hydrastis Can po 90 | Hellebore, Alba. 12 15 | Inula, po 18 22 | Ipecac, po 25 30 | Iris plox 35 40 | Jalapa, pr 25 30 | Maranta, 1/4s 35 | Podophyllum po. 22 25 | Rhei 75 100 | |
| Rhei, cut | Rhei, cut 125 | Rhei, pv 75 135 | Spigella 35 38 | Sanguinari, po 24 75 | Serpentaria 65 70 | Senega 75 85 | Smlax, off's H. 25 | Smlax, M 25 | Scillae, po 35 10 | Symplocarpus 25 30 | Valeriana Eng. 25 | Valeriana, Ger 15 20 | Zingiber a 14 16 | |
| Zingiber j | Zingiber j 16 20 | Semen | Anisum, po. 20 16 | Apium (gravel's). 13 15 | Bird, 1s 4 6 | Carui, po 15 10 11 | Cardamon 70 90 | Coriandrum 8 10 | Cannabis Sativa 64 70 | Cydonium 75 100 | Chenopodium 25 30 | Dipterix Odorate. 80 100 | Foeniculum 18 | |
| Foenugreek, po | Foenugreek, po 7 9 | Lini 4 6 | Lini, grd 4 6 | Lobella 75 80 | Pharlaris Cana'n 64 8 | Papa 5 6 | Sinapis Alba 7 9 | Sinapis Nigra 9 10 | Spiritus | Frumentl W D. 2.00 2.50 | Frumentl 1.25 1.50 | Juniperis Co O T. 1.65 2.00 | Juniperis Co 1.75 3.50 | Saccharum N E 1.90 2.10 |
| Spt Vini Galli | Spt Vini Galli 1.75 6.50 | Vini Oporto 1.25 2.00 | Vini Alba 1.25 2.00 | Sponges | Florida sheeps' wl carriage 2.50 2.75 | Nassau sheeps' wl carriage 2.50 2.75 | Velvet extra shps' wool, carriage 1.50 | Extra yellow shps' wool, carriage 1.25 | Grass sheeps' wl, carriage 1.00 | Hard, slate use. 1.00 | Yellow Reef, for slate use 1.40 | Syrups | Acacia 50 60 | Aurant Cortex 50 60 |
| Zingiber | Zingiber 50 60 | Ipecac 60 60 | Ferri Iod 50 50 | Rhei Arom 50 50 | Smlax Off's 50 60 | Senega 50 50 | Scillae 50 50 | Scillae Co 50 50 | Tolutan 50 50 | Prunus virg 50 50 | | | | |

| | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| Mannia, S F 75 80 | Menthol 6.75 7.00 | Morphia, S P & W 2.35 2.60 | Morphia, S N Y Q 2.35 2.60 | Morphia, Mal 2.35 2.60 | Moschus Canton. 40 | Myristica, No. 1. 38 40 | Nux Vomica, po 15 | Os Sepia 25 28 | Pepsin Saac, H & P D Co 1.00 | Picis Liq N N 1/2 gal doz 2.00 | Picis Liq, qts. 1.50 | Picis Liq, pints. 85 | Pil Hydrarg. po 80 | Piper Nigra. po 22 | Piper Alba. po 35 | Plix Burgun 75 | Plumbi Acet. 10 12 | Pulvis Ip'c et Opil. 30 150 | Pyrethrum, bxs H & P D Co. doz. 75 | Pyrethrum, pv 25 30 | Quassiae 8 10 | Quinia, S P & W. 27 37 | Quinia, S Ger. 27 37 | Quinia, N Y 27 37 | Rubia Tinctorum. 12 14 | Saccharum La's. 20 22 | Salaicin 50 45 | Sanguis Drae's. 40 50 | Sapo, W 12 14 | Sapo, M 10 12 | Sapo, G 15 | Seidlitz Mixture. 20 22 | Sinapis 18 | Sinapis, opt 30 | Snuff, Maccaboy, De Voes 41 | Snuff, S'h De Vo's 41 | Soda, Boras. 9 11 | Soda, Boras, po. 9 11 | Soda et Pot's Tart 28 30 | Soda, Carb 1 2 | Soda, Bi-Carb 3 5 | Soda, Ash 3 5 | Soda, Sulphas 2 4 | Spts, Cologne 2 60 | Spts, Ether Co. 50 55 | Spts, Myrcia Dom 2 200 | Spts, Vini Rect bbl 2 | Spts, V'i Rect 1/2 b 2 | Spts, V'i R't 10 gl 2 | Spts, V'i R't 5 gal 2 | Strychnia, Crystal 90 115 | Sulphur, Subl 2 4 | Sulphur, Roll 2 4 | Tamarinds 8 10 | Terebenth Venice 28 30 | Theobromae 44 50 | Vanilla 9 10 | Zinci Sulph 7 8 | Oils | Lard, extra 70 80 | Lard, No. 1. 60 65 | Linseed, pure raw 36 39 | Linseed, boiled 37 40 | Neatsfoot, w str. 65 70 | Spts. Turpentine. 64 68 | Paints | Red Venetian 1 2 | Ochre, yel Mars 1 2 | Ochre, yel Ber 1 2 | Putty, commerl. 2 3 | Putty, strictly pr. 2 3 | Vermillion, Prime 13 15 | American 13 15 | Vermillion, Eng. 70 75 | Green, Paris 13 18 | Green, Peninsular 13 16 | Lead, red 6 7 | Lead, white 6 7 | Whiting, white S'n 90 | Whiting, Gilders. 95 | White, Paris, Am'r 1 25 | White, Paris, Eng cliff 1 40 | Universal Prep'd. 1 10 | Varnishes | No. 1 Turp Coach. 1 10 | Extra Turp 1 10 | Coach Body 2 75 | No. 1 Turp Furn. 1 10 | Extra T Damar. 1 55 | Jap Dryer No 1 T 70 |
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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.

Table with columns: ADVANCED (Package Coffee), DECLINED (Corn Syrup, Crackers)

Index to Markets

Index to Markets table listing various goods and their market status (e.g., Bath Brick, Brooms, Confections, Dried Fruits, etc.)

Main price list table with columns 1, 2, 3, 4, 5 listing various commodities like AXLE GREASE, BAKING POWDER, BATH BRICK, BROOMS, BUTTER COLOR, CANDLES, CARBON OILS, CANNED GOODS, CHEESE, CLOTHES LINES, COCOA, COFFEE, CRACKERS, DRIED FRUITS, FARINACEOUS GOODS, FISH AND OYSTERS, FLOUR, FRESH MEATS, GELATINE, GRAIN BAGS, GRAINS AND FLOUR, HERBS, HIDES AND PELTS, INDIGO, JELLY, LICORICE, LYE, MEAT EXTRACTS, MOLASSES, MUSTARD, NUTS, OLIVES, PICKLES, PLAYING CARDS, POTASH, PROVISIONS, RICE, SALAD DRESSING, SALTERATUS, SODA, SOAP, SPICES, STARCH, SUGAR, SYRUPS, TEA, TOBACCO, TWINE, VINEGAR, WASHING POWDER, WICKING, WOODENWARE, WRAPPING PAPER, YEAST CAKE.

Continuation of price list table with columns 3, 4, 5 listing various commodities like Cotton Windsor, Cotton Braided, Galvanized Wire, COCOA, COCOANUT, COCOA SHELLS, COFFEE, DRIED FRUITS, FARINACEOUS GOODS, FISH AND OYSTERS, FLOUR, FRESH MEATS, GELATINE, GRAIN BAGS, GRAINS AND FLOUR, HERBS, HIDES AND PELTS, INDIGO, JELLY, LICORICE, LYE, MEAT EXTRACTS, MOLASSES, MUSTARD, NUTS, OLIVES, PICKLES, PLAYING CARDS, POTASH, PROVISIONS, RICE, SALAD DRESSING, SALTERATUS, SODA, SOAP, SPICES, STARCH, SUGAR, SYRUPS, TEA, TOBACCO, TWINE, VINEGAR, WASHING POWDER, WICKING, WOODENWARE, WRAPPING PAPER, YEAST CAKE.

Table 6: JELLY, LICORICE, LYE, MEAT EXTRACTS, MOLASSES, MUSTARD, OLIVES, PIPES, PICKLES, PLAYING CARDS, POTASH, PROVISIONS, Smoked Meats, Sausages, Beef, Pig's Feet, Tripe, Casings, Shoe Blacking, SNUFF, Uncolored Butterine.

Table 7: Canned Meats, RICE, SALAD DRESSING, SALERATUS, SAL SODA, DIAMOND CRYSTAL, BUTTER, Common Grades, SALT FISH, Common Gloss, Common Corn, SYRUPS, Pure Cane, TEA, Japan, Sundried, Regular, Basket-fired, Gunpowder, Moyune, Pingsuey, Young Hyson, Oolong, Formosa, Amoy, English Breakfast, Choice, India, Ceylon, French Rappie.

Table 8: SOAP, Jaxon brand, American Family, Jap Rose, Savon Imperial, White Russian, Dome, Satinet, White Cloud, Lantz Bros., Big Acme, Amoy, Big Master, Snow Boy, Marseilles, Proctor & Gamble brands, Lenox, Ivory, Deland's, Dwyer's, Star, A. B. Whisley brands, Good Cheer, Old Country, Enoch Morgan's Sons, Sapollo, Lump, SODA, Boxes, Kegs, SPICES, Whole Spices, Allspice, Cassia, Cloves, Nutmegs, Pepper, Pure Ground in Bulk, Cassia, Cloves, Ginger, Mace, Mustard, Pepper, Sage, Common Gloss, Common Corn, SYRUPS, Corn, Pure Cane, TEA, Japan, Sundried, Regular, Basket-fired, Gunpowder, Moyune, Pingsuey, Young Hyson, Oolong, Formosa, Amoy, English Breakfast, Choice, India, Ceylon, French Rappie.

Table 9: TOBACCO, Fine Cut, Cadillac, Sweet Loma, Hiawatha, Telegram, Prairie Rose, Protection, Sweet Burley, Tiger, Plug, Red Cross, Palo, Kilo, Hiawatha, Battle Axe, American Eagle, Standard Navy, Spear Head, Honey Dew, Jolly Tar, Old Honesty, Toddy, J. T., Piper Heidsieck, Boot Jack, Honey Dip Twist, Black Standard, Cadillac, Forge, Nickel Twist, Smoking, Sweet Core, Flat Car, Great Navy, Warpath, Bamboo, I X L, Pure XXX, Gold Block, Flagman, Chips, Kiln Dried, Duke's Mixture, Duke's Cameo, Myrtle Navy, Yum Yum, Cream, Corn Cake, Plover Boy, Peerless, Air Brake, Cant Hook, Country Club, Pure XXX, Good Indian, Self Binding, Silver Foam, TWINE, Cotton, Hemp, Flax, Wool, VINEGAR, Malt White Wine, Pure Cider, WASHING POWDER, Diamond Flake, Gold Brick, Gold Dust, Kirkoline, Pearlina, Soapine, Babbitt's 1776, Rosine, Armour's, Nine O'clock, Wisdom, Scourine, Rub-No-More, WICKING, No. 0, No. 1, No. 3, WOODENWARE, Baskets, Bushels, Market, Splint, Willow Clothes, Bradley Butter Boxes, Butter Plates, Churns, Clothes Pins, Round head, Round head, cartons.

Table 10: Egg Crates, Humpty Dumpty, No. 1, No. 2, Faucets, Cork lined, Cedar, Mop Sticks, Trojan spring, Eclipse patent spring, No. 1 common, No. 2 pat. brush holder, 12lb. cotton mop heads, Ideal No. 7, Pails, 2-hoop Standard, 3-hoop Standard, 2-wire, 3-wire, Cedar, Paper, Fibre, Toothpicks, Hardwood, Softwood, Banquet, Ideal, Traps, Mouse, Rat, Tubs, 20-in. Standard, 18-in. Standard, 16-in. Standard, 14-in. Standard, No. 1 Fibre, No. 2 Fibre, No. 3 Fibre, Wash Boards, Bronze Globe, Dewey, Double Acme, Single Acme, Double Peerless, Single Peerless, Northern Queen, Double Duplex, Good Luck, Universal, Window Cleaners, 12 in., 14 in., Wood Bowls, 11 in. Butter, 13 in. Butter, 15 in. Butter, 17 in. Butter, 19 in. Butter, Assorted 13-15-17, Assorted 15-17-19, WRAPPING PAPER, Common Straw, Fibre Manila, No. 1 Manila, Cream Manila, Butcher's Manila, Wax Butter, Wax Butter, YEAST CAKE, Magic, Sunlight, Yeast Foam, Yeast Cream, Yeast Foam, FRESH FISH, White fish, Trout, Black Bass, Halibut, Ciscoes or Herring, Bluefish, Live Lobster, Boiled Lobster, Cod, Haddock, No. 1 Pickerel, Pike, Perch, Smoked White, Red Snapper, Col. River Salmon, Mackerel, OYSTERS, Cans, F. H. Counts, Extra Selects, Selects, Perfection Standards, Anchors, Favorites, Bulk, Standard, Selects, Extra Selects, Fairhaven Counts, Shell Oysters, Shell Clams, Clams, OYSTERS, Cans, F. H. Counts, Extra Selects, Selects, Perfection Standards, Anchors, Favorites, Bulk, Standard, Selects, Extra Selects, Fairhaven Counts, Shell Oysters, Shell Clams, Clams.

Table 11: HIDES AND PELTS, Green No. 1, Green No. 2, Cured No. 1, Calfskins, Calfskins, cured, Steer hides, Cow hides, Old Wool, Lamb, Shearlings, Tallow, No. 1, No. 2, Wool, Washed, Unwashed, CONFECTIONS, Stick Candy, Standard, Standard H. H., Standard Twist, Cut Leaf, Jumbo, Extra H. H., Boston Cream, Mixed Candy, Grocers, Competition, Special, Conserve, Royal, Ribbon, Broken, Cut Leaf, English Rock, Kindergarten, Bon Ton Cream, French Cream, Star, Hand made Cream, Premio Cream mixed, Fancy-In Pails, P. F. Horehound Drop, Coco Bon Bons, Fudge Squares, Peanut Squares, Sugared Peanuts, Salted Peanuts, Starlight Kisses, San Blas Goodies, Lozenges, Lozenges, printed, Champion Chocolate, Eclipse Chocolates, Quintette Chocolates, Champion Gum Drops, Moss Drops, Lemon Sours, Imperials, Ital. Cream Opera, Ital. Cream Bon Bons, 20 lb. pails, Molasses Chews, Golden Waffles, Fancy-In 5lb. Boxes, Lemon Sours, Peppermint Drops, Chocolate Drops, H. M. Choc. Drops, H. M. Choc. Lt. and Dark No. 12, Gum Drops, O. F. Licorice Drops, Lozenges, printed, Imperials, Mottos, Cream Bar, Molasses Bar, Hand Made Crms., Cream Buttons, and Wintergreen, String Rock, Wintergreen Berries, Pop Corn, Maple Jake, Cracker Jack, Pop Corn Balls, NUTS, Whole, Almonds, Almonds, California sft, shelled, Brazils, Filberts, Walnuts, French, Walnuts, soft shelled, Cal. No. 1, Table Nuts, Pecans, Pecans, Ex. Large, Pecans, Jumbos, Hickory Nuts, Ohio new, Cocoanuts, Chestnuts, Shelled, Spanish Peanuts, Pecan Halves, Walnut Halves, Filbert Meats, Alicante Almonds, Jordan Almonds, Peanuts, Fancy, H. P., Suns, Roasted, Choice, H. P. Jumbos, bo, Roasted.

SPECIAL PRICE CURRENT

AXLE GREASE



Mica, tin boxes.....75 9 00
Paragon.....55 6 00

BAKING POWDER

Royal



10c size..... 90
¼ lb. cans 1 35
6 oz. cans. 1 90.
½ lb. cans 2 50
¾ lb. cans 3 75
1 lb. cans. 4 80
3 lb. cans 13 00
5 lb. cans. 21 50

BLUING

Arctic, 4 oz. ovals, per gross 4 00
Arctic, 8 oz. ovals, per gross 6 00
Arctic 16 oz. round per gross 9 00

BREAKFAST FOOD



Cases, 24 1 lb. packages..... 2 70

Oxford Flakes.

No. 1 A, per case..... 3 60
No. 2 B, per case..... 3 60
No. 3 C, per case..... 3 60
No. 1 D, per case..... 3 60
No. 2 D, per case..... 3 60
No. 3 D, per case..... 3 60
No. 1 E, per case..... 3 60
No. 2 E, per case..... 3 60
No. 1 F, per case..... 3 60
No. 3 F, per case..... 3 60

Grits

Walsh-DeRoo Co.'s Brand.



Cases, 24 2 lb. packages..... 2 00

CIGARS

G. J. Johnson Cigar Co.'s brand



Less than 500..... 33 00
500 or more..... 32 00

COCOANUT

Baker's Brazil Shredded



70 ¼ lb packages, per case 32 60
35 ½ lb packages, per case 2 60
38 ¼ lb packages, per case 2 60
16 ½ lb packages, per case 2 60

CHEWING GUM

Geleery 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 48
Crown..... 5 90
Daisy..... 4 70
Champion..... 4 25
Magnolia..... 4 00
Challenge..... 4 40
Dime..... 3 85
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 Hawk, five boxes..... 2 40
Black Hawk, ten boxes..... 2 25

TABLE SAUCES



LEA & PERRIN'S SAUCE
The Original and Genuine Worcesterahre.
Lea & Perrin's, pints..... 5 00
Lea & Perrin's, ¼ pints... 3 75
Halford, large..... 3 75
Halford, small..... 3 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

We sell more 5 and 10 Cent Goods Than Any Other Twenty Wholesale Houses in the Country.

WHY?

Because our houses are the recognized headquarters for these goods.
Because our prices are the lowest
Because our service is the best.
Because our goods are always exactly as we tell you they are.
Because we carry the largest assortment in this line in the world.
Because our assortment is always kept up-to-date and free from stickers.
Because we aim to make this one of our chief lines and give to it our best thought and attention.

Our current catalogue lists the most complete offerings in this line in the world. We shall be glad to send it to any merchant who will ask for it. Send for Catalogue J.

BUTLER BROTHERS

Wholesalers of Everything---By Catalogue Only
New York Chicago St. Louis

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.

GRAND RAPIDS FIRE INSURANCE AGENCY

W. FRED McBAIN, President

Grand Rapids, Mich. The Leading Agency

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.

Have You Ordered Your Calendars For 1904?

If you have not you want to do so now so you will be prepared to give them to your customers, present and prospective, as a New Year's Greeting. There is no better way of advertising your business. Send to us for samples and prices. We make a specialty of calendar work at this season of the year, so can fill your order promptly.

Tradesman Company
Grand Rapids

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.

"Leatheroid" Pocket Wallets—4x7½—1,000, \$10, including your ad. "Leather wear" sample and "Little Traveler" (catalogue) 1,001 advertising novelties two cent stamps. Solidly Novelty Advertising Works, Knox, Ind. 981

To Rent—For up-to-date dry goods, clothing, bazaar, grocery store, two modern new brick stores, 20x60 feet, steel ceilings, hardwood floors, curtains, screen doors, electric light and awning fixtures, plate glass front, prism lights. Will fit out with oak shelving and counters to suit business. Basements with toilet and water on first floor, in city of 2,500, \$300 per year. Al. C. Huebner, 307 Genesee ave., Saginaw, Mich. 976

Exceptional—The Vawter plan of sales is not only exceptional, but unique. As a drawer of crowds that buy, it certainly has no equal. If you desire a quick reduction sale that will clean out your odds and ends, still leaving a profit, write at once. Success guaranteed. Best of references. L. E. Vawter & Co., Macomb, Ill. 985

For Sale—General merchandise stock splendidly located in town of 500 near Grand Rapids; stock invoices about \$4,000. Professional work reason for selling. Address No. 984, care Michigan Tradesman. 984

For Sale—Store building and a neat, clean little stock of groceries and notions. One of the best locations in Central Michigan for a store. Address N. H., care Michigan Tradesman. 983

For Sale—Unusually clean stock of dry goods, shoes, groceries, invoicing about \$2,500; good location; rare opportunity. DeKalb county, Ind. Address No. 982, care Michigan Tradesman. 982

Have large number calls for vacant stores in good towns. If yours is for rent, write; or, if you wish location, we can suit you. Clark's Business Exchange, Grand Rapids, Mich. 986

Proposals will be received at the Bureau of Supplies and Accounts, Navy Department, Washington, D. C., until 12 o'clock, noon, December 15, 1903, and publicly opened immediately thereafter, to furnish at the navy yards, Norfolk, Va., and Charleston, S. C., a quantity of exhaust fans, electric motors, generating sets, projectors, insulating tape, corn brooms, deck scrubbing brushes, paint brushes, hunting, cotton sheeting, linen thread, jack chain, nails, screws, files, drills, miscellaneous hardware and hand tools, deck winches, pattern maker's lathe, mortiser, saw table, white and yellow pine, ash, cherry, mahogany, hickory, ingot copper, solder, slab zinc, roofing tin, corrugated iron, rails and frogs, aluminum paint, white lead, raw linseed oil, asphaltum varnish, gold leaf, bronze powder, beeswax, oxide of iron, copper tubing, gate valves, sheathing paper, charcoal, ribbed glass, cocoa and rubber mats, stateroom crockery and rings, deck lanterns, packing, sandpaper, toilet soap, and cotton waste. Blank proposals will be furnished upon application to the navy pay offices, Norfolk, Va., and Charleston, S. C. H. T. B. Harris, Paymaster General U. S. N. 11-20-03 973

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

For Sale—Up-to-date clothing and furnishing business. Modern equipped store-room. Best location in city of 50,000. Rich & Rich, South Bend, Ind. 961

To Exchange—Clear Western land for stock of general merchandise. Address E. L. Gandy, Hayes Center, Neb. 960

For Sale—A whole or one-half interest in good implement business. Some stock on hand and have agency for some of the best goods. Reason for selling, have too much other business. Address Box 367, Kalkaska, Mich. 958

For Sale—A small shoe factory complete, capable of turning out 200 to 300 pairs per day. A good chance for young man with small amount of capital who understands the business. Write B. F. Graves, Adrian, Mich. 957

Have cash customer for small shoe, also for small drug stock. Clark's Business Exchange, Grand Rapids, Mich. 978

To Rent for Millinery—Modern new store, 15x58 feet inside, plate glass front, with prism lights, steel ceilings, hardwood floors, curtains, screen doors, electric light and awning fixtures, counter, basement with toilet and water in store, in city of 2,500, \$150 per year. Al. C. Huebner, 307 Genesee ave., Saginaw, Mich. 969

For Rent—Large store building and basement. Good town, fine location. Address No. 971, care Michigan Tradesman. 971

For Sale or Trade—A medium-sized coffee mill. Hyames & Harmon, Gobleville, Mich. 968

Wanted—A good location in the mercantile business, either an exclusive shoe store or general store in a town not to exceed 6,000 population. Address F. D. Nichols, Coopersville, Mich. 965

For Sale—House furnishing business in a manufacturing town of twelve to fourteen hundred people, clearing above all expenses \$175 per month. Books open for inspection. Stock will invoice from \$2,000 to \$2,300. Cash only will be considered and real estate agents need not answer. Reason for selling, other business demands all of personal attention after first of the year. Address No. 964, care Michigan Tradesman. 964

For Sale—Timber lands in Oregon, Washington and California, in tracts to suit buyer. Also mill sites. Estimating timber lands a specialty. Cruising done accurately and with dispatch. Lewis & Mead Timber Co., 204 McKay Bldg., Portland, Ore. 963

We can rent your vacant stores in good towns. Clark's Business Exchange, Grand Rapids. 914

For Sale—New stock of dry goods. Will invoice five to six thousand dollars. Can reduce to suit purchaser. Population three thousand. Four railroads. Guaranteed best opening in Michigan. Box 716, Durand, Mich. 972

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

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 Sale or Exchange—General stock merchandise, \$6,000; 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

Geo. M. Smith Safe Co., agents for one of the strongest, heaviest 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—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

Wanted—Partner in clothing and furnishing business. Best location in city of 50,000. Rich & Rich, Attorneys, South Bend, Ind. 892

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

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

For Sale—Old-established meat market located on best business street in Grand Rapids. Steady and good paying patronage. Rent reasonable. Will sell cheap for cash or will exchange for real estate or other desirable property. Address No. 974, care Michigan Tradesman. 974

To Rent for Shoes—Modern new store, 17x58 feet inside, plate glass front, with light and awning fixtures. Will build latest style oak shoe shelving. Basement has toilet and water in store. In city of 2,500, \$240 per year. Al. C. Huebner, 307 Genesee ave., Saginaw, Mich. 970

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

Farms and city property to exchange for mercantile stocks. Clark's Business Exchange, Grand Rapids, Mich. 988

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

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—\$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

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

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. Ayr, Iowa. 938

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—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

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

Exchange for Stock of Merchandise—Three story brick store; price, \$7,500; income, \$660; always rented; on Saginaw street, Pontiac, Mich. Woodward Bros., Pontiac, Michigan. 960

POSITIONS WANTED.

Position wanted after January 1 by single man. Has had five years' experience in general store. Address No. 979, care Michigan Tradesman. 979

Wanted—Position in shoe store or general store. Experienced. References furnished. Address No. 975, care Michigan Tradesman. 975

Wanted—After Jan. 1, position as clerk in a grocery store. Have had three years' experience. Can furnish best of references. Address Box 182, Grand Ledge, Mich. 92

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 clothing or shoe salesman; five years' experience; best references. Address Box 239, Coleman, Mich. 918

SALESMEN WANTED.

Wanted—Traveling salesman wanting profitable side lines, one article; no samples; no competition, large commissions. Only reliable and experienced salesmen wanted; first-class references required. Write Geo. A. Bayle, 111 S. 2d St., St. Louis, Mo. 977

Ridgely-Walker Co., wholesale tailors, Louisville, Ky., have openings for several traveling salesmen. Applicants must be experienced in measuring for men's made-to-order garments. All applications to be accompanied by references; also full particulars of past occupation. 978

Coffee Salesman Wanted—With an established trade and a good record, to sell Boston Coffees in the West and Northwest. Reply with references, naming territory and salary. P. O. Box 1919, Boston, Mass. 967

Wanted—Reliable salesman to sell stock food. Liberal commission. Good territory open. Blue Grass Stock Food Co., Flint, Mich. 951

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—Salesmen to sell as side line or on commission Dillely 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

AUCTIONEERS AND TRADERS

If you wish to buy or sell a business, write to Warner, 171 Washington St., Chicago. 944

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.

A position open by Jan. 1 for a forebody in a candy factory. Address F. Bossenberger, 251 Gratiot ave., Detroit. 980

Wanted—An all-round tinner and furnace man who understands stove repairing, able to figure on jobs, can do some plumbing and not afraid to do work of all kinds and can take full charge of shop. Good pay and steady position the year around to right man. German or Scandinavian preferred. Address Lock Box 624, Hillsboro, N. D. 966

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

BAKER BUSTED.**Up Like a Rocket and Down Like a Stick.**

It is the old story over again, with a few details. The meteoric career of Fred Baker has for years been of interest to people in Nashville and vicinity and his business methods have caused much discussion. A bright boy, he had in his youth the respect of the entire community. He had what seemed to be exceptional business ability, but of late years it has seemed that the young man lacked balance in his business methods. He has started in business in the village times almost innumerable, generally starting in with a little candy and peanut stand or something of that kind. The business would seem to grow with inconceivable rapidity and it would appear that he was making so much money that he did not know what to do with it, and then all at once the whole thing would go to smash and a list of creditors would put in an appearance, looking after unpaid accounts. Some way or other these affairs would be settled up and in a few weeks or months a new place would be opened and the same play would be again presented. Only once has the young man been through the courts as a bankrupt, and since that time many of the old accounts have been fixed up, so that he was able to go on and do business again. His last business venture was in the shape of a stock company, called the Baker Mercantile Co., which was incorporated under the laws of the State, the principal stockholders being Baker and his three aunts, Mrs. M. E. Shaver, Mrs. Ella Truman and Miss Ina Stevens. This has been the most pretentious affair Baker has ever been connected with and for a time they did a large business, running two stores most of the time and at one time a meat market also. It began to be talked that Baker was intending to organize a trust and take over all of the mercantile interests of the village, but that crisis in affairs did not arrive. A few months ago Baker made up his mind that Nashville was too small a place for his calibre, and he packed up one stock and moved it to Grand Rapids, where he for a time did business on South Division street. Grand Rapids merchants tried to close him up under an ordinance relative to transient dealers, but they failed to make it work, and the business was continued for a time, but failed to live up to the roseate dreams of its promoter and the stock was eventually brought back to Nashville. There seemed to be a sort of a decline in the affairs of the company, things going from bad to worse until a short time ago the two stocks were consolidated in one store, which seemed to be large enough to do all the business then coming. And still matters did not improve, and the affair culminated last Friday evening in the store being closed on a chattel mortgage held by Mrs. W. I. Marble, the amount of the mortgage being \$1,035. It is claimed by Mr. Marble that this represents actual cash which was loaned to the com-

pany. The mortgage was filed Nov. 14 and soon after that Baker left town, giving out that he was going to California to spend the winter. He has not since been seen in Nashville and his whereabouts is not given out, although it is the general impression that he will soon return. Mr. Marble says that he was keeping his eye on the place and that he made up his mind that the money which was coming in for the sale of goods was not being directed to the proper channels, so in behalf of Mrs. Marble's interest in the affairs of the company, and as her agent, he thought best to take possession. There are a number of other creditors, among the heaviest being the firm of Lamb & Spencer, at Charlotte, the Caledonia Milling Co., the Western Salvage Co., of Chicago, Swift & Co., Spaulding & Merritt, the Boston Bargain House, and several others. The local creditors are not numerous, nor are many of them in for a large amount, D. A. Wells being probably in the greatest amount, his claim being for borrowed money and for wages. Mr. Marble informs us that an inventory taken a few days before the mortgage was filed showed goods to the amount of over \$2,400, but this has probably been decreased somewhat by sales, although some goods have also been added since that time.—Nashville News.

Statistics Regarding the Poultry and Egg Industry.

The statistician of the Department of Agriculture has figured out that the little lady of the lowly barnyard is a feathered gold mine. Last year she laid 1,290,000,000 eggs, worth in the market \$144,000,000. The American palate laughed itself into paroxysms of joy over them—poached, fried, boiled, shirred, raw, scrambled, omelet, scalloped and baked. And the American housewife broke them into cakes and whipped them into a thousand and one different forms of delight, without a thought for the great army of busy cacklers employed in stocking the market. There are varieties of fowls on farms in this country worth \$85,794,000. There are 250,000,000 chickens alone, which produce, in addition to the egg supply, poultry for table purposes worth \$136,000,000, making an annual production of \$280,000,000, or an income of 400 per cent. on the investment. To further demonstrate the value of the American hen, the statistician declares that with the exception of 1900 the egg crop of the United States has exceeded in value that of the country's combined gold and silver output for every year since 1850; and the same statement is true of the poultry product, excepting the years 1899 and 1900. A city girl visiting the country and finding honey on the table, said, "I see you keep a bee!" Counting the millions of eggs in the market regularly, she might jump to the conclusion that Uncle Sam keeps a hen. The hen appears to be almost rich enough to keep Uncle Sam, and in a pretty good style at that. Long live the American hen!

Manufacturing Matters.

Chelsea—The West German Portland Cement Co. has decreased its capital stock from \$1,000,000 to \$500,000.

Edmore—Andersen, Jensen & Hansen have purchased the hardware, implement and grocery stock of Geo. E. Purple and the grocery, shoe and hardware stock of Alfred E. Curtis and will consolidate the stocks.

Middleton—Geo. R. Lowe, who recently purchased the machinery in the cheese factory at this place, will remove it to Vickeryville, where he is compelled to increase his capacity before the advent of another season.

Clare—A \$5,000 cheese factory will be erected at this place early next spring so as to begin operations in early summer. The plant is to be constructed of cement and brick. A. J. Doherty is at the head of the enterprise.

Manistique—The White Marble Lime Co.'s shingle and tie mill has been closed down. It is expected that it will open again in January, and in the meantime the machinery will be overhauled and three new tubular boilers will replace three now in use.

Port Huron—The Robeson Chemical Co., with B. J. and A. L. McCormick, of this place, Robert Smith, of Lansing, and T. W. Bailey, of Marine City, as incorporators, has been organized with a capital stock of \$50,000. The company will manufacture chemical and mechanical compounds.

Alma—H. J. Vermeulen is closing out his mercantile business here preparatory to removing to Idaho, where he has large mining interests. Mr. Vermeulen is one of the principal stockholders of the Alma Mining Co., which controls the property it is intended to develop during the ensuing year.

Cheboygan—The Cheboygan Wood Inversion Co. has been organized to manufacture ethyl and methyl alcohol, charcoal, acetate of lime, wood, tar, etc. The capital stock is \$100,000, held by J. McGregor, 4,450 shares; Geo. Annand, 200 shares; Geo. S. Richards, 100 shares, and others.

Marshall—Calvin F. Hardy, grist mill operator, has organized the Calvin F. Hardy Co., Limited, to engage in the manufacture of food products. The capital stock is \$11,000, held in the following amounts: F. A. Stuart, 610 shares; Calvin F. Hardy, 300 shares; W. T. Phelps, 100 shares; Isaac H. Bisbee, 60 shares, and others.

McMillan—Rosse Bros., of Oak Harbor, Ohio, who own an extensive tract of hardwood land in Columbus and Lakefield townships, Luce county, will erect a mill at this place to manufacture their product. They will conduct business under the style of the U. P. Lumber and Cooperage Co. and expect to begin operations early in the spring, employing about 200 men.

McMillan—Ross Bros., who own an extensive tract of hardwood lands near Newberry, have decided to erect a mill at this place and have organized an operating company under the name of the Upper Peninsu-

la Lumber & Cooperage Co. and let contracts to Saginaw parties for the construction of the mill and equipment. The work will be prosecuted vigorously so that the plant may do business next season.

Detroit—Detroit capitalists have organized the Standard Metal Furniture Co. with a capital of \$325,000, of which \$100,000 is preferred. All of the stock has been taken. The company will manufacture all kinds of furniture, but it will pay special attention to a patent folding bed invented by V. J. Gillett, of Detroit. A factory will be erected on a site purchased on the tracks of the Grand Trunk at Milwaukee Junction.

Arnheim—Henry Key and C. W. Cleaver, under the style of Key & Cleaver, have recently built and equipped a hardwood saw mill and expect to begin operations about January 15. The mill is conveniently located alongside the South Shore Railway tracks, and that company has just completed the laying of two side tracks there, one of which is for the exclusive use of the mill owners in receiving the raw and shipping the manufactured product. The new industry will furnish employment to 35 or 40 men the year around.

Don't fret about the rush of to-day; use it.

BUSINESS CHANCES.

Wanted Partner—With capital, in butter and egg business. Have 28 years' experience in the business. Address Box 317, Sioux City, Iowa. 989

SALESMAN WANTED.

First-Class Salesman Wanted—An all-round dry goods salesman, willing to work, and one who can trim. Prefer man 25 to 35 years of age. Fawley & Holdermann, Wabash, Ind. 990

MISCELLANEOUS.

Wanted—Pharmacist, competent to do manufacturing and a good stock-keeper. Need not be registered if has had good experience. Address No. 991, care Michigan Tradesman. 991

Furs

Highest prices paid and quick remittances

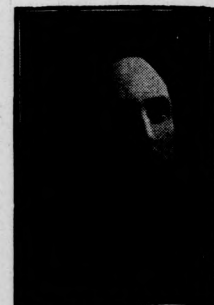
CROHON & CO., LTD.

Hides, Furs, Tallow, Etc.

28 and 30 Market St., Grand Rapids

SALES! SALES! SALES!

MONEY in place of your goods by the

O'Neill New Idea Clearing Sales

business. Hundreds of names of merchants furnished.

C. C. O'NEILL & CO.

1103-4 Star Bldg., 356 Dearborn St., CHICAGO

We give the sale our personal attention in our 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