

MICHIGAN TRADESMAN

Twenty-First Year

GRAND RAPIDS, WEDNESDAY, FEBRUARY 24, 1904

Number 1066

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EARN MORE MONEY,
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portion of each company's stock pooled in
a trust for the protection of stockholders,
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withdrawn from sale with the exception of
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Our plans are worth investigating. Full
information furnished upon application to
CURRIE & FORSYTH
Managers of Douglas, Lacey & Company
1033 Michigan Trust Building,
Grand Rapids, Mich.

IMPORTANT FEATURES.

- | Page. | |
|-------|-----------------------------------|
| 2. | Window Trimming. |
| 4. | Around the State. |
| 5. | Grand Rapids Gossip. |
| 6. | City Prices. |
| 8. | Editorial. |
| 9. | Editorial. |
| 10. | The Bee Hunter. |
| 11. | Observations of a Gotham Egg Man. |
| 12. | Meat Market. |
| 16. | Get Together. |
| 18. | Store Management. |
| 20. | Hardware. |
| 24. | Man With The Masket. |
| 28. | Woman's World. |
| 30. | Shoes. |
| 31. | Steel Terms. |
| 32. | French Clerks. |
| 34. | Dry Goods. |
| 36. | Premium Goods. |
| 37. | Hardware Price Current. |
| 38. | Self-Respect. |
| 40. | Commercial Travelers. |
| 42. | Drugs—Chemicals. |
| 43. | Drug Price Current. |
| 44. | Grocery Price Current. |
| 46. | Special Price Current. |
| 47. | New York Market. |

A HOPE DEFERRED.

For a number of years—and re-
cently with considerable intensity—
the thought of the improvement of
the public roads has obtained the at-
tention of the public mind. The de-
votes of the wheel and of the auto-
mobile may be looked upon as sup-
porters of the intensity, but beyond
and behind that lies the fact that a
national highway across the country
has long been desirable if it has not
been considered an absolute neces-
sity. The coming of the railroad has
blunted the keen edge of the need,
but aside from the enormous traffic
carried on between different sections
of the country little or nothing has
been done to make local communica-
tion swift, safe and easy. For a time
there were cheering prospects of an
appropriation from the government
to assist the states in building roads,
one of these measures calling for
\$24,000,000; but at the present writ-
ing the accomplishment of the pur-
pose may be best considered as a
hope deferred.

Different reasons are given for this.
In the present condition of the pub-
lic finances with the more than prob-
able chance of a deficit at the end of
the fiscal year the idea obtains that
the carrying through of the project
would not be wise. There is a strong
sentiment in the rural communities
favorable to such legislation and this
without doubt has its influence with
the law makers; but aside from this
the heretofore lukewarmness of these
same rural communities in regard to

a measure that should have been con-
sidered vital and was not has possibly
had something to do with putting
off until to-morrow what ought to be
done to-day. The man, country born
and country bred, knows from ex-
perience the deplorable condition of
the average country road and he
knows better than anyone can tell
him what is the not-far-off cause—the
utter indifference of the man whom
the improved road would benefit
most. From Maine to California the
unquestioned fact remains: the let-
ter of the law and never, or rarely
so, the spirit is carried out. The
road-master is appointed regardless
of qualifications; he fixes the date and
the farmers and their boys assemble.
The workmen should begin duty at
seven o'clock. In the common par-
lance of the day, they come at "any
old time." From that time until
noon when they all drop work as if
they were paralyzed, they plow a
little, rest on their implements "of
industry more and "swap stories"
most. After a good long hour of
refreshment and rest and talk the
programme of the morning is re-
peated until five o'clock, when an
hour before the legal end of the day
they start for home to a man, leaving
the road a little worse than it was
when the morning improvements be-
gan.

There is a piece of road in nor-
thern Rhode Island with a long steep
hill that has a sharp curve halfway
down and a projecting rock at the
foot and curve and rock have a long
record of wreck and disaster against
them. Hill and curve and rock are
there still and in spite of the yearly
working on the road the wreck and
the disaster are still going on. In
Western Pennsylvania there is a
stretch of road which a well-to-do
farming neighborhood has laughed
at and sworn at for generations and
that stretch of road in that well-to-do
neighborhood is still passing down
from father to son, laughed at and
sworn at by this generation as it
promises to be by the generations
coming after. Personal experience
has located in Nebraska and Color-
ado and Wyoming similar highway
enormities, every one of them more
than suggesting that unless the gov-
ernment shall take the project in
hand the hope deferred will become
the forlorn hope and so a heritage
to be laughed at and cursed and
passed on.

It goes without saying that the ad-
vocates of good roads will be disap-
pointed if something is not done dur-
ing the present session to aid the
movement. Should that be the out-
come however, it should be looked
upon as only a hope deferred. In
the meantime let it be remembered
that the shoulder of Hercules was
not put to the wheel of the wagon,

stuck in the mud, until the farmer—
time cannot change him—should make
strenuous efforts to do something for
himself. In certain localities he is
doing this. It has dawned upon him
—the Middle West claims him—that
as a mere matter of business he can-
not afford to put up with bad roads
any longer. Time and money are
both lost in taking a half-load to
market when with a good road he
could take a full one. The wear and
tear of horse and harness and wagon
are in themselves matters of mo-
ment which have a disagreeable
showing in the yearly account and
the bad-road mischief is not confined
to the trip to market. It is a poor
investment however looked at and to
be accounted for only by the short-
sightedness which is found oftener
than it ought to be in the tiller of
the soil.

It is little less than trite to assert
at this late day that too much cannot
be said in favor of good roads. What
is needed more than anything else
is the pushing forward into tangible
results the movement that has been
too much confined to talk. If, as it
now seems probable, the realizing of
the ideal is only a question of time
it behooves the men of the rural com-
munities throughout the country to
bestir themselves. Speech is silver,
silence is golden, but action is worth
more than both. Let that last now
lead and then when the good time
comes and the government puts its
Herculean shoulder to the wheel, the
old story will pass from fable to fact
and this broad country of ours will
be gridironed with roads that will be a
credit to the civilization that inhabits
it.

The Grand Rapids Common Coun-
cil has yielded to the logic of the
law and rescinded all resolutions
previously adopted by that body pro-
viding for the exclusive employment
of union labor in the public service.
It is interesting to note that when
the matter came to a final vote, last
evening, six aldermen disregarded
their oaths, stultified their manhood
and made themselves generally ri-
diculous by voting in favor of a con-
tinuation of the former illegal meth-
od. Their names are as follows:

**Dodge, Droste, Hensler, Herr-
mann, Johnson, Renihan.**

Geo. L. Medes, who was book-
keeper for Jennings & Smith for
three years about eighteen years
ago, subsequently acting in the same
capacity for the Herold-Bertsch Shoe
Co. for eight years, and for the past
seven years for the Cappon &
Bertsch Leather Co., of Holland, has
resigned the latter position to take
the position of book-keeper for the
Jennings Flavoring Extract Co., in
which he will be financially inter-
ested.

**GAS
ELECTRIC LIGHT & TRACTION
BONDS
EDWARD M. DEANE & CO.
BANKERS
SECOND FLOOR, MICHIGAN TRUST BUILDING
GRAND RAPIDS, MICHIGAN**



Two Displays Shown by Foster, Stevens & Co.

Foster, Stevens & Co. are to be congratulated on the handsome displays they exhibited last week. Their show windows are among the largest in the city, and their trimmer is always exceptionally happy in his efforts. To be sure, carrying the immense stock that this establishment does, he has an endless variety of goods to draw from—goods cheap and goods demanding a large fat pocketbook on the part of the prospective buyer—but, even with this assistant to success, many a window dresser falls far short of the mark, presenting a window with no homogeneity whatever.

These displays were left in from Monday morning until Saturday night, and many were the pedestrians who twice daily passed the store who stopped each time to enjoy a look.

The exhibit on the right of the spacious entrance was especially designed to interest the sterner sex, being devoted to gymnasium and other athletic goods mostly used by them—it—while the potter's and the metal worker's arts were given prominence in the window at the left.

A mammoth mirror has been placed at the wall end of each of these windows within recent months, and these add greatly to the attractiveness of the decorations, faithfully repeating, as they must, every detail of the trims. If more dealers appreciated the advantages to be derived from their use they would be much more employed than they at present are; but the time is approaching, and approaching quickly, when no store will attempt to do business without them. More and more are they coming to be looked upon not as a luxury, to be indulged in only by the richest of firms, but even the smaller concerns are gradually considering them as necessities, and before many years have rolled by the dealer who has not adopted them will be regarded as an old fossil. Taken up first by the dry goods merchants, their usefulness has extended, until even many of the meat markets are not without them. I may say, in leaving the silvery subject, that the windows on the wall spaces naturally can not receive the amount of patronage from the Sex Divine as do those placed directly in front of the window-gazer. These are ever the more popular with Fair Woman, for what more satisfying, while ostensibly inspecting the beauties of the goods on exhibit, than to be able to contemplate her own beauty—to see if her hair is all right, if her hat is set at the most becoming angle and if her appearance generally is irreproachable!

So, then, the days of the mirrorless merchant are numbered and we shall soon see their ministrations universal.

The athletic window contained almost every conceivable sample of

health-inspiring sporting goods, and the eye-catching figure of a handsome brunette dummy, attired in a baseball suit of gray, with "Grand Rapids" in big red letters on his well-developed thorax, stood out with attention-compelling distinctness. He had in his hand a large white ball and, in a characteristic attitude, seemed actually to have an expression of tense eagerness on his pink and cream-colored wax features which served to kindle in the beholder the fire of his own fervor. At his feet and to his right and left and above him suspended from the ceiling were enough muscle-producing contrivances to cause the veriest neophyte to look upon them with the desire of immediate possession. There were comfort-producing sweaters, applicable to so many conditions of wear—so handy for the genus boy, with his time-saving proclivities as to getting into his duds! And the neatly decorated dumb-bells, of wood resembling maple as to color and stripped with black; the Indian clubs as black as ebony and with silver or nickel longitudinal trimmings—how they all appealed to boys and girls interested in matters of the gym.

I called up Miss Emma Lechner, the young lady who has charge of the china department, and than whom there are few, if any, clerks in the city better posted as to goods of this character. Employed first by Leonard's, then by that gentleman of artistic temperament, Mr. Leopold P. H. Fisher, and now by Foster, Stevens & Co. her store experience has been such as to give her an unusual fund of information and she is a most enthusiastic exponent of the crockery business. Indeed, when I asked her questions as to this, that and the other object in the window expressive of her department, her words came so fast that it was with difficulty I was able to catch them. She is a delightful conversationalist at all times, but when the topic under discussion relates to pottery she is in her element. I could not begin to impart to the reader all the pointers she gave me as to that east window, but the following bits are interesting, and when it is understood that Miss Lechner has been under the weather the past few weeks, her kindness in furnishing me details is all the more appreciated.

"That bronze lamp on the low teakwood stand at the left background? That came from Japan, as did also the stand under it and the brightly-flowered paper shade above it, with the black rims. These shades give a touch of color to an otherwise dark spot in a room and, in fact, are a cheerful addition anywhere such a lamp might be placed. They are a trifle steep in price, perhaps, but the outlay is money expended in the right direction—they last for years. The lamp is a real bronze, that metal so dear to the heart of the connoisseur; but it is not a 'real antique,' only an imitation, but still a very beautiful piece, one of which anyone might be proud. The Japanese manufacturers who make these reproductions purchase at auction samples of the genuine articles which they use as models—

vases, lamps, and what not, that are the 'real antique,' pieces that have belonged to old families who have been forced by a turn of the wheel of fortune to part with their treasured heirlooms.

"Did you notice that plain brass urn over at the right near the door, that balanced the lamp at the left—the urn with the lion's head on each side with the ring in the mouth? That, also, is an 'imitation antique.' It has a satin finish and the shape is ornate. There is a factory in New York City, called the Wenthrobe factory, devoted exclusively to the manufacture of reproductions of antique brasses. The Jews in Russia were the very first to turn their attention to working in this metal, and these people in New York turn out such close facsimiles of their work that, when through exposure to the atmosphere they have become green, like the verdigris that collects on old copper, they are calculated to 'deceive the very elect.' The fact that the New York factory mentioned and similar ones in that metropolis are located in tall old buildings—structures so ancient as to preclude the building in them of elevators—has given rise to the statement that these goods are a tenement-house production, a statement that is utterly false. People get all sorts of notions into their heads, and this tenement-house idea is one of them. Many of the workmen employed in these brass factories are foreigners, whose hands learned their cunning in their native country.

"The decorative ten-inch plaque with the hunting scene wreathed with acorns is an English make—Wedgwood ware, named from the inventor, Josiah Wedgwood. It is a very proper piece for a dining room, as are also the other two large wall plates tilted on wire standards on the floor of the window. The flower piece is a Limoges (it amuses me when people pronounce this in three syllables—'Lim-o-gees!') and the one with the drinking scene is from Italy. I don't know exactly what part, but, from the appearance of the ware, I should judge it to be of Florentine manufacture. These wall plates along with the beer mugs (temperance people use them, too—oh, I mean only for wall decoration!—but prefer to call them 'steins') give a dining room an air of elegance not to be attained without them.

"The samples of white china with the pretty pink border, in the 'middle center front,' are only a few of the many dishes composing this 'open stock' dinner set, 110 in all. It is an imported ware, English porcelain, made by Maddock & Miller.

"The two sizes of poppy bordered plates, set 'on the bias' at the left of the dinner set samples, are also 'open stock.' They are from Austria and are called Royal Saxe. They don't come in full sets, because, the poppies being of such a flaming red, it would be too much color. We have the plates in different sizes, suitable for reception purposes. They are proper for salad, ices or ice cream, at such functions, and for the table can be used as bread-and-butter plates

or to serve fruit on. There is also a salad dish to match for table use.

"Counterbalancing the twelve Royal Saxe poppy plates are a half dozen Royal Doulton Gibson-widow plates. These are but a few of the many we have showing her inconsolable(?) grief. She's a most attractive bit of femininity. The ladies and gentlemen both are very fond of her.

"Those wire plate-holders enable our window man to give diversity to his exhibits by a perpendicular arrangement. The group at the right have the name, 'fairy plates,' attached to them. I don't know the reason, precisely, unless it be that the inscription under each picture seems to be a little squib that one of the people in it is endeavoring to work off on his incredulous listener. The two sets of blue picture plates in the background are reproductions of old English plates made when this country knew absolutely nothing about the art of chinamaking. Photographs of scenes in and around Boston were taken and sent to the Mother Country, where they were done in china by potters who thoroughly understood their work.

"To go back to the marble-inlaid teakwood stand supporting the lamp from Japan. Did you notice the exquisite carving which graces it? Often these lamp and jardiniere stands are ornamented only around the top, but this is beautifully carved not only there but way to the floor in little fine flowers and leaves. The Japs excel in this as in other art work calling for patience, skill and daintiness of design."

There was much more information imparted by Miss Lechner, but I am nearing the limits of my space and so can not give it all, much as I would like to.

I must also thank "Clerk Number Seven" (I do not know his other name), who answered my call when I rang up the store, and whose statements were similar to those of Miss Lechner, whom he advised me to call up and I "would find out everything about the window."

Also pretty little Miss Story assisted me quite materially.

If a layman might offer a suggestion, I will say that I think a handsome young lady dummy, arrayed in fetching widow's weeds—not too somber—with her hair done up in true Gibsonesque fashion, and sitting on a willow garden seat in a Gibsonesque attitude with her elbow on her knee and her chin supported by her hand, contemplating the half dozen plates with her charming self as the central figure of the pictured groups, would have made a striking addition to this admiration-challenging display. The female figure would have been an offset to the athlete in the opposite show window and her apparition in that of a hardware-crockery establishment would certainly be of such an astonishing character that the non-observing perambulator would be simply hypnotized into gazing at "the pretty, pretty creature" and her luxurious surroundings.

Don't lie awake nights thinking about somebody else's business.

THE OLD RELIABLE



Absolutely Pure

THERE IS NO SUBSTITUTE

All grocers should carry a full stock of ROYAL BAKING POWDER. It always gives the greatest satisfaction to customers, and in the end yields the larger profit to the dealer.

AROUND THE STATE

Movements of Merchants.

Walkerville—Herbert Hall has opened a meat market.

Coldwater—C. F. Dion, baker, has sold out to Frank Ruppert, of Van Buren, Ind.

Detroit—John E. Malloy has purchased the hardware stock of Frederick Barbier.

North Dorr—J. P. Fetz has sold his general merchandise stock to Valentine Pitsch.

Middleville—W. W. Watson, grocer and meat dealer, has sold out to Walton & Culver.

Bangor—Joseph Getz, of Benton Harbor, will remove his merchandise stock to this place.

Galesburg—James Little, engaged in the bakery business, has sold out to Frederick Mack.

Grand Ledge—The Star Shoe Co. is succeeded by Coppens & Byington in the retail business.

East Jordan—Jerome Smith has sold his grocery and notion stock to the East Jordan Lumber Co.

Negaunee—A. Herschwitz will remove his furniture stock to Petoskey March 1, locating on Lake street.

Saginaw—The capital stock of the William Barie Dry Goods Co. has been increased from \$250,000 to \$300,000.

Tekonsha—Morse & Toland have opened a clothing and men's furnishing goods store in the Henry building.

Manistee—S. Winkelman continues the dry goods and clothing business of S. Winkelman & Co. in his own name.

Grand Haven—The People's Mercantile Co., Limited, is erecting a new store building to be ready for occupancy in the spring.

Boyne City—Kryger & Co. have moved their clothing stock back to Kalkaska, where they have consolidated it with their parent stock.

Pontiac—Walter J. Fisher has sold his grocery stock at 65 and 67 South Saginaw street to George Griffin, who has been in the employ of Mr. Fisher for the past three years.

Sherman—Smalley & Hampton have sold their hardware and implement stock to Willis Wightman & Sons, of Monroe Center, and will take a trip to Oregon in the spring.

Manton—Edward Carroll has purchased the merchandise stock of Judd Seaman and will launch upon the merchandise sea on his own responsibility, continuing at the same location.

Battle Creek—C. F. Spaulding and F. E. Howell have purchased and will conduct the grocery in connection with their meat business at 259 Lake avenue under the style of C. F. Spaulding & Co.

Hastings—J. T. Pierson & Son, for the past sixteen years engaged in the mercantile business at Irving, have purchased the dry goods and grocery stock of L. E. Stauffer, and will continue the business at the same location.

Hastings—Mead J. Brown has purchased a one-third interest in the furniture stock of Miller & Harris, and the business will hereafter be conducted under the style of the Miller & Harris Furniture Co.

Saginaw—Rush Bros. have purchased the grocery stock of E. P. Austin, at 1024 Gratiot avenue. Mr. Austin, who has been engaged in mercantile business for the past twenty years, will retire.

Allegan—C. A. Baker, of Kalamazoo, who recently purchased the grocery stock of Foster & Johnson, has had a chance to buy a grocery stock in his home town and will close out the stock at this place.

Petoskey—R. L. Lyons has sold his half interest in the Individual Gas Light Co. to Bump & McCabe, who have formed a copartnership with Frank S. Vincent to continue the business under the same style.

Detroit—The Siau Laundering Co. has merged its business into a corporation with a capital stock of \$10,000, held as follows: D. J. McAllister, 495 shares; J. A. McAllister, 495 shares, and Ira A. Leighley, 10 shares.

Ishpeming—The Carpenter-Cook Co. has sold the grocery stock and meat market formerly owned by the Finnish Mercantile Association to Wm. Anderson, who has been engaged in the grocery business here for the past year.

Battle Creek—Robert C. Talbot and W. Edwin Hunt have purchased the interests of Henry S. Platt and W. F. Fell, of the clothing firm of the James N. Riley Co., and the business will hereafter be conducted under the style of Riley, Talbot & Hunt.

Coldwater—Thos. A. Hilton, the clothier, has purchased the shoe stock of Harriett L. (Mrs. H. J.) Drake, which adjoins his store on the east, and will conduct the two stocks. An archway will be cut between the two stores and other improvements made.

Detroit—B. Siegel & Co., dealers in cloaks, suits and furs, have merged their business into a corporation with an authorized capital stock of \$50,000. The members of the company are Benjamin Siegel, Louis Siegel and Jacob Siegel. The new style is the B. Siegel Co.

Ithaca—John Watson has purchased the interest of his partner in the drug business of Parrish & Watson. Mr. Parrish retires in order to devote his entire attention to the manufacture of the Parrish roller bearing show case, in which he is largely interested.

Detroit—The Auto-Express Co., which is being organized by E. D. Trowbridge and others with \$20,000 initial capital, will commence operations in about ten days. The company will deliver goods for wholesale and retail firms, and has already secured a number of contracts.

Homer—F. E. Strong, of Battle Creek, and S. D. Strong, of this place, have purchased a half interest in the hardware stock of W. A. Wattles. F. E. Strong will look after the interests of the firm in Battle Creek, while S. D. Strong will attend to the business of F. E. Strong & Bro. at this place.

Petoskey—R. L. Baker has merged his paper business into a stock company under the style of the R. L. Baker Paper House. The capital stock is \$9,000, the officers being as follows: President, F. Eugene Scott; Secretary, C. A. Osborn, and Treasurer and Manager, R. L. Baker.

Coldwater—Frank Calkins and William Burch have formed a co-partnership under the style of Calkins & Burch and purchased the East End grocery and market of Corless & Ferguson. Mr. Calkins recently sold his interest in the grocery and meat business of Calkins & Tripp to Floyd George.

Albion—Louis Goldstein is now sole proprietor of the suit and cloak store opened last September by Cohn & Goldstein, of Chicago, having purchased the interest of his partner, A. Cohn. Mr. Goldstein's father is a member of the Chicago firm of Goldstein, Stonehill & Co. and the store here will be in reality a branch of that establishment.

Unionville—Jacob H. Kemp, dealer in general merchandise, and the Unionville Milling Co., elevator and flour mill operators and produce dealers, have merged their business under the style of J. H. Kemp & Co. The new concern is capitalized at \$6,000, held as follows: J. H. Kemp, 100 shares; C. F. Bach, 100 shares; H. L. Bach, 100 shares, and J. S. Palmer, 20 shares.

Detroit—F. W. Brown, for many years engaged in the produce business at Ithaca, and for the past year manager of the Central Michigan Produce Co., at Alma, has purchased

the commission house at 55 Cadillac square and will be ready for business March 1. H. L. Nelson, son-in-law of Mr. Brown, will be associated in the business, which will be known as the F. W. Brown Produce Co.

Manufacturing Matters.

Marshall—The Malt-Wheat Biscuit Co. has decreased its capital from \$500,000 to \$10,000, and has also changed its style to the Lambert Food & Machine Co.

Au Sable—The Hull & Ely saw mill will start as soon as the river shall open, they having secured enough stock to run the plant during the season full time and a quarter of a day extra at least a portion of the season.

Adrian—The International Machine Co. has been organized to engage in the manufacture of wire fencing, wire fabrics and machinery therefor. The capital stock is \$50,000, owned by F. E. Hook, Hudson, 2,500 shares, and J. C. Johnson, 1,250 shares, and A. K. Keller, 1,250 shares, of this place.

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.



The Grocery Market.

Sugar (W. H. Edgar & Son)—The raw situation begins to show a decided improvement and, while quotations indicate an advance of only 1-32c, the position has changed radically in that refiners who a week ago would not purchase Cubas at 2c, cost and freight, have since paid 2 1-32c for March shipment and would buy more, but holders demand higher prices. The sales at 2 1-32c establish the market at 3.38c, duty paid for March shipment, and prompt deliveries would to-day command the same price. Europe has scored advances in all descriptions, beets having worked up to a parity of 3.68c with 96 deg. test. The refined market has undergone no changes whatever, but toward the close we note an increasing interest and rather better demand. While there may be no advances in the immediate future, a change may be announced at any time and we incline to the opinion that buyers can not make a mistake at present low prices. The movement of freight is very bad. We can see no improvement near at hand and again recommend liberal orders well in advance of requirements.

Tea—Jobbers report that there has been a heavy demand for Japan grades ever since the war started. It is regarded as certain that there will be advances in this market before long. So everyone is taking liberal quantities. Prices have advanced 2@4c from the low point.

Coffee—The feature of the week has been Brazil's refusal to sell any coffee, via Europe or America, at the ruling market, her parity being from 1@1½c above both Europe and America. This has stopped buying for the time being. The statistical position of coffee looks stronger and all signs point to a decrease in the visible supply during February. The decrease for January reached nearly 500,000 bags, which means that the figures representing the visible supply will soon begin to show a decided change. Most dealers in actual coffee look for a gradual hardening in values, but deprecate any more wild speculation. It is generally considered that present prices are justified by the law of supply and demand, and hoped by the larger interests that future advances will be made only on the basis of conditions actually existing at the time. Mild coffees are steady and unchanged.

Canned Goods—The demand for tomatoes is only moderate. Spot corn is selling well, with no new developments. Futures are unchanged and quiet. Spot peas are in fair demand, and the cheap lots, towards which buyers' ideas have been tending, are getting cleaned up. Eastern peaches are quiet and unchanged. Available stocks seem fairly ample. California canned goods are unchanged and quiet. Apples are dull and unchanged.

Dried Fruits—There is some strength in the general tone of the market, due to the gradually diminishing stocks and in some lines there are faint signs of a scarcity in the future. These are rather remote as yet, however. An important item in the dried fruit trade as well as in the canned and fresh business is the fact that southern California has recently had copious rains. As it was beginning to get very dry there, these have been received with great rejoicing.

Syrup and Molasses—The glucose market is steady and unchanged. Compound syrup has advanced ½c during the week, because it was much below the glucose parity. Even at the advance it is below. The demand for mixed syrup is only fair. Sugar syrup shows an advance of 2c on all the grades now being manufactured. The scarcity and good demand are the causes. Molasses is in fair demand at unchanged prices. An important feature of the glucose situation just now is the fact that the corn now being used to make glucose contains about twice the normal percentage of moisture. This makes it necessary to use more corn to get the same amount of glucose, and the manufacturers say would warrant an advance of 30 points.

Fish—Shore mackerel are moderately steady. The demand is light. Cod and haddock are unchanged, being very firm and high. Hake, which will have to be the substitute, has advanced ¾c during the week. Sardines are dull and unchanged. There is reason to expect somewhat higher prices on spot sardines before the new come in, in May and June. Stocks are light. Salmon is quiet and unchanged. Greater confidence is expressed by the holders of Alaska red in the expectation that the trade will take their holdings at the high ruling prices, in view of the fact that stocks of low-grade Alaska and grades higher than Alaska red are fairly cleaned up. Lake fish is firm and quiet.

The Fruit Dispatch Co.—otherwise known as the "banana trust"—has leased the building at 30 North Ottawa street and is fitting it up for use as a banana distributing house, which will be conducted under the management of a gentleman named Williams. The occasion for this action is the refusal of any Grand Rapids fruit house to sign the one-sided contract of the Fruit Dispatch Co., which binds the dealer to accept such fruit as the company may send him, no matter what condition it may be in, and pay for it whether it is good or bad. Every one who has had any experience with the contract is glad to let it alone thereafter. It is reported that the company will retaliate by handling lines of lemons, oranges and other tropical fruits at its Grand Rapids branch, but the Tradesman has been unable to ascertain the exact facts on this subject.

The Vinkemulder Co. has purchased the onion warehouse at Vriesland, which it will enlarge and improve, increasing its capacity to 10,000 bushels. A resident buyer will probably be maintained during the season, handling celery as well as onions.

The Produce Market.

Apples—Local dealers hold their stocks at \$2.50@3 per bbl.

Bananas—\$1.25 for small bunches and \$2 for extra jumbos.

Butter—Factory creamery is steady at 26c for choice and 27c for fancy. Receipts of dairy grades are not so heavy. Local dealers hold the price at 12c for packing stock, 15c for choice and 18c for fancy. Renovated is steady at 18@19c.

Cabbage—Has advanced to 3c per lb.

Beets—50c per bu.

Celery—Steady at 25c per bunch.

Cocoanuts—\$3.50@3.75 per sack.

Cranberries—Cape Cods and Jerseys are steady at \$7 per bbl. and \$2.50 per bu.

Dressed Calves—8@9c per lb.

Dressed Hogs—\$6@6.25 per cwt.

Eggs—The receipts are so liberal that the price has taken a decided drop, with indications of a still lower range of values. Dealers now hold case count at 25@26c and candled at 26@27c. No country merchant should pay more than 20c for eggs on the present market unless he aims to be a philanthropist.

Game—Live pigeons, 75c@\$1 per doz. Drawn rabbits, \$1@1.50 per doz.

Grapes—Malagas are steady at \$6.50 per keg.

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

Lemons—Messinas and Californias are steady at \$3.25@3.50 per box.

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

Maple Syrup—\$1.05 for fancy, 90c for pure and 80c for imitation.

New Potatoes—Bermuda, \$2.75 per bu.

Onions—The high range of price predicted by the Tradesman ever since last fall has arrived, \$1.25 being now the prevailing quotation at this market.

Oranges—California Navels, \$2.40 for extra choice and \$2.50 for extra fancy; California Seedlings, \$2@2.25.

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

Pineapples—\$5.50 per crate.

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

Potatoes—The market continues strong, with an advancing tendency. Store lots, 90c@\$1; car lots, on track, 85@88c per bu. in bulk.

Poultry—Receipts are small, in consequence of which prices are firm. Chickens, 14@15c; fowls, 13@14c; No. 1 turkeys, 18@19c; No. 2 turkeys, 15@16c; ducks, 14@15c; geese, 12@13c; nester squabs, \$2@2.50 per doz.

Radishes—35c per doz. for hot house.

Squash—1¼c per lb. for Hubbard.

Strawberries—Florida, 40@45c per quart.

Sweet Potatoes—Jerseys are steady at \$4.25 per bu.

Programme Prepared For Grand Rapids Grocers' Banquet.

The sixth annual banquet of the Grand Rapids Retail Grocers' Association, which will be held at the Hotel Pantlind next Monday evening, promises to be the most enjoyable affair of the kind ever undertaken by

the organization. The menu planned by landlord Pantlind is as follows:

Oyster Cocktail

Celery

Cream of Tomato au Crouton

Halibut steak, Maitre d'Hotel

Pommes de terre Julienne

Tenderloin of beef au Madeira

Green peas

Duchesse potatoes

Sweet pepper and slaw

Ice cream

Cake

Coffee

After the discussion of the menu, the following programme will be observed:

Invocation—Rev. McLaughlin.

Address of welcome by President Fred W. Fuller, introducing master of ceremonies.

Remarks by Toastmaster—Fred J. Ferguson.

Song—Joseph Dean.

Review of the Association—Homer Klap, Secretary.

Recitation—F. H. Cobb.

Good Citizenship—Amos Musselman.

Whistling Solo—Fred J. Ferguson.

The Wholesale Grocery Trade—Wm. Judson.

Recitation—Al. Klaver.

The Business Man—S. M. Lemon.

Vocal Selection—Grocers' Quartette.

The Future Grocer—E. A. Stowe.

Song—America, by the audience.

The quarters formerly occupied by the Citizens Telephone Co. have been leased to the Economy Rug Co., of Davenport, Iowa, which will establish a factory on the fourth floor of 87 and 89 Campau street; and to the Gas Appliance Co., manufacturer of gas governors, which will install machinery and offices on the fourth floor of No. 91 Campau street.

Articles of incorporation have been filed at Lansing of the Grand Rapids Novelty Manufacturing Co., for the purpose of manufacturing patent garment buttons and button fasteners, and other novelties. The authorized capital stock is \$10,000, of which \$5,000 has been subscribed. C. E. Johnson is President and A. Allgier Secretary and Treasurer.

The editor of the Tradesman was down for a talk on Michigan at the annual banquet of the Kalamazoo Retail Grocers' and Butchers' Association last evening, but was unable to attend on account of an attack of the grip. The paper prepared for the occasion will be found on page 10 of this week's issue.

John M. Hurst, for several years in charge of the silk department of the Spring Dry Goods Co., but for the past two years manager of the mercantile business of the East Jordan Lumber Co., at East Jordan, has resigned his position with that concern and will return to this city.

The Dierdorf Cigar Co. has been organized with a capital stock of \$10,000, of which \$5,000 has been subscribed and \$3,000 has been paid in. C. W. Dierdorf holds \$3,000 of the stock and W. E. Dierdorf \$500. The remaining \$1,500 is held in small amounts by local people.

CITY PRICES.

Burlesque on Department Store Methods and Quotations.

Thomas J. Murphy is the meanest man who ever lived. If you doubt that sweeping statement read the story of what he did to his wife and deny it, if you can.

For the first ten days of January Thomas J. Murphy spent a considerable portion of his time, outside of business hours, in looking over the bills which had come in to celebrate the arrival of the happy new year. There was a millinery bill of some \$53; there was a bill from the dry goods store for nearly twice as much; there was an account reading "To one heavy jacket—\$60." There were other and sundry bills, all calculated to test the temper and the pocketbook of the usually amiable Mr. Murphy. Mr. Murphy said little. From his standpoint there was no use in wasting words. But his silence worried his wife. She had been prepared for reproaches. When they failed to come she was worried. Perhaps, also, her conscience smote her.

Then, on a peaceful Sabbath, Mr. Murphy looked up after an hour spent in wading among the depths and shallows of the Sunday paper, and said, "I thought women liked bargains?"

There was nothing in his voice to suggest a trap. Mrs. Murphy fell into it at once.

"They do, dear," she said.

"How much did you pay for that new hat you're wearing?" he asked.

"Its original price was \$53, but, because it was late in the season, it was marked down to \$40. That's a good deal, of course, but there's enough fur on it to make me a fine muff, and that black velvet will be plenty to make a pretty evening waist. I was going to buy a muff this year. That would have cost at least \$35. But since I've got all that fur on the hat I've decided not to buy the muff and have one made next year, and that saves \$35, you see, so really the hat only cost me \$5."

"There is a store which advertises 'fine felt hats, trimmed with the breasts of birds,' for 25 cents in today's paper," said her husband. "Did you look at them?"

"Ridiculous," said Mrs. Murphy.

Mr. Murphy referred to a sheet of paper, on which his wife had noticed him copying certain items from the paper.

"You paid \$60 for that heavy winter jacket, I believe?" he said, looking up.

"Yes, but—"

"You could have gone right down on State street and bought a 'fine, heavy, winter Melton coat' for 49 cents. Why don't you look over the advertisements?"

"Why, I never heard of such a thing."

"No, of course you never did. If you'd spend a few minutes occasionally reading the advertisements you'd learn a lot of things. What do you pay for your shoes?"

Mrs. Murphy's conscience suffered another sharp little pain, for she had

just bought a pair of "perfectly lovely patent leathers" for an even \$9. But she sent her memory back to a pair of walking boots she had once bought for \$3, and that eased the pain. She went into her boot closet and brought forth the remains of the \$3 walking boots.

"There's a pair I paid \$3 for," she said, triumphantly.

"Needless extravagance," snapped her husband. "Right here in today's paper I find ladies' fine dongola kid shoes—a wondrous bargain—all sizes and shapes—for 69 cents."

"That's perfectly foolish," said Mrs. Murphy.

"It may be foolish on the part of the store which advertises the shoes," said her husband, "but people get rich by taking advantage of the folly of other people. Why don't you take advantage of it occasionally? Pardon me if I ask what you pay for your corsets?"

"I usually have mine made to order," said Mrs. Murphy, who, by this time, was almost reduced to tears. "They cost me \$11 each, but I only do it because I know you like me to appear well."

"Now, what, Mrs. Murphy," demanded her husband, sternly, "do you suppose you can buy a good serviceable corset for?"

"O, I know, you can get a perfectly horrid thing, that never fits at all, for a couple of dollars."

"Two dollars!" gasped Mr. Murphy, with simulated horror. "Two whole dollars! Is that all you know of corsets? Look at this."

He held out for her inspection an advertisement, with a remorseless fore-finger pointing to one item:

"Good, strong, serviceable corsets," it read, "drab and white, only 12½ cents."

"There, madam," said Mr. Murphy, severely, "there's another thing you never heard of. And what do you pay for your flannel waists, I'd like to know?"

Mrs. Murphy was sobbing, with both hands over her face. She paid no attention to her husband's last impertinent question.

"Eight or ten dollars at the least, I've no doubt. Couldn't get a thing for less than \$5, I'm sure. Bargains!" he snorted. "Why, a woman hasn't the slightest idea of what a bargain means. Here's a chance to get your pick of '300 new, slightly mused, flannellette waists, assorted colors and sizes, the pick of a manufacturer's samples, only 29 cents each.' Now, how does that strike you?"

"You pay 60 or 75 cents a pair for your rubbers, now don't you?"

"Yes," sobbed the helpless Mrs. Murphy.

"Disgraceful!" roared her husband. "Positively disgraceful. Listen to this."

Again he picked up one sheet of the Sunday paper, and, hastily turning the pages, stopped at a huge advertisement.

"Listen to this now, 'Your choice of 1,000 odd and sample pairs of misses' and ladies' rubbers, some lined, at 3 cents the pair.' How's that for a bargain! What does a heavy petticoat cost you?"

Mrs. Murphy brightened up. She

had just finished making a petticoat with her own hands. All it had cost was the price of the material and that of a spool of thread. The total expense had been 90 cents. She turned on her husband with a triumphant air.

"The petticoat I'm wearing cost just 90 cents," she said.

"Ninety cents!" he moaned. "Ninety cents! And here are hundreds of good heavy petticoats just begging for buyers at 39 cents apiece. And stockings! Seems to me I saw 'ladies' black hose' down on one of those bills at \$1.50 a pair. Any woman who reads the Sunday paper intelligently would know better than that. 'Ladies' fast black hose,' he read from his list, 'only 7 cents a pair.' You could buy two dozen pair of them for what you pay for a single pair. Shocking!"

"Here, madam," he said, holding out the list he had prepared, "here's a shopping list that's worth something. I have gone through the advertisements carefully, and from each I have taken the cheapest item. By following my list exactly you will find that any woman can clothe herself completely, from head to foot, and warmly, too, at a total cost of exactly \$4.75. I'll read it to you:

Rubbers	\$ 3
Felt hat, trimmed with breasts of birds	25
Heavy cotton union suit	17
Fine heavy winter melton coat	49
Fine corset cover	5
Fast black hose	7
Drab corset	12½
Gloves	19
Flannelette waist	29
Ladies' dongola kid shoes ...	69
Handkerchief	2
Petticoat	39
Skirt	1 98

Total \$4 75½

"There, madam, that list is made up from the advertisements appearing in a single issue of a single paper. I have no doubt that by reading a number of papers and by looking over several issues of each I could cut down a great many of these items. At least this should be sufficient to show you that the ordinary woman has no eye at all for bargains."

"Thomas Murphy," sobbed his wife, "you are the meanest man that ever lived!"

He was, too. Now, wasn't he?

A Thirty-Five Hour Proposition.

An example of modern architecture as applied to commercial uses, and one in which the city may take great pride, is the dignified and well built structure at the corner of Monroe and Ottawa streets, built by the Herpolzheimer Co. Seven stories high and admirably proportioned for such a height, it will hold its own for many years as one of the finest buildings in the city, no matter how many high grade business blocks may go up meanwhile. Abundantly lighted and perfect in its ventilating, heating, drainage and other appointments it is at once the largest and best adapted building for mercantile purposes in the city.

As an appropriate sequel to the creation of such a building the Herpolzheimer Co. is prepared to make a striking demonstration in their removal from the old house into the new. The daily routine of business which has been going on for years and that is still observed in the old quarters, will not be interrupted until after closing time next Saturday evening. As soon, however, as the doors are locked on the old four-story structure east of Ottawa street, there will be "something doing," for the work of moving will begin. The proposition has already been thoroughly systematized so that each department of the establishment will be moved methodically to the new seven-story home, on the west side of Ottawa street. And there will be no confusion because, in the spacious new seven-story structure, there will be ample room in which to bring order out of chaos—in which to prevent the development of a chaotic condition. Duplicate stocks are already in place and these, with the goods still to be transferred, will not only fill the new place perfectly but will produce such a variety of mercantile exhibits as has not before been seen in this city. And the plan—which will undoubtedly succeed—is to have everything in place so that at the usual time on the morning of Monday, Feb. 29, the Herpolzheimer Co. will be as ready and fit for business as it would be had it been for six months in the new building.

Fashionable dressmakers in New York frequently drop into Sherry's, ostensibly for luncheon, but really for the purpose of studying the creations of their rivals. Midday at Sherry's always sees a throng of the best-dressed and most exclusive society women in New York. The Waldorf, on Friday afternoons, is also a favorite haunt of dressmakers in search of ideas. Some time ago women complained that they were being snapshotted by newspaper artists, but on investigation the fact was brought out that most of the photographers were in the employ of dressmakers. At any rate cameras are banished from Sherry's and the Waldorf.

Many women and girls who have hitherto been employed in stores and factories in New York City are now, it is reported, turning to domestic service. Of course most of them are inexperienced in domestic duties, but they can easily acquire the skill to become good servants. The scarcity of household help has resulted in the advancement of wages to a point where such employment is attractive.

What is the greatest of all industries? A committee of Philadelphia women declares that it is housekeeping. In the name of this industry they have appealed to the city officials to abate the smoke nuisance. They claimed that there are more persons engaged in this occupation than in any others and that "the health, comfort and happiness of the people depend upon the condition of their homes."

LYON BROTHERS MONSTER LIST

GOOD ITEMS FOR YOUR BARGAIN BASEMENT OR COUNTER

THIS IS OUR MONSTER ASSORTMENT OF 5c BARGAIN TABLE GOODS

It includes snap items in Notions, Stationery, Hardware, Tinware, Woodenware, Brushes, Grocery Sundries, etc. Positively a gilt-edged list of guaranteed standard quality merchandise that is just what you need to sweeten up your bargain basement or bargain counter stock. The variety is the largest and most successful ever offered in an assortment of this kind.

SPECIAL INTRODUCTORY OFFER

We recommend the purchase of this entire lot, but to introduce these great bargains to the trade, we will, until further notice, accept orders for such individual items as you may select from the lists below

1,604
PIECES

\$45.75

LESS 2 PER CENT FOR CASH

NOTIONS AND STATIONERY

Cost		Cost	
1 dozen M. C. Peacock Pins.....	\$0.34	1 dozen American Hair Pins.....	\$0.25
1 dozen papers, No. 3 Manchester Safety Pins.....	.33	1 dozen No. 306 Purses.....	.30
1 dozen No. 2073 Key Chains.....	.37	1 dozen No. 660 Pencils.....	.25
1 dozen Invisible Drawer Supports.....	.35	1 dozen No. 113 Pencils.....	.30
1 dozen No. 277 Hair Pins.....	.40	1 dozen No. 295 Penholders.....	.30
1 dozen Embroidery Hoops, size 6.....	.35	1 dozen No. 74 Colored Crayons.....	.35
1 dozen 1/4 Loom Web.....	.35	1 dozen Kirk's Assorted Inks.....	.35
1 dozen No. 1503-7 Dressing Combs.....	.40	1 dozen Lion Glue.....	.35
1 dozen No. 1106-14 Fine Combs.....	.38	1 dozen No. 23501 School Bags.....	.35
1 dozen No. 2067 Aluminum Pocket Combs.....	.35	1 dozen No. 180 Pencil Boxes.....	.35
1 dozen No. 1318 Round Combs.....	.38	1 dozen No. 23641 Paperies.....	.35
1 dozen No. 81 Crochet Hooks.....	.23	1 dozen No. 23668 Tablets.....	.35
1 dozen No. 60 Tape Measures.....	.30	1 dozen No. 23688 Tablets.....	.38
1 dozen No. 20281 Men's Armbands.....	.30	1 dozen No. 23539 Memorandum Books.....	.40
1 dozen No. 36 Ladies' Garters.....	.30	1 dozen No. 23619 Counter Books.....	.25
1 dozen No. 20281 Men's Garters.....	.35	1 dozen No. 23597 Composition Books.....	.33
1 dozen Alex. King, 40 black.....	.20	1 dozen No. 23616 Receipt Books.....	.40
1 dozen Alex. King, 40 white.....	.20	1 dozen Cash Sales Books.....	.25

HARDWARE AND TINWARE

Cost		Cost	
1 dozen No. 26 L. P. Hammers.....	\$0.35	1 dozen Nut Crackers.....	\$0.35
1 dozen No. 8 Glass Cutters.....	.27	1 dozen 3-quart Milk Pans.....	.38
1 dozen Tracing Wheels.....	.30	1 dozen 1-quart Dippers.....	.39
1 dozen No. 2241 Locks.....	.35	1 dozen 10-inch Pie Plates.....	.39
1 dozen No. 78-3 Barrel Bolts.....	.40	1 dozen 10-inch deep Cake Pans.....	.34
1 dozen No. 6 Door Pulls.....	.40	1 dozen 11-inch Pot Covers.....	.38
1 dozen No. 3 Arm Coat Hooks.....	.35	1 dozen No. 250 Mixing Spoons.....	.30
1 dozen 4x5 Brackets.....	.25	1 dozen 1-quart Pails.....	.40
1 dozen No. 161 Harness Hooks.....	.40	1 dozen 2-inch Gravy Strainers.....	.30
1 dozen 4-inch Light Strap Hinges.....	.30	1 dozen Yacht Cups.....	.30
1 dozen Perfect Hasp and Hinges.....	.30	1 dozen Fruit Jar Fillers.....	.28
1 dozen No. 8 Rivets and Burrs.....	.50	1 dozen No. 13 Comb Cases.....	.40
1 dozen No. 80 Fire Shovels.....	.28	1 dozen pint Stamped Cups.....	.30
1 dozen 4-inch Slim Taper Files.....	.39	1 dozen 1 Sheet Graters.....	.29
1 dozen No. 1234 Screw Drivers.....	.45	1 dozen O. K. Slicers.....	.42
1 dozen 3-hole Mouse Traps.....	.30	1 dozen Combination Biscuit Cutters.....	.38
1 dozen No. 120 Can Openers.....	.35	1 dozen Flour Dredges.....	.32
1 dozen No. 40 Cake Turners.....	.40	1 dozen Twin Match Safes.....	.23
1 dozen Meat Pounders.....	.38		



WOODENWARE, BRUSHES AND WIRE GOODS

Cost		Cost	
1 dozen Assorted 14-inch Chair Seats.....	\$0.39	1 dozen No. 202091 Flat Varnish Brushes.....	\$0.42
20 boxes No. 45 Nails.....	.50	1 dozen No. 20211-1 Flat Varnish Brushes.....	.45
1 dozen Enamelled Handle Potato Mashers.....	.30	1 dozen No. 20136-1-6 Sash Brushes.....	.45
1 dozen No. 17 Spoons.....	.37	1 dozen No. 2401 Toasters.....	.28
1 dozen Butter Spades.....	.24	1 dozen No. 2403 Bread Toasters.....	.35
1 dozen Dish Mops.....	.40	1 dozen No. 2407 Skimmers.....	.38
2 dozen Toothpicks, 37 1/2 dozen.....	.75	1 dozen No. 2410 Soap Dishes.....	.27
1 dozen Tuit Lines, 30 feet.....	.55	1 dozen No. 2416 Pot Cleaners.....	.35
1 dozen Cotton Lines.....	.40	1 dozen No. 2419 Mashers.....	.40
1 dozen Mouse Traps, Rex.....	.20	1 dozen No. 2428 Strainers.....	.35
1 dozen No. 20321 Scrub Brushes.....	.38	1 dozen No. 2434 Egg Beaters.....	.40
1 dozen No. 64 Scrub Brushes.....	.35	1 dozen No. 374 Pants Hangers.....	.40
1 dozen No. 76 Vegetable Brushes.....	.35	1 dozen No. 41 Plate Handles.....	.24
1 dozen No. 1086 Nail Brushes.....	.23	1 dozen No. 53-10 Hangers.....	.40
1 dozen No. 20241 Tooth Brushes.....	.30	1 dozen Sink Cleaners.....	.40
1 dozen No. 20152 Shaving Brushes.....	.40		

GROCERS' SUNDRIES, TOYS, ETC.

Cost		Cost	
1 dozen No. 198 Soap.....	\$0.35	1 dozen Skip Easy Tops.....	\$0.35
1 dozen No. 311 Soap.....	.35	1 dozen No. 110 Inflated Balls.....	.37
1 dozen Williams' Mug Shaving Soap.....	.40	1 dozen No. 25 Solid Rubber Balls.....	.40
1 dozen No. 5 Stove Blacking.....	.35	1 dozen New Return Balls.....	.30
1 dozen No. 58 Perfume.....	.40	1 dozen No. 652 Mirrors.....	.35
1 dozen Talcum Powder.....	.35	1 dozen Diamond Base Balls.....	.40
1 dozen Pink Face Powder.....	.30	1 dozen No. 526 Sea Island Cotton.....	.30
1 dozen Oris Tooth Powder.....	.40	1 dozen Yards Shelf Oilcloth.....	.45
1 dozen Petroleum Jelly.....	.30	1 dozen No. 233 Chamois Skins.....	.40
1 dozen Machine Oil.....	.30	1 dozen No. 4 Shoe Blacking.....	.23
1 dozen No. 23442 Pipes.....	.45	1 dozen No. 72 Soap.....	.25
1 dozen No. 23095 Match Safes.....	.40	1 dozen No. 300 Soap.....	.25
1 dozen Dying Pig Balloons.....	.35	1 dozen No. 308 Soap.....	.30
1 dozen Lucky Pennies.....	.40		

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LYON BROTHERS

Largest Wholesalers of General Merchandise in America

MADISON, MARKET AND MONROE STS.

CHICAGO



DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

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Subscription Price

One dollar per year, payable in advance.
No subscription accepted unless accompanied by a signed order for the paper.
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Sample copies, 5 cents apiece.
Extra copies of current issues, 5 cents; of issues a month or more old, 10c; of issues a year or more old, \$1.

Entered at the Grand Rapids Postoffice.

E. A. STOWE, Editor.

WEDNESDAY - FEBRUARY 24, 1904

THE WESTERN IDEAL.

For a good many more years than they ought to be the world has been watching Russia's course with aversion. She has not been playing fair. She has always been on the lookout for the main chance, has taken it by fair means or foul and always with the help-yourself-if-you-can air which is sure to exasperate even parties not at all concerned. With the one idea of aggrandizement she has stretched her territory from the Baltic Sea to Port Arthur and is now impudently trying to crush Japan from among the nations. Like all robbery it has been done openly and defiantly and always under protest and always with the openly expressed or implied wish that the end of it all might some day come. That day it seems is at hand; but no sooner does the long-suffering and long-imposed-upon Japan assert herself than the encouragement she has every reason and every right to expect is changed to a not-at-all-encouraging wonder whether if Japan should win the victory would not be a menace to the whole of the civilized West.

The struggle in the Far East, we are told, is not over territory in Corea or in Manchuria, but it is instead a combat of "civilization and of race ideals, and if one must choose between the white and the yellow Germany stands for the white." Japanese success would result in increasing the danger of the "yellow peril" and so would inaugurate a conflict of almost world-wide extent—an opinion which has found already an echo in the United States. An Eastern paper asks whether it is desirable for civilization that Japan in its first encounter with a first-class European state should receive the tremendous stimulus to its self-importance which such a victory over Russia would give it. It is suggested that a readjustment of the balance of power of momentous consequence to the world might be involved. It would mean the unquestioned dominance of Japan in the East and an oriental development of which there has been no precedent in modern times. The Japanese are ambitious, they have the most complete confidence in themselves, they want to hold the East against the West and if they should succeed in their first great contest with a first-class Eu-

ropean power, it is not inconceivable, it is almost inevitable, that their self-importance would rise to the arrogant assumption that they were the foremost power in the world, and in that feeling they would have Chinese sympathy.

Without stopping to consider the ifs and the mights the first question which this country is at all interested in is, What is right? So far as we have means of deciding is Russia or Japan the nation at fault? That, according to the Western ideal, according to the republican ideal, according to the realized ideal which has given us our national life, is the standard by which we judge. We resisted Geo. III. because non-resistance was wrong. Tribute to Tripoli was wrong and we stopped it. The impressment of American seamen and the capture of American ships were intolerable for the same good reason and the wrong was righted in the war that followed. American manhood was redeemed during the great rebellion—the world knows why—Spanish cruelty went down with the ships at Manila and there in the sunrise the masts of American warships, like Aaron's rod, are all abloom with the principle of free government. We need not trouble ourselves with the fact that Russia and Japan are both national land-grabbers at heart and are fighting because they cannot agree upon the division of territory belonging to neither; but there are land-grabbers and land-grabbers. Japan aside from her besetting sin, inherited from the old world monarchism, is fighting primarily for her life while Russia is savagely fighting to take it from her. Here is the touch of nature that makes us kin, here is the vibrating chord that calls forth American sympathy and right here is the place where the American love of fair play comes in and dictates—if it comes to that—the doctrine which republicanism has made the fundamental law of modern nations—the Western realized ideal.

With this principle admitted the rest will take care of itself. The "yellow peril" is robbed of its perilousness; "Asia for the Asiatics" is as natural and as harmless as "America for Americans," and common sense with its feet on this foundation can consider without prejudice the ifs and the mights. With Russia's record of abused absolute power—it is a long and shameful one—the United States need have no foreboding in case Japan should win. We wish our history would sympathize with the self-importance which victory over Russia would naturally inspire in little Japan. It would mean the supremacy of Japan in the East and the consequent development whatever it might be. Are the Japanese ambitious and confident? Can they be anything else if they realize the Western ideal? and if arrogant assumption follows, under that condition would it be more intolerable than what the nations of the earth have long and painfully put up with from the Bear that with feet on Manchuria growls defiance in the face of outraged Christendom?

Japan to American eyes presents no menace. If the similarity be not carried too far the two have much in common. Oppression in both instances ripened into resistance. Both are ambitious, both are determined to stand among the first in the civilization that controls the world. Japan has no hostility to the interests of this hemisphere. By cultivating more intimate relations with the other powers she hopes to create through Asia a sentiment that will operate in the advancement of peace and civilization. What this country is to America she hopes to be to Asia and it is submitted that this hope and this ambition are far more in accordance with the Western ideal and far more favorable to modern life and living than the dangerous policy which Russia is determined to carry out.

BLOODLESS REVOLUTION.

No evidence more impressive, as to the real awakening of the Russian Bear, has been given than is furnished by the recent ukase removing all censorship of press reports sent from the land of the Czar. Had this step been taken a quarter of a century ago, so that the actual facts as to religion, politics, finance, industries, commerce, education and social conditions as they were in Russia might have been published broadcast over the world, that country might have been revealed in a fairer light. Had the Czar permitted facts from the outside world to come into his country minus the censors' obliterating stamps, his people would be, to-day, more intelligent, more patriotic, more prosperous and, possibly, there would be no war in Manchuria. That hereafter travelers, magazines writers, newspaper correspondents and historians may depend upon the transmission of whatever they may write exactly as written, is a revolution without sanguinary features, that is certain to bring manifold and permanent blessings to Russia and the world in general.

STAND BY STANDARD BRANDS

The object of every merchant is to make money.

Economy of time is a great factor.

Time consumed in trying to sell a customer a new brand of goods, for which the manufacturer has not created a demand by advertising, is wasted.

"Work along the lines of the least resistance."

Sell what the customer calls for, and which you know is a good article, in preference to something the future success of which you can only guess at. Then take any extra time you may have to sell staple goods, where brand and trade name are not a factor, and upon which you can make a profit, such as tea, coffee, etc.

Merchants are under obligations to manufacturers who, by long years of persistent advertising, have created a demand for their goods, because it makes the selling of such goods an easy matter. They are also under obligations to manufacturers who have demonstrated, during many years, that their guarantee is good.

GENERAL TRADE REVIEW.

It is impossible that a war of material importance should be in progress without at least a temporary dullness in speculative trading. There is nothing in the possibilities of the contest now under way to make any serious disturbance, but there is enough of the proverbial timidity of capital to stand aloof as long as there may come other complications. But this can only result in dullness, for the holders of securities on the present basis of values are too well satisfied with their investments to permit a material decline. As long as money conditions continue easy ordinarily adverse influences can do no more than to call a halt in trading.

Reports of railway earnings keep surprisingly favorable considering the severe weather conditions for many weeks past. Cost of operating in Northern latitudes where train schedules are constantly broken up by storms, and the necessary influence in lessening travel and traffic, are factors sufficient to account for a material decline from normal, yet reports show only a small falling off as compared with the last two record-breaking years and keeping above the average of ordinary years. Then in addition to unfavorable weather conditions the breaking out of freight traffic wars on several important lines, both in the Central West and in the lakes to seaboard, is an adverse influence of no small importance. The inference is that general traffic throughout the country must be of the greatest volume, and this is borne out by the fact of scarcity of cars and freight congestions in many important localities.

Among the textile trades are more encouraging indications than for a long time past. Lower prices in raw materials have resulted in the resumption of many idle spindles and the long-continued cold has cleared the decks as to winter wear so that bargain sales are diminished and interest is turned to seasonable production. It is estimated that \$1,000,000 worth of boots and shoes was destroyed in Baltimore warehouses and large contracts are being placed to meet the consequent demand, thus increasing the already unusual activity in that trade. Iron and steel show decidedly increasing activity and preparations of manufacturers indicate their assurance of an early heavy demand.

An enterprising Yankee decided to open a shop in Birmingham, England. He obtained premises next door to a man who kept a shop of the same description, but was not very pushing in his business methods. The methods of the Yankee, however, caused the old trader to wake up, and with the spirit of originality strong upon him, he affixed a notice over his shop, with the words "Established 50 years" painted in large letters. Next day the Yankee replied to this with a notice over his store to this effect: "Established yesterday; no old stock."

Don't procrastinate; the cash that won't balance to-day will be a harder proposition to-morrow.

LESSON FOR YOUNG MEN.

Many, sincere and richly deserved have been the tributes paid the late Senator Hanna. How large a place he filled in the public thought and in public affairs has been thoroughly evidenced. Everywhere there has been recognition of his ability and his character, with appropriate reference to his splendid success. In his life, as in the lives of most eminent Americans, there are a lesson and an example for young men. He was at the top of the ladder when he died, but he began at the bottom and worked his way up persistently and industriously. He inherited no riches, although he amassed millions. As a young man he had no particular social or political standing, but before he died he was a leading figure and in many respects the most influential man of his time. It is always worth while to call attention to these facts and point out that young men similarly disposed may be similarly successful. There was never an era in the world's history when young men had a better chance than they have to-day, and especially in the United States.

Senator Hanna's father was a country merchant. As a boy a common school education and a single term at Western Reserve College were preliminary to a clerkship in his father's grocery. The death of the father in 1862 forced the young man to take charge of the business and support the family. It is said of him that he learned all there was to know about the grocery business. He knew the value of what he bought and sold and as well the price. He studied the markets and he studied the needs of his customers. A grocery store is just as good a starting point for a great career as any other place. The distinguishing character of young Hanna was that he made himself master of the business in all its details. When, in 1867, Mr. Hanna became interested in the firm of Rhodes & Co., he brought to it the same hard headed business methods and industry which had characterized him as a grocer. He fought his way to the front and in 1877 the firm of M. A. Hanna & Co. was established, and now it is a name known and respected far and wide. Hanna had a genius for organization. He organized his business. The firm dealt in coal and iron. He bought mines. Then he bought railroads and steamship lines to transport the product. It was that same genius for organization which was so valuable to him in the first McKinley campaign. Mr. Hanna rose through his own efforts and others may do likewise if they will.

EASY TO FIND FAULT.

It is the most natural thing in the world, when there is a failure in any enterprise, to charge it up to somebody who is in command and then throw out suggestions about recall and removal. Particularly is this true in times of war. The general who wins is a great man, but the general who loses is held in light esteem by his countrymen, and if he loses two or three times, no matter what the circumstances or the excuse,

the people at home hold him responsible and demand a change. The older people here in this country remember that even Gen. Grant did not escape this sort of criticism from those who did not understand and appreciate the circumstances. The authorities were wiser than the people, and he was left in command. When the victory was finally won in accordance with his plans he was cheerfully given credit. If Dewey's attack at Manila Bay had been a failure instead of a success, he would have been criticised. If Cervera's fleet had got away from Santiago, either Admiral Schley or Admiral Sampson would have been held accountable, and in that event the friends of Admiral Sampson would not have been so anxious to claim that he was in supreme command.

Just that sort of thing is happening now in Russia. Viceroy Alexieff was heralded as a great man, a general the like of whom no other country possessed. He was held up as being capable in all respects, and great confidence was expressed. Things did not go his way at Port Arthur or Chemulpo, or, for that matter, in any other place, and now the Russian populace cry out for his recall and demand that he give way. Perhaps it is not his fault. Perhaps he did the best he could with what he had to do with, but that makes no difference, for he has failed. It is everlastingly true that nothing succeeds like success, and one or two failures are liable to stamp a man as an absolute failure. A good many disasters and catastrophes have overtaken the Russian fleet, and it seems as if some of them might have been guarded against and prevented by proper vigilance. It is quite possible that the ignorance of Russian officers and men has a good deal to do with the failures. No man can make bricks without straw. Viceroy Alexieff may be all right and the fault may be with the men under him. In that event responsibility for the fault rests with Russian tradition and policies deep seated and of long standing. When occasion requires, there must be a scapegoat, some one on whom to lay the blame. The easiest mark for that, of course, is the man most prominent, the one in command. The meager accounts and lack of details which characterize general information on the subject make it difficult to determine how much of the blame can properly be laid on Alexieff. Had he won, the Russians would have sung his praise. There is reason to believe, however, that the weakness and the faults can not properly be laid to any one man.

A young Scotchman who came to this country last week intending to locate, after a glimpse of New York City, took the first ship back to his native heath. He was quite overpowered by the huge buildings, the noisy streets and the rushing crowds. Not even generous doses of Scotch whisky could arouse in him any enthusiasm for life in America. He was very home-sick, and hid himself back to his heather-covered hills.

To remain a woman's ideal, a man must die a bachelor.

ON DIFFERENT LINES.

Boston is much given over to the discussion of policies, theories and propositions abstract and concrete, practical and impractical. Out of these discussions undoubtedly much good comes, because where so many ideas are advanced at least a portion of them must be founded on sound common sense. Recently its Economic Club held a series of conferences and discussions on what in other cities would have been called the evils of municipal administrations. Men came from all over the country to hear and take part in these debates. To be sure there were some fine spun theories advanced which will be well enough perhaps when the millennium comes, but which do not fill the present purpose and are unavailable under existing conditions. On the other hand, some very excellent suggestions were offered, which undoubtedly will be of influential value.

One of the propositions about which there was very general agreement was that there ought to be a very marked difference of procedure as to partisanship between municipal and state or national elections. It was asserted and proven, so far as it can be in a discussion, that partisanship in municipal politics is very different from partisanship in state or national politics. The voters in a city are really shareholders in a corporation, whose ballots should indicate their judgment as to which of the several candidates are best qualified to fill the several places to which they aspire. This principle is recognized in England, where different names are adopted in municipal contests. There the parties do not carry their national politics either in name, party or principle, into the city elections. They divide on separate lines, and more attention is paid to the local policy and the local candidate than to any consideration as to what he thinks on national questions. In fact, the two are separate and distinct. If that rule were applied in this country it would be to the advantage of municipal administrations. It matters very much less whether a mayor, an assessor or an alderman is a Republican or a Democrat than that he promises to give an acceptable administration of city affairs. In municipal government England is ahead of the United States, and this country may well take pattern after the mother country.

THE PERSONALITY.

To what extent the personal equation enters into success is sometimes overlooked, or at least not given the credit that is its due. Character and ability are, of course, the first great essentials. Without them no substantial success in professional, business or political life can be achieved. With these to start with, personal geniality and affability, which pave the way for personal popularity, are of great importance. It is often said, in the parlance of the street, that this one or that one is a "good mixer," meaning thereby that he holds himself aloof from no class

or condition of men and that he is equally at ease at all times and in all places. Some men have such an exaggerated idea of their own standing and importance that they feel it beneath them to notice others whom they regard as their inferiors. This snobbishness is sometimes incident to riches, but it is never noticeable in a really great man.

It is but fair to give his personality due credit for the splendid success which the late Senator Hanna acquired in all his undertakings and especially in his public life. He was a man of immense means before he went into politics. Notwithstanding his wealth he held himself aloof from none and he treated the humblest with the same consideration that he accorded those who were, or thought themselves mighty. He never gave any thought to his own importance. As the manager of great financial schemes in Cleveland he was approachable to a motorman or a director of his railroad. This characteristic was of positive benefit and value to him when he went into public life. He had the faculty of seeing the other side, of appreciating the condition of the other man. He assumed nothing save that actually warranted by the facts. He was not purse proud, not a man who, in the homely phrase of rural regions, could be called "stuck up," but on the contrary was kindly and courteous to all who had any business with him. Therein may be found one of the secrets of his splendid success.

Roland B. Molineux can not have the records of his person that were made when he was under conviction for murder. Although he was finally acquitted, the Court of Appeals says the superintendent of prisons can not be compelled to give up the photographs and measurements made in accordance with the Bertillon system. Until the Legislature makes it his duty to surrender records in such cases, the court says the superintendent can not be required to do so by judicial decree. In writing the opinion Judge Vann says: "An innocent man accused of crime is sometimes compelled to make sacrifice and undergo suffering for the benefit of society. It is a part of the price paid for the privilege of living in a country governed by law."

An American who recently visited Port Arthur says he is not surprised at the poor showing made by the Russians against the Japs. "From what I saw and learned," he says, "I believe that Russian officers in both the army and navy are, as a rule, drunk every night in their lives. I was informed while in Port Arthur that one Milwaukee brewery alone ships 10,000 barrels of beer into Port Arthur, which is a town of only 5,000 population. The beer is, of course, for the Russians, in the main. That is the shipment of a single brewery. It may be judged from that what the total amount of beer consumed there must be. Drunkenness is practically unknown among the Japanese."

Tea does not gain in value by keeping; neither does coffee in the roasted state.

THE BEE HUNTER.

Probably the Pioneer Merchant of Western Michigan.

In the summer of 1847 our great American novelist, J. Fenimore Cooper, was a guest at various places in Kalamazoo, Calhoun and Allegan counties, absorbing the local color and atmosphere which he used so well in his interesting story called Oak Openings—better known in this section, perhaps, as the Bee Hunter. In the preface to that story he gives, as an opening sentence: "It ought to be a matter of surprise how men live in the midst of marvels without taking heed of their existence." And then, you know, he tells a beautiful story of life in this section in 1812: of Ben Boden, the Bee Hunter; of Gershom Waring, the trader, and his traveling headquarters known all up and down the Kalamazoo River as "Whisky Center;" of Dolly and Blossom, his wife and sister; of "Elksfoot," the Pottawattamie, and "Pigeonswing," the Chippewa. The original of the Bee Hunter was Basil Harrison, of Schoolcraft, and the chief entertainer of Mr. Cooper was Mr. Cobb, of Schoolcraft, whose death was chronicled in the press of Michigan only a week ago.

This little local reference is made merely to indicate the tremendous scope of the subject assigned to me this evening and to impress upon your minds the force of the eminent novelist's observation that we "live in the midst of marvels without taking heed of their existence."

The Jesuit relators, Schoolcraft, Parkman, Bancroft and Mrs. Sheldon, Charles Moore and President Roosevelt, have told us in their respective histories, more about Michigan than we will ever know. So, what is the need of my inflicting upon you a lot of statistics and "atmosphere" about the history of Michigan? I prefer, rather, to invite your attention to a few marvels in Michigan, with which the historians were not acquainted.

They did not know, for instance, that our beautiful State has a deep-water coast-line second to that of no state in the Union; that along this coast is an almost continuous series of harbors where prosperous communities are located and that back from these shores extend lines of railway up and down and across, at all sorts of angles, until there is not a spot in the entire commonwealth that can not be reached from Chicago, Detroit or any point in the land in short order. They did not know that the merchants at Kalamazoo and Grand Rapids and Big Rapids no longer haul their goods over

plank roads through deep forests. The Concord coach has given way to the trolley car and the automobile and the telephone have very largely supplanted the mail carrier and the telegraph.

Pere Marquette is best known today as the man after whom a great system of railway is named and La Salle finds his monument in one of the greatest commercial streets in the country. Cadillac, the founder of Detroit, is perpetuated as the successor to Clam Lake, and the wonderful Indian politician's home identifies one of the prettiest and most prosperous cities in Michigan, Pontiac.

Vegetables, fruits, meats and flowers travel in refrigerator cars, where once the lumber jack held sway, and an artificial stone, superior to the original and real thing, is being dug out of the lakes and hills of our State, while the sugar beet sends greeting to Germany in no uncertain fashion. It is true our pine forests have vanished, but in their stead and instead of timber thieves piling up their millions, we have solid, progressive little industrial centers, district schools and high schools, great teeming fields and glorious orchards and back of it all you will find the grocer, the general merchant, the butcher and the baker.

Thirty years ago Michigan ranked as twentieth in population among the states of the Union. Fifteen years later she stood tenth in the list and during the past fifteen years—the most active and industrious years in our American history—she has held her own and still stands twentieth, so far as the census is concerned. Otherwise, she is at the very top—commercially, socially, educationally, industrially and in natural resources. In the character of her business men she is without a peer.

I have intimated that these things are marvels. And so they are, for the reason that we accept them as matters of course, as mere commonplace not worthy our notice, and that is where we fail.

The character of a business man, of a community or of a commonwealth is, if of the sort to be found all over Michigan, a real marvel, because it requires high ideals, an industrious temperament, strict integrity and perfect loyalty to develop a high character, and so, because I know from many bitter experiences that long speeches on such an occasion as this are intolerable, I come back to our friend, the Bee Hunter.

He was the pioneer of Kalamazoo county. He was a honey merchant, trading directly with the makers of

honey—in reality he was the first grocer in Western Michigan, and when he found out that Ben Boden, of Whisky Center, had two or three barrels of whisky which he was trying to get through to the garrison at Fort Dearborn he felt a moral sense of resentment and so became the first Prohibitionist in Michigan. In that capacity—and in order to mislead a lot of hostile Indians—he dumped the entire stock of liquor out upon the sand and rocks at the mouth of your beautiful river down at Saugatuck.

True, the Bee Hunter was required to use a little deception at times, his telescope and glass tumbler and his alleged converse with the bees serving to hold the temper of the Indians level, but it was always for the purpose of saving the lives of his friends.

In no instance do we find that your first grocer cheated his customers. Thus he established a standard of honor which has been maintained to the present. He carried his own freight, either upon his back or in his canoe. Freight rates cut no figure and competition between trunk lines was unknown.

So it has been ever since. You gentlemen may not carry the freight, but you pay it, one way or another, so that there is not much difference between yourselves and the Bee Hunter.

We are not so very far away either from the Kalamazoo county pioneer, for to-day there is living up in my own beautiful city an old gentleman, Abraham Pike, who traded between St. Jo., Saugatuck and the Grand River away back in the thirties; who carried packs up the St. Jo. River and down the Kalamazoo; who bought and sold up and down the Grand and who, later, was for many years a merchant in Grand Rapids. He had a personal, intimate acquaintance with Basil Harrison (the Bee Hunter), knew Gershom Waring and Pigeonswing and still believes that the State of Michigan is the hub of the universe. That, like him, you may all live to a good old age, that you may never have reason to lose your faith in the Peninsular State and that during all time you will, as in the past, contribute your full portion toward maintaining the honor and high standing of your calling is my sincere wish and hope and I thank the grocers and butchers of Kalamazoo for the opportunity and honor I have enjoyed so thoroughly.

Customers who have confidence in you will have confidence in what you sell.



"A glance through our price list will reveal numerous liberal price inducements, which make our Paint Proposition all the more interesting."

Moses Cleveland
of ye
Forest City Paint & Varnish Co.

Order Now

The time is ripe for the placing of your spring paint order. Don't delay too long. It's the man who has his stock on the shelves ready for business when the season opens, that gets the bulk of the early trade, which is always considerable.

Send us an order for a trial assortment of

Forest City
Paint

now. Let us begin planning a spring advertising campaign and get it started in your town, without charge to you, at once—the sooner the better.

Don't hesitate—don't put it off. If you do you're losing one of the best money-making, trade-increasing possibilities ever offered any merchant anywhere.

Write today for our Paint Proposition. It's free, and mighty interesting.

The Forest City
Paint & Varnish Co.

Hamilton St.
Cleveland, Ohio

Good as Gold

Flour is popular because of its unequaled quality. It is absolutely pure and retains all the nutritive and healthful properties of the finest selected wheat. Costs no more than the price asked for inferior products. We want one good dealer in every town to handle it. We have a novel advertising scheme for introducing it by which we can largely increase your flour trade. Write us.

PORTLAND MILLING CO., Portland, Michigan

Observations of a Gotham Egg Man.

As the season advances considerable interest is shown in the prospects for the April storage trade and ideas as to probable values have been expressed by a number of sales for April delivery, both here and in the West. On this market a few thousand cases of Western firsts have been bought for delivery during April at 17c and we hear of some sales of car lots delivered in Chicago at 16c. We hear also of further bids for Chicago April delivery at 15 3/4 @ 16c, although it is probable that any general offers of large lots at those prices might find the present speculative outlet limited.

It is hard to judge the effect upon April values (which are regulated entirely by the willingness to store) of the high prices obtained for last year's storage stock; but it would seem that due consideration should be given to all the causes of the recent high prices and early clearance before the trade settles down to the acceptance as inevitable of such high prices as are now talked of. Large collectors in Iowa and in the Southwest, who are closely in touch with the productive probabilities in their respective sections, are looking for an extremely heavy egg production this spring; and there has certainly been plenty of inducement, during the last six or eight months—for farmers to carry over a big crop of laying poultry. If I am not mistaken we have never had an average April price as high as 17c in this market. The nearest approach to it was in 1902 when, with an April range of 16 @ 18c, we had an average of 16 7/8c—and it is worth remembering that of the goods put away in the spring of that year a very large quantity remained to be carried over into the following year to be sold at a heavy loss.

It is probable that the general idea of phenomenal egg production last spring was exaggerated somewhat, owing to the exceptionally large proportion of the April and May production forwarded to seaboard markets; Western storage operators were shy early in the game, and when the storage holdings of the country reached their height in July it was found that there were no more accumulated than in the previous year. I mention this to emphasize the fact that last year's very profitable outcome was not realized on an unusually heavy holding; on the contrary, when we entered the fall season the stock was much lighter than in the previous year because of a remarkably free summer reduction. This free summer reduction of stored eggs is not to be relied upon. Last year we had an unusually cool summer and a remarkably small fruit crop—both conducive to unusual egg consumption; and while the cool weather undoubtedly reduced the waste in current production it is probable that the effect upon the demand was greater than upon the supply.

In short, the main features that gave us such a flattering result of storage operations last year are not to be depended upon for repetition, and if these results are made the

basis of the prices paid in the coming spring there is very likely to be a different story to tell of the wind-up.
—N. Y. Produce Review.

Choice Apple Specialist.

In Philadelphia a young man named Quimby is advertising himself as an apple specialist, and is selling apples according to a new and original way, which deserves success because of its ingenuity.

Quimby makes it his business to supply people who want good apples with the very best on the market. He has observed that in buying a barrel of apples the purchaser usually gets a few dozen fine specimens of the fruit on the top of the barrel, and the rest of the lot a very ordinary run of "seconds." He adopts the plan of putting his good apples on top, more good apples in the middle, and still better apples on the bottom. His apples are packed in wooden boxes holding about a third of a barrel, and he gets \$2 per box for them. This system ought to appeal to people who have found that the only way they can get really first class apples is to buy them by the dozen from the fruit venders.

Good apples are the best fruit that grows; they are healthy; they are adaptable to many uses; they do not become tiresome. People are learning to prize good apples, and are willing to pay a little extra in order to get a first class article. It seems that the Quimby plan would be a profitable plan for other places besides Philadelphia.

Of course, in buying apples, Quimby gets many which will not pass muster as "firsts." The rejected apples are boxed and sold as "seconds," at a dollar a box. Quimby not only gets pay for his apples, but he charges 10 cents apiece for the boxes in which they are packed, allowing a 10 cent rebate on boxes returned.

Who will try the Quimby plan in the West? In the present scarcity of apples people would be willing to pay good prices if assured of getting good fruit. The apple has deserted the potato class of commodities, and since surpassing even the golden orange in price, it deserves to rank with the horticultural aristocracy.

The Grocer Was Going, Too.

It was a good, old-fashioned revival service and getting warmed up to white heat, the village butcher arose and began to speak: "I have been a very wicked man," he said. "I have given short weights and bad meats and when I die I'll go to hell." Just then an old deacon who was the village grocery man and very deaf started up that good old hymn, "If you get there before I do, lookout for me, I'm coming, too."

American hens are now in competition with the hens of Europe. On account of the high prices here eggs are being imported from abroad in quite large quantities. Usually American eggs dominate the home market, as imports average only about \$17,000 in value per year.

The less you make use of your credit the more you have.

PROFIT-PRODUCING ADVERTISING •• PROFIT-PRODUCING ADVERTISING

VAN EVERY PROVISION CO.

148-150 W. FULTON ST.

GRAND RAPIDS, MICH.

Feb 23 1904

Gentlemen:-

Replying to your inquiry of 2/15/04, will say that I consider the New York Retail Stamp (Red Trading Stamp) a very good Profit-Producer and Cash Trade Winner and can certainly notice considerable benefit to my business since commencing their use.

Yours Respectfully
Van Every Prov Co

These Testimonials (at top and bottom of advertisement) are just to remind you that our

Profit-Producing Advertising Systems

mark a new era in the art of premium-giving. PREMIUMS THAT PAY A DIVIDEND on every dollar invested.

We place our systems with but one merchant in a locality, and positively guarantee that his competitors cannot copy or imitate his deal, as we have perfected and protected the system in every possible manner.

THERE IS NO OTHER WAY of advertising that will MAKE YOUR STORE as POPULAR, PRODUCE PROFITS, INCREASE BUSINESS or COLLECT BAD ACCOUNTS at as small a cost

1 1/2 TO 2 PER CENT.

and it will not cost you one cent if you are not satisfied.

Are you interested in increasing your business? Then write to-day for full particulars. They are yours for the price of a post card.

F. W. COLLARD

DEALER IN GENERAL MERCHANDISE

Butter and Eggs a Specialty
Fruits and Vegetables in Season

Albion, Mich., 2-15-1904

H. Leonard & Sons

Grand Rapids Mich.

Gentlemen:- In reply to your inquiry of 1-25-04 will say that I consider your "Profit-Producing Advertising System" a success and can notice a decided increase in my trade since using your Cash Premium Plan and with me it has been perfectly satisfactory
Respectfully
F. W. Collard

H. Leonard & Sons Grand Rapids MICHIGAN

PROFIT-PRODUCING ADVERTISING •• PROFIT-PRODUCING ADVERTISING



An Exhibit That Attracted Much Attention.

Written for the Tradesman.

"Yes," said the man who "does things," in the way of window trimming, with the silent assistance of the back part of the dictionary, "there's nothing like a liberal use of whatever amount of ingenuity the Good Lord has given us. It's originality that counts for a whole lot on this 'Monday spear' of ours, as the ignorant old lady voiced it. You must 'do things differently' if you want to attract the attention of the perambulating public. It is just like the stones on a pebbly beach—it isn't the stone that is just like all its neighbors that inclines you to stoop and pick it up for a curiosity or a memento of the particular occasion but the pebble of peculiar shape or attractive coloring that appeals to you to preserve it. So I say you must in some special way be different or act differently from your fellows, in order to make any impression on the ever-hurrying, scurrying, careless passer-by. The dear people have become so satiated with variety that even the 'spice of life' palls on their taste and something entirely out of the usual run of variety must be provided for their pampered appetites.

"So, although I live in only a small town, I take two papers devoted to window trimming, and combine the suggestions I get in their pages with my own ideas on the subjects treated, and, 'if I do say it that shouldn't' (again the old lady above referred to), my endeavors along the line of window and store decoration are watched with interest by townspeople and the farming element alike, and I may say, without flattery to myself, that I have achieved a degree of success to be proud of. Of course, it goes without saying, perhaps, that the residents of a small place are not so discriminating and critical as the inhabitants of a large city, but, as I am able continually to keep my name in the mouths of the community, and for miles about besides, what more do I want?

"I told you lately about the window of mine which the people designated as 'that hawed passybus window.' I observed that you had a description of it in last week's Tradesman, which may possibly be of some benefit to other country dealers. And I noticed, also, that at the end of the article you mentioned the meat window I trimmed recently. The placard I used to go with the latter I got from my usual source—dictionary. It read:

"Sero venientibus ossa."

"The bones for those who come late."

"I didn't add the rest of the given meaning, as that would have been going too far into details and have spoiled the effect. It was a case of 'Tell the truth, but don't tell all you

know.' The last meaning given of the Latin sentence is:

"The late get the leavings."

"I didn't wish to dwell on the last part too strongly—in fact, not at all.

"I added another placard to the other side of my bones window which informed the beholder as follows:

"But the meat around them is the tenderest."

"In the bottom of the window I placed a sheet of thick white paper, which I keep on hand at all times for window dressing purposes, and on this I set large and smaller white platters, and also blue chop plates to avoid sameness of detail. The platters held the cheapest cuts of beef and pork, and on the one in the center of the display reposed an old hen. Resting against the latter was a neat little card which said:

"Just a trifle tough, but boiling will make her better. She roasts low—just read the price—only 10c per lb. It ought to bring her down for you!"

"The pork bones were of the kind that grace the menu when it reads:

"Rib's of beef with browned potatoes."

"Not much meat on them, possibly, but enough to make a succulent morsel for a small family, and to supply stock for a delicious gravy to go on the brown Murphies. The price card was sufficiently low to be an object to prudent buyers, and I may say that I had a big run on pork ribs on the morning of that 'ossy' exhibit.

"The Latin phrase lent an air of mystery to the window as a whole.

"Naturally, the neck pieces also came in for their share of attention. All these meats I had lying in a dainty bed of parsley. I might better have said fringe, for I used just enough to give a look of fastidiousness without the idea being overdone. The hen had, instead of the parsley prettiness, a bed of lace-bordered paper. Under her I placed little bunches of oiled tissue paper so that the lace paper would not be greased under and surrounding this ancient chicky-biddy. These bunches of oiled paper were not noticeable and the effect was one of neatness.

"At intervals between the receptacles and at each of the four corners was a good sized bunch of celery, against the central one being a tiny card announcing that a bunch would be given with each five-pound cut like the samples displayed in the window.

"Like the newspaper clipping pasted on a show window, no one purchasing anything like the contents of the 'ossy' exhibit that day but what had perused that little gift announcement!

"My free celery went like hot cakes, but I had anticipated that and laid in a goodly supply. It was the something-for-nothing thought, which always 'takes' with the masses.

"If my small-town fraters are able to glean any ideas from this meat homily my little preachment will not have been in vain. They are welcome to assimilate my methods.

"The more the merrier' still holds true."

Jennie Alcott.

BEANS

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

BROWN SEED CO.

GRAND RAPIDS, MICH.

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.

FOOTE & JENKS

MAKERS OF PURE VANILLA EXTRACTS
AND OF THE GENUINE, ORIGINAL, SOLUBLE,
TERPENELESS EXTRACT OF LEMON

Sold only in bottles bearing our address

FOOTE & JENKS'
JAXON
Highest Grade Extracts.

Foote & Jenks
JACKSON, MICH.

COLEMAN'S
HIGH FOOTE & JENKS CLASS
EXTRACTS

L. STARKS CO.

THE LARGEST EXCLUSIVE DEALERS
IN POTATOES IN AMERICA

Michigan Office, Houseman Bldg., Grand Rapids, Michigan

We will be in the market for

100 Carloads of April and May Eggs

Send us your name if you have eggs to sell either in small or large lots. We pay cash F. O. B. your track.

Lansing Cold Storage Co., Lansing, Mich.

Smith Young, President S. S. Olds, Vice-President B. F. Davis, Treasurer
B. F. Hall, Secretary H. L. Williams, General Manager

Fresh Eggs Wanted

Will pay top market price f. o. b. your station.

Wire, write or telephone.

S. ORWANT & SON, GRAND RAPIDS, MICH.

Wholesale dealers in Butter, Eggs, Fruits and Produce.

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

FLOUR

That is made by the most improved methods, by experienced millers, that brings you a good profit and satisfies your customers is the kind you should sell. Such is the SELECT FLOUR manufactured by the

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

How Much Food To Eat.

How shall one determine, then, how much food to eat? Too much mystery has been thrown about this subject. Let your sensations decide. It must be kept in mind that the entire function of digestion and assimilation is carried on without conscious supervision or concurrence. It should be entirely unfelt and unknown, excepting by the feeling of bien-etre which accompanies and follows its normal accomplishment. Satiety is bad. It implies a sensation of fulness in the region of the stomach and that means that too much food has been taken. The exact correspondence, in a healthy animal, between the appetite and the amount of food required is extraordinary. As a rule the meal, unless eaten very slowly, should cease before the appetite is entirely satisfied, because a little time is required for the outlying organs and tissues to feel the effects of the food that has been ingested. If too little has been taken it is easy enough to make it up at the next meal, and the appetite will be only the better and the food more grateful.

No one was ever sorry for having voluntarily eaten too little, while millions every day repent having eaten too much. It has been said that the great lesson homoeopathy taught the world was this: That, whereas physicians had been in the habit of giving the patient the largest dose he could stand, they have been led to see that their purpose was better subserved by giving him the smallest dose that would produce the desired effect. And so it is with food. Instead of eating, as most people unfortunately do, as much as they can, they should eat the smallest amount that will keep them in good health.

A Word For the Kitchen.

Why should kitchens be always built at the back of the house, where the grass is trimmed down and slop pails accumulate? Why have a back of the house, anyway, instead of two fronts, equally respected? The writer recalls in Georgia a long brick house with three front doors, one of them the kitchen door. You could look straight through the house in pleasant weather, because there were three other doors facing the ones that looked over the bay. The rose that was trained over the drawing room ran along to the kitchen and peeped in at the dear old mammy who sang there very often. To balance things, the peach tree that was trained, English fashion, on the sunny wall of the kitchen extended its pliant branches to the dining room grapevines.

Parsley grew in the violet borders, the cream smelled of roses, and the flavor of peach leaves that shamed the druggist's product lingered in the cake. The mistress could sit in the drawing room and see the children coming home from school, or guests driving up from either direction, and, consequently, a fresh handkerchief and collar were always ready. Dicey, in the kitchen, could always see them, too, and cake was on the plate and Zeke was in his dress coat when the door knocker rapped. And no one in that house

knew the front or back thereof. It was a kindly and original old Pennsylvania German who had built a great sunny kitchen where the company room is generally placed because, he said, "mother" spent nearly all her time in the kitchen, and she should have the best. He gained praise in his country, but no followers.

Once Not Enough.

It is said that John Wesley, the founder of Methodism, once said to his wife: "Why do you tell that child the same thing over and over again?" His wife answered: "John Wesley, because once telling is not enough."

Susannah Wesley unwittingly created an advertising aphorism that is at once forceful and eminently correct. "Once telling is not enough."

Advertiser, does not that convey to you a message? Does it not force upon you the conviction that you can not hope to reach the public purse through a one or two time advertisement? Just as a little child required constant telling, just so the public must be reminded from time to time that you have something to sell.

Advertising is to-day so broad in its scope, so comprehensive and so great in bulk, that if you would travel with the pace maker you must keep before the people.

All of the big advertising successes—and there are many of them—have been due to reiteration, repetition and constant telling.

We are busy people in this day, and our little brain cells are crowded with this detail and that detail—with this idea and that idea—consequently your advertisement must stand at the door and knock until some little cell is temporarily left vacant, then it can go in and take its place.

Advertising, no matter how clever the conception, is not a pronounced success until it has engraved itself upon the human mind.—Ad. Sense.

One's Clothes and One's Work.

Wherever a marked personal care is exhibited for the cleanliness of the person and for neatness in dress, there is also almost always found extra carefulness as regards the finish of work done. Work people whose personal habits are slovenly produce slovenly work; those who are careful of their own appearance are equally careful of the looks of the work they turn out. And probably what is true of the workroom is equally true of the region behind the counter. Is it not the fact that the smart saleswoman is usually rather particular about her dress, is averse to wearing dingy collars, frayed cuffs and faded ties? The truth of the matter seems to be that extra care as regards personal habits and general appearance is as a rule indicative of a certain alertness of mind, which shows itself antagonistic to slovenliness of all kinds.

The clerk who tries to equalize the amount of his work to the size of his salary will not have to work any harder one year than another.

JOHN G. DOAN COMPANY WHOLESALE OYSTERS

IN CAN OR BULK
All mail orders given prompt attention.

Main office 127 Louis Street, GRAND RAPIDS
Citizens' Phone 1881

Buyers and Shippers of

POTATOES

in carlots. Write or telephone us.

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

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

Fresh Eggs Wanted

Will pay highest cash price F. O. B. your station. Wire, write or telephone

C. D. CRITTENDEN, 3 N. Ionia St., Grand Rapids, Mich.

Wholesale Dealer in Butter, Eggs, Fruits and Produce
Both Phones 1300

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.

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

Butter

I always
want it.

E. F. Dudley

Owosso, Mich.

R. HIRT, JR.

WHOLESALE AND COMMISSION

Butter, Eggs, Fruits and Produce

34 AND 36 MARKET STREET, DETROIT, MICH.

If you ship goods to Detroit keep us in mind, as we are reliable and pay the highest market price.

How to Make the Seed Department Profitable.

There are no doubt many hardware dealers, like myself, who, in connection with hardware, handle seeds and have found this branch of the business profitable. In handling this subject of seeds I can only speak from my own experience, covering a period of over twenty years. With us in our city the handling of seeds has become a very important factor; it is one of our greatest specialties in connection with our business and the seed business as a whole in our city is controlled almost entirely by the hardware trade.

The handling of seeds is not an easy proposition; it is a business that calls for the closest attention and must be understood and closely watched to make a success of it. The merchant who starts out to lay the foundation for a successful seed business must keep constantly in mind the all-important fact—namely, the handling of only good and reliable seeds; his motto must ever be "not quantity, but quality."

Quality counts for more in the purchase of seeds than in almost any line of merchandise; too much care can not be given in the purchase of seeds. The question of how cheap can I buy seed ought never to be considered, if the question of quality is left out. Poor seed will only bring disappointment to the customer and work harm to the dealer from whom purchased. There is no line of goods where quality is of so much importance as in seeds. When a person starts out to invest in an article of any kind said person has an opportunity of exercising his own judgment, but in the matter of seeds he has to depend largely on the confidence which he reposes in the dealer. The merchant who is unfortunate enough to sell a man or woman a poor bill of seeds is surely sowing trouble for himself. The result of poor seeds means to the innocent purchaser hard labor without recompense, loss of a season's harvest and disappointment.

In answer to this question I would say that in my opinion it does pay to handle seeds; to our firm it represents a nice sum added to our annual sales, and this is not all—it brings a very desirable class of people to our place of business. The sale of almost any other article of merchandise is confined to a certain few in every community. You sell a stove or a furnace or a piece of farm machinery, and sales of this nature reach only a very few or small proportion of the families living in your midst. But not so with seeds. When seed time comes you have an article that is wanted and called for by every family within reach of your place of business. This brings people to your store, not alone to buy seed, but very often leads to other sales, especially seasonable goods, such as hoes, rakes, spades and other garden necessities.

Another very good reason why it pays to handle seeds is this: Has it ever occurred to you that here is an article of merchandise that is not handled by catalogue houses? To my knowledge there is not a catalogue house in the country that sells

seeds, and in my judgment never will be. The merchant need never fear competition from this source. You would find very few people (if they had the opportunity) send their money in advance to a catalogue house for a bill of seeds, and wait from seed time until harvest to find only that their crop was a failure. When it comes to taking desperate chances, they will always prefer taking them with the home merchant. The catalogue house fellows evidently know this and will never go into the seed business.

This depends largely on location. Each man in the seed business ought to study local conditions and become familiar with the needs of the people—and govern himself accordingly. I have found from experience that it does not pay to experiment too much with new varieties of seeds, as they oftentimes prove a failure. I have found that in the long run it pays best to stick to well-known and time-tried varieties.

Perhaps there are some who are interested enough and would be glad to hear how our firm has made a success of the seed business and some of the methods employed. I shall try to give you what information I can along this line in as brief a time as possible. I have already touched on the matter of quality. Well, quality was the stepping-stone to our success as seed merchants. After this important step was taken we turned our attention to minor details—and these also received careful attention.

We handle all the common varieties of vegetable and flower seeds in bulk and package, also grass and field seeds, and in season plants, such as tomato, cabbage, etc. We attribute to a great extent our success to the fact of handling seeds in bulk. A majority of our trade prefer buying seeds in this manner. Some people want to see the seed itself and the quantity that is being weighed out to them. These people are, as a general thing, good gardeners and understand their business. There is another class who are only looking for labels or a package of seed with the nicest picture on the outside; this is a fatal mistake. In selling our bulk garden seeds (that is, all the small variety) we use gummed envelopes. We find these the most convenient, as it saves much valuable time on a busy day. On these envelopes we have printed as follows: "Reliable Seeds" and our firm name. It is no unusual thing to put up for one customer from ten to twenty packages of seeds ranging in price from 5 cents to 10 cents each. The variety of seed and price are written on each package.

Package seeds, as everybody is aware, are sent broadcast all over this land and are handled by racket and department stores. In order to check this competition we years ago adopted a system of having put up for us our own package seeds. We make our own selection of varieties of seeds wanted, have them put up in extra large papers, containing about double the quantity of seed as compared with the ordinary papers.

We have found this plan very satisfactory and our package seed trade is growing from year to year.

When the season opens up we bring our stock of seeds to the front—we give them the most prominent location in the store. The display jars and seed cabinet are thoroughly cleaned and relabeled. The more bulky seeds, such as beans, peas, sweet corn, beets, along with grass and field seeds, are displayed in bright new pails and everything made to look fresh and clean and attractive. We make our seed department look tempting, and many a person is led to buy seed who would otherwise, if stock looked old and neglected, never give the purchase of seeds a thought.

If your store fronts to the east or south or is located so that you can obtain sufficient sunlight, one of the most unique ways that I know of to advertise your seed business is to have a window garden. This can easily be arranged if you have the proper show window by taking and filling the entire space in window with shallow boxes of uniform size and depth. Fill them with common garden soil and sow in these boxes a variety of the common vegetable, flower and grass seeds, sprinkle daily; if the seed is good it will soon germinate, and as the plants and grass begin to grow and develop you will have a combination and harmony of colors that only nature can produce and the best artist can not equal. A window of this kind will attract old and young. The



Talking About Flour

have you tried our New Century Brand? Housewives who know are unanimous in declaring it the best. It's the never fail kind, the sort that can be depended on to make pure, nutritious bread, cake and pastry 100 times out of 100.

If the best is not too good for you, New Century Flour is the flour you ought to use.

Caledonia Milling Co.

Caledonia, Mich.

Phone No. 9

HAY AND STRAW WANTED

Highest cash prices paid
MICHIGAN AND OHIO HAY CO.
Headquarters, Allegan, Mich.
BRANCH OFFICE REFERENCES
Hay Exchange, R. G. Dun & Co.
33d st., New York (N.Y.C.B.) Bradstreet's.

"The Best Apple Tree Always Has The Most Clubs Under It."

Remember this old adage, which is especially applicable to Alabastine when kalsomine manufacturers spend so much of their energy trying to show why you should not handle Alabastine, rather than giving reasons why you should handle their disease-breeding, out-of-date, and in most cases hot water mixtures.

Alabastine represents the standard of excellence beyond which none aspire to go. It possesses merit claimed, and sells readily.

Are you fully supplied?

Alabastine Co.

Grand Rapids,
Mich.
New York City



school children going back and forth from school will stop daily and admire your window and talk about it to their parents, and your seed department will be advertised in every home in your city, and in this little garden you can erect a sign—not reading "Keep off the grass," but one that reads "We sell seeds that grow."

When we take our annual inventory we go over our seed stock carefully, and any seed that has lost its germinating power or vitality is thrown to one side and destroyed by burning it up. We have never yet made the fatal mistake of selling old seed cheap or giving it away to get rid of it. No matter if one gave it away, it would fall into the hands of a dissatisfied customer and the merchant would get the blame for the man's troubles.

I have it from good authority what disposition one large seed firm made of their accumulation of old seed. The firm is now out of business, so I am casting no reflections on any seed firm of the present day. This firm in question sold under contract their entire stock of vegetable seeds to the Government and Uncle Sam, in his greatness of heart, scattered it broadcast over this land of ours, and the gentlemen who are largely instrumental and whose duty it appears to be to carry on this great work of benevolence in distributing this Government seed are members of Congress. Some people are mean enough to remark that the only time that some congressmen are heard from is about seed time and voting time—of course, this does not apply to the delegation in Congress from my own State.

This leads me to a thought that some objections may be taken to. But the subject before me is seeds, and how we can make that branch of our business more profitable. So I am going to touch briefly on the free distribution of seeds by the Government. There may be many of my readers who are in the seed business, like myself, who feel as though an injustice was being done to many engaged in the seed business. In my opinion this free distribution of seed by the Government, to a great extent at least, is all wrong, and steps ought to be taken to have this custom, as far as it relates to all the common varieties of garden and field seeds, abolished. There are many receiving their entire stock of garden vegetable seeds every spring from the Government—people who are well off, many of them, who ought and would buy their seeds from the home merchants if it were not for this free Government seed.

There is no good reason why in this day of agricultural development—when our country is so prosperous and good seed firms have been established in almost every state in the Union—this practice should be continued, and we know that the bulk of such seeds are only the common, everyday varieties under an assumed name and can be bought in any city or town in the United States.

Take my own State as an illustration. There are a number of good,

reliable seed firms doing business in this State. Some of the people connected with these institutions are expert seed men. They have for years carried on experiments, have studied local conditions, are well acquainted with the nature of the soil and what it will best produce; they have much capital invested and have been in many ways instrumental in the up-building of the vast agricultural interests of the country, and in all justice it is due to the great seed interests that they receive at the hands of the Government the same consideration and protection that other large business interests do.

The seed business to be successful requires knowledge, enthusiasm and perseverance. The man who makes a study of seeds, carries on experiments at his own home and in his own garden, makes of himself a general storehouse of information on the subject, and when he talks seed to his trade does so intelligently. He grows enthusiastic and people soon look up to him as an authority in regard to such matters, and by perseverance his success is assured.

One of the leading questions and a very important subject that is being considered and discussed by educators in our country at the present time is the study of agriculture in our public schools. Iowa is almost purely an agricultural State. The question is whether pupils shall give all their time to the study of books and become all bookish, or if some attention should be given to the cultivation of the soil from which so many of the boys and girls of this country must earn their bread and butter. Personally I am pleased to see this question receiving some attention. If I had my way in the matter, agriculture would not alone be taught in our public schools, but every school building would have its school garden. I would like it an outdoor laboratory or a part of the school equipment for the purpose of direct instruction. I believe many pupils, if given the opportunity, would become interested. It would take the pupils out of doors and to nature, and would give them a taste of the practical side of life, and would make better men and women of them. My reason for touching upon this subject is that matters of this nature are closely related to the seed business. Let a man who is interested in handling seeds, if he has a garden of his own, if he spades, rakes, plants, hoes and harvests with his own hands, if he believes in beautifying, not alone his own home, but taking an interest in beautifying the streets of his city—if a dealer in seeds shows tendencies in this direction, then I contend that such a man is well equipped to carry on a successful and profitable seed business. He certainly has a great advantage over a competitor who pays no attention to these things.

I trust that our business may grow into new life and energy, so that we may be better prepared to meet the demands made upon us in the year 1904, and that our efforts will be crowned with success is my earnest wish. C. E. Haas.

Getting Bargains.

Advertising costs as much now as it does at any season of the year. Fewer large advertisements are being run, and the merchant who uses sufficient space to make his display conspicuous will attract more attention just now according to space used than at any other season. It is wise to get all that can be had out of the space in the newspaper, and it is well to remember that in buying and using space the returns will justify the cost if the matter used justifies the space purchased. The mere fact that newspaper space costs as much now as it did through December does not mean just what might appear on the surface, but it does mean that the expenditure now makes a better showing in the papers than it would while large spaces were being used by many merchants and when the audience reached was having its attention distracted by loud claims from many sources. Now is the time to get bargains in newspaper space, because the space used will yield more publicity than at any other season.

All roads lead to the store of the good advertiser.—Advertising World.

For the Young Clerk.

Ex-Mayor Thomas N. Hart, of Boston—now 75 years of age—who began life as a dry goods clerk and has been a bank president for many years, gives this advice to young men:

Do more than is expected of you.
Do things better than other people do them.
Do your work as if it were a pleasure to do it.
Do exactly as you agree to do.
Do some little kindness every day.
Don't drink.
Don't swear.
Don't tell a lie.
Don't run into debt.
Don't shirk your task.
Don't be late at your work.
Don't think you know it all.
Don't wait until you are old to marry.
Don't go into politics if you are a young man.

Russia will abandon its proposed exhibit at St. Louis exhibition. Perhaps the space allotted to Russia may be taken by Japan, as it seems to be taking about everything Russia has held.

Of Interest to Hardware and Agricultural Implement Dealers



Any potato planter will plant potatoes. But some plant better than others, and thus sell better and give better satisfaction. To be vigorous, grow uniformly and yield abundantly, the seed must be deposited in moist soil at the proper depth. It is evident that to deposit the potato in moist soil the jaws must remain tightly closed until sunk the desired distance in the ground. It is equally obvious that to plant at a uniform depth there must be a positive depth gauge. Finally, as the depth depends on the soil, the climate and the method to be pursued in digging, and therefore varies, the depth gauge must be adjustable. From the foregoing it will be seen that the ideal potato planter has self locking jaws and an adjustable, positive depth gauge. Our Eureka and Pingree planters are the only potato planters made having these features, the Eureka being a tube planter and the Pingree a stick planter. We also manufacture the old fashioned non-locking stick handle planter. This we make in two styles—the Dewey, which has an adjustable depth gauge, and the Swan, which has a stationary depth gauge. Both of these planters are provided with very heavy pivotal rivets, which are guaranteed to last as long as the rest of the planter. Do not forget that we also manufacture the celebrated Segment Corn and Bean Planter, the lightest and most accurate corn and bean planter made.

Ask your jobber for the foregoing

Greenville Planter Co.
Greenville, Mich.

More Than 1,500 New Accounts
Last Year in Our Savings Department Alone

The Kent County Savings Bank

Has largest amount of deposits of any Savings Bank in Western Michigan. If you are contemplating a change in your banking relations, or think of opening a new account, call and see us.

3½ Per Cent.
Paid on Certificates of Deposit

Banking By Mail
Resources Exceed 2½ Million Dollars

Trading Stamps



If you feel the necessity of adopting trading stamps to meet the competition of the trading stamp companies which may be operating in your town, we can fit you out with a complete outfit of your own for about \$25. You will then be making the 60% profit which goes to the trading stamp companies through the non-appearance of stamps which are never presented for redemption. Samples on application.

Cradesman Company, Grand Rapids, Mich.

GET TOGETHER.

Upper Peninsula Held Back by Petty Quarrels.

Written for the Tradesman.

Despite the fact that the Upper Peninsula of Michigan has been enjoying a larger measure of prosperity of late years than many of the older sections of country, there is good ground for the belief that this prosperity would have been enhanced to a considerable extent, and the results more satisfactory, had the business men of the several cities pulled together with greater harmony.

The history of the northern part of the State is similar, in great measure, to the early days of Lower Michigan, when various towns tried to outdo each other in the matter of growth and business.

It is said that competition is the life of trade, and to a certain extent this is true, but when the competition reaches a stage so acute that united action in an undertaking that promises much for all is out of the question it would seem that the best course to pursue is to turn over a new leaf and learn that competition does not necessarily mean war to the knife. Competition can be friendly. It can be active, and at the same time of a nature that will not result in friction, that condition which is the natural enemy of success.

The rivalry between some of the cities of Northern Michigan is of the white-heat variety, and it doesn't take a man long to find it out if he comes in contact with men of affairs and studies the newspapers for any length of time. In two or three instances it has come to a point where the interested elements can't see a particle of good in the opposition camps. Why this is so is hard to explain. True, the business men in all the towns deplore the existing state of affairs and would like to see peace, believing that it would be better for the people at large; but it is evident that a good lot of missionary work will have to be done before the turmoil and exchange of explosive compliments comes to an end.

The Upper Peninsular towns are of a different class from the cities farther south. There is a greater proportion of young blood in the harness and consequently the people are more impetuous. The people love sport. The business element back the ball teams and hockey teams. There is great rivalry between the teams. The inhabitants—old and young alike—talk hockey all winter and base ball all summer. And if a team kicks on the treatment it receives the town at its back rises up in arms and denounces the other fellows with much force. The newspapers help the matter along and go from one thing to another until one would believe, from the claims made, that there is a desperately bad class of people to be found in this part of the country.

At the present time Sault Ste. Marie and the towns on Portage Lake are battling for the hockey championship of the United States. They have imported professional players from all sections of Canada and this country. Money is no object with the management. They want winning

teams and are willing to pay for them. The Soo team played at Portage Lake in the early winter and were defeated twice. They came home and the management and rooters that accompanied the team claimed that they were not treated fairly—that the team was knocked out in prize ring fashion. The feeling ran so high by the time a series of return games were played that the sheriff of Chippewa county went on the ice and informed the visitors that if any rough play was indulged in the offenders would be arrested and taken into court. Since that time relations between the towns have been strained. Marquette has taken a hand in the fight, also.

The situation in political circles is much the same. Different towns put up candidates and then the papers roast each other in true Horace Greeley style. It is the same in business. If a mill shuts down in one town the papers in another town feature the story and gloat over the fact that their rival has met with a setback. In short, several of the leading cities seem to delight in passing the eye-blackening, to the detriment of the whole Upper Country.

To the person looking at the situation from a distance this continual flaunting of the faults of the various communities in the face of the general country is not good policy. It is the very opposite. Capital is about the biggest coward on earth. It is possessed of great power but at the same time shies at trifles. How, then, can the people expect to land new industries, build greater cities, reclaim wild lands, build more railroads and develop new mines if capitalists, in investigating the country, find that the various sections, instead of pulling together, are striking at each other in an endeavor to land a solar plexis blow? Capital doesn't like war, it wants peace. This is evidenced by the fact that the towns that do the least knocking are at the present time landing the most new industries.

During the past few months a land company has been selling farming land in the Upper Peninsula through advertising in the magazines. In this way the country is being brought before the people in a forcible manner. But much more could be done along this line with profit, according to the belief of many business men. Down in Georgia, by the vigorous pushing of an advertising campaign, several millions of dollars have been brought into the State in the shape of investments of one form and another. The results have been away ahead of what were anticipated at the outset and the several cities there are prospering as never before. Beyond a doubt, if the various factions in the Upper Peninsula were to get together for the purpose of advancing the general interests of the people much more good could be accomplished than by fighting over politics, sport and business questions generally. Surely nobody is going to be benefited by this everlasting irritation. There isn't a town in this northern region that has a mortgage on all the good things to be found lying around loose—every town has a lot

of patriotic business men and other good people, none of whom really want to see their neighbors go to the demnition bowwows. There is sound hard business sense to be found in every city and it is really too bad that there is not more concentration of forces in pushing things.

"Marquette does everything she can to knock the Soo," is a familiar saying to the ear of the man who frequents the public places of the latter town. Go to Marquette and you find people who will reverse the charge, and stick to it with a tenacity seemingly born of long belief in the antagonism of the two cities. Go into some of the other towns and a similar feeling is found in respect to their relations with each other. Does any

good come of this feeling? Hardly. It seems that the various localities do not realize that in unity there is strength.

There is no need up here for any more energy, but there is pressing need for a cessation of the waste of it that results from the efforts to eat each other up. The time and energy wasted in this manner would go a long way towards hastening the complete development of the country. That a territory so rich in natural resources and so full of promise should be held back by the petty quarrels of the various districts is deplorable. A get-together campaign should be inaugurated. Raymond H. Merrill.

Genuine wit is nothing more than pointed wisdom.

Those New Brown Overalls and Coats are Sun and Perspiration Proof

They are new and the "boss" for spring and summer wear. *Every Garment Guaranteed—They Fit.*



Clapp Clothing Company

Manufacturers of Gladiator Clothing
Grand Rapids, Mich.

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

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.

Selling Clothing on the Instalment Plan.

Public retrenchment has brought about conditions which call for an adjustment of business methods that will meet the exigencies of the times, the changeableness of which requires merchants to look at the situation from a new viewpoint. Large and small towns throughout the country have been affected alike by changes in business conditions. The causes, although not directly similar, produce the same results—a curtailment of business through a reduction in the purchasing power of the people.

Storekeepers are complaining that among their customers there are many who are not buying with their customary liberality for various reasons. Some whose incomes have not been at all affected by altered circumstances show this disposition to buy no more than their actual needs call for, actuated solely by a desire to "look out for a rainy day." Others who are notably good pay, "when everybody in the family is working," have been forced to retrench "until work gets better."

These and other circumstances have brought about a loss of trade to merchants, trade of a stable character which was depended upon for the sustenance of the business and has caused merchants to look about them for means of retaining their hold on customers and gaining new ones.

It is, therefore, not a matter of wonder that merchants are giving more attention to credit business than formerly. One of the methods receiving attention just now, and which is bringing out enquiries, is the instalment methods pursued by the successful instalment clothing houses. Their methods have won for them considerable success.

Our understanding of the situation is that some country merchants, who have a substantial cash trade, desire to augment their business, and no doubt see a way to do it by including an instalment department. Instalment houses also do a cash business. It is probably the intention of the cash houses to likewise do a mixed trade.

In clothing, business has been intensified by the increasing interest in suit clubs conducted legitimately.

Two of the largest legitimate houses who have made a success of the instalment clothing business were interviewed.

We, of course, inferred that our readers would not be interested in the fake methods of firms who set out to "do" the public by forcing upon them inferior merchandise at exorbitant prices, and afterward by various methods of intimidation subjecting their customers to all manner of annoyances.

The head of New York's largest retail clothing house, conducting an instalment business in men's and boys' clothing, was interrogated as to what was the best time for starting an instalment business, presuming, of course, that it was the desire of the clothier doing a cash trade to install a credit system on a weekly or monthly payment basis. He said:

"It is a mistake to think that one

can do a credit business better when times are hard than when they are good. The most favorable time to go into it is when the times are good or at their best. For instance, the year 1902 was favorable to building up an instalment business in connection with a cash trade. The latter would be sufficient to carry the merchant and at the same time enable him to, through special advertising designed to acquaint the people of his town with the new departure, give it quiet publicity, at first by means of circular letters couched in a way to interest the people to whom they are addressed, so that if they do not choose to avail themselves of such an opportunity the letters would be filed away as a reminder.

"Starting out with good times favoring the venture, the merchant has a better chance to build up an instalment business. It has been our experience that when people have very little money they are inclined to buy cheap for cash and not for credit; that is to say, they will buy cheaper grades of clothing than they have been accustomed to wearing, and as soon as they are on their feet again will go back to better grades. We carry various qualities, none of the cheap, but begin with the good and go up into the highest priced ready-made clothing for men and children. We find that the better merchandise we give our customers the more sure we are of getting our money. The clothing must be made in the best manner possible, and the fabrics put into each garment of a dependable and serviceable quality. You see, people to whom you give credit will not feel like paying their bills if the clothing you give them does not wear well. Should it not prove serviceable they will naturally conclude that they have been "done" and think themselves justified in not paying the full amount. We therefore give our customers the highest class merchandise possible for the price asked. We sell suits up to \$60 and overcoats up to \$70; nothing below \$15 in suits or overcoats for men. As to how our values compare with those given by the very best clothiers in town, the suit we get \$30 for would be sold for \$40 by the finest clothiers, and overcoats we sell for \$35 they would charge \$45 for. I tell you this so that you can see that even although we figure on getting a little more profit than most clothiers doing a strictly cash business, we are giving exceptionally good values at the same time, so that to build up a successful and lasting business in credit clothing you can do so only by giving good values at a fair price."

The necessity of giving good values at a fair price seems to be the keystone of success, and the head of a large Rochester instalment firm reiterated this point quite as strongly as the foregoing gentleman had brought it out, notwithstanding that he was questioned in a different way. After talking freely of their own success, he said he attributed it to giving good values in their merchandise, and made a special point of holding old customers by treating

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.

them squarely and catering to their whims. Keeping them satisfied, sometimes at a positive loss, had been found to be wise. Continuing, he said:

"The matter of giving credit hinges much on the purchaser and his working or business relations. He is searchingly examined as to his residence, his previous and present occupation and his prospects. If he is married he is asked to bring in his wife. Young people of a migratory disposition, who can move easily, not connected by any home ties or property interests, are not desirable customers. The first payment varies in amount. A mechanic with a job and a partly paid home can get clothing with absolutely no advance payment. Others are required to pay one-fifth to one-third, and an account is to be closed usually in fifteen months. We figure to get a little more for our goods than those doing a strictly cash business, as a matter of course, but not so great an excess over cash houses as is usually supposed. The most successful credit houses can save usually in discounts and figure strictly upon the permanency of their customers, in contradistinction to the fake houses, who grab at every possible sale at as big a price as possible. What do we expend for advertising? Well, about twice the amount of our rent."

From the remarks of these two merchants it will be seen that the retailer giving credit must use his own discretion, while at the same time exercising his knowledge of human nature upon the people with whom he opens accounts. His losses should be small and can be regulated entirely by the amount of judicious attention he gives to his business. In this article we have simply tried to give the information desired and hope those who have sought it will find herein all they want to know.—Apparel Gazette.

Personal Letters.

Personal contact with the trade is the best kind of advertising if the merchant is tactful.

Any kind of business comes easier when personally solicited.

The successful merchant will make his advertising as personal as possible. For that reason a personal letter to the customer is more effective than the newspaper advertisement or the circular letter.

The wise merchant will have a list of heavy weight customers with whom he keeps in touch constantly. If he does not meet them or their wives frequently he will send them a personal letter on his stock and bargains every time he has an excuse.

That personal letter has built up the trade of many a retail merchant. That is why many merchants are making their circulars as near like personal letters as possible.—Commercial Bulletin.

Soap powder is usually prepared with washing crystals, or anhydrous carbonate of soda, mixed with ammonia and borax. Some powders are a mixture of soap, water and ammonia.

STORE MANAGEMENT.

Favor the Lines Which Pay the Biggest Profit.

Again, let us talk of the arrangement of the new stocks as they come in and of the old stocks that have to remain a part of the staple selling stuff of the store. Your usual and accepted way of handling the goods is to push them together here and there, make a foot of space where it seems easiest to have it, another foot where it happens to come, put in whatever will go in wherever there is a place for it to be placed. Isn't that so?

Probably you have left the arranging of goods more to the clerks than to yourself or your personal direction, which is all right in a degree, but should not be followed so closely as to be detrimental to the selling powers of the goods themselves when they are placed to the best advantage. The clerks are not to blame for a poor understanding of the properties of the goods, nor are you to blame in a very large degree for something to which you have not given a particular bit of thought.

Instead of giving your wash goods and your novelties of all sorts the best possible location where they will attract the attention of all who come into the store, you have shoved them aside to the extent of placing them wherever there happened to be room to put them when they came in. You may have them in the poorest light in the store, and you may have them at the extreme rear, or you may have them sandwiched between heavy dress goods and men's clothing where they get the worst sort of treatment when the days are busy and no one has the time to keep looking after and putting up the goods that have been shown.

The whole scheme is all wrong, and you will know it as soon as you begin to think about it. Your stock of staple goods is all right, and you couldn't handle your trade successfully without the lines, but people are bound to come in search of staples and seldom think of the newer stuff and the novelties until they are seen or particular attention is called to them by some means. For that very plain set of facts, it is your business to get your goods out in the best possible position and display those articles and sorts that have to be displayed in order to make the most satisfactory sales and the surest profits.

There are undoubtedly lines of goods that you are chronically opposed to because you have never had any success in handling them and because you think they are not suited to your trade and your business. Are you quite sure that the fault is with the goods and not largely with yourself? You will declare that you have faithfully tried to make some money on this or that line of stuff and have been entirely unable to make any profit, to say nothing of getting out whole with the money invested. Consequently, although you may feel compelled to keep such goods, you keep only a small assortment and force that assortment to a location that is admittedly bad, because you think the room is vastly more valua-

Made to Fit and Fit to Wear

Buy Direct from the Maker



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

Ellsworth & Thayer Mnf'g. Co.

MILWAUKEE, WIS.

B. B. DOWNARD, General Salesman

The Old National Bank

GRAND RAPIDS, MICHIGAN

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

3%

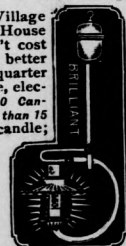
Our financial responsibility is almost two million dollars—a solid institution to intrust with your funds.

The Largest Bank in Western Michigan

Assets, \$6,646,322.40

The BRILLIANT Gas Lamp

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



How About Your Credit System?

Is it perfect or do you have trouble with it?



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

Itemized Statement of Each Customer's Account?

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

SEE THESE CUTS?



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

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

Bossenberger's

High Grade Assorted Unwrapped

Caramels

Put up in 20 pound pails.

Will make your stock of confections more complete.

If your jobber does not handle them drop a line to



F. BOSSENBERGER, 249 and 251 Gratiot Avenue, Detroit, Mich.

ble for other purposes. How can you expect anything else than the result you get—disappointment?

Wouldn't it be more logical and the more business-like way to give greater attention and greater prominence to the goods under the ban of your ill-favor?—for they certainly need more assistance for that reason. But, to return to the arrangement of the new stuff that comes in for the spring and summer trade. Those articles of whatever nature that are intended to be and are expected to be bought for the special season or for special purposes must be given the best spaces in the store, or you will find disappointment in their handling and dissatisfaction in their selling.

The wash goods of the finer and more expensive qualities must be given a position where the eye and the attention of the possible purchaser will not miss them. The novelties in dress goods must be pushed to the front and those that are always in demand and ready of sale must be given the less choice places on the counters and the shelves. Any clerk ought to be able to sell staple black dress goods, or cotton checks, but the test of good clerking lies in the ability to handle and sell to a customer that class and those sorts of goods with which the customer is unfamiliar and for which she should be and is willing to pay a price that represents a profit above the 15 per cent. you are trying to clear on your checks and the 25 or 30 you expect to clear on the staple black goods.

You may have a clerk who is able to run his sales sheet higher than any other employe of the store five days out of the week, yet that clerk is not necessarily making as much profit for you as the clerk who may be selling a lesser number of dollars' worth in lines of goods that require more time for their selling and represent vastly more profit in their prices. It is not necessarily the amount of goods passing over your counters that represents the money you are making. Your profits on staple and common articles are limited to a point above which you can not raise them because they are thus common and are the business property of every merchant, after the same manner that a common laborer can not raise his wages above the point of the common competition of all of his kind.

Placing the new goods in most prominent locations, calling the attention of the customers to them by their very appearance as well as by the facilities for showing them as they should be shown, will represent to you a far larger profit than you have ever enjoyed in the sale of such goods and will convert you to more investment in and closer study of the possibilities of goods that represent good profits when rightly handled. Those articles that ought to bring you the greatest profits are the articles that you are careful to keep choicely folded away in drawers and boxes, from whence they are pulled when a customer asks for them or a clerk happens to think there may be such a thing in the store.

You buy a few odd styles and shapes in shoes, stick them in choice

boxes, or tuck them away in drawers, fail to sell them until they are out of date, and you have to offer them at a price below their cost in order to get rid of them—and that is the first time the shoes come out of their cartons and see a long stretch of the light of day. Then you swear you will never have any more fancy shoe stock. You will keep staples and plows and brogans, for you can sell them, but if anybody wants any more fancy stuff they will have to go elsewhere. Under the next breath you will swear because Farmer Jones' oldest daughter has just received a package at the railroad station from some big mail order house, and very likely that package contains a pair of fine shoes such as you refuse to show her when you have them in the store. You blame the girl, and you know she is only doing what you are compelling her to do.

It is the same with the dress goods and the dress trimmings and the little fancy articles that every woman, young or old, loves to possess even although worn but once or twice a year. You declare the people won't buy them of you when you keep them in stock. How, in the name of sense, do you expect people to know what you have if you persist in keeping it hidden and practically compel them to come in and ask if you haven't thus and so before you make a break to show it?

Retailing goods is a blamed hard job at its best, but the man who is bashful with his good, and apparently afraid he is going to offend some one if the stuff is out where it can be seen, isn't going to get very much satisfaction out of keeping anything but the commonest sorts of materials. And he is going to growl from one year's end to another because he thinks people around about him do not appreciate his keeping a store for them to trade in and they will persist in going somewhere else or sending somewhere else to buy their goods.

The selling of goods varies with every added year, and with the variation comes a change in the demands made by the public. People who were once satisfied to come into your store and make selections from whatever you might have on hand are now unsatisfied until they are shown the latest and the newest in most classes of goods, and those are not only the things they ask for, but the things they expect to see without asking. To offset the fact that there is a multitude of lookers, you have got to display your goods in the best manner you can find out or devise in order to make the profits that must be yours in order to make the business pay.—Drygoodsman.

Be Sure It Is a Bargain.

Be sure it is a bargain before you give it that charmed name.

When your advertisement informs a critical public that you offer such-and-such goods at such-and-such prices and that they are remarkable bargains, you are treading on thin ice if you can not make good the claim in every particular.

The public confidence in the merchant is a bigger item in his success than he dreams.

That confidence is affected by

every day's work and every day's utterances whether behind the counter or in the advertisement.

Tell the trade the truth. Always tell them the truth and as years go by you will profit from it.

The retail merchant who opens his store in any town, no matter how small the town or the stock may be, expects to stay there for some years and maybe grow old in the business at that very point.

He looks forward to the day when his establishment will be larger and his stock one of the largest and best in the county.

While he builds in other lines he can build to no more profit and satisfaction than by erecting in the minds of the public he serves a monument to his reliability in word and deed.

There are many people in every community who are not bargain hunters. They want good goods at fair prices. They want to know when they buy an article that they are getting their money's worth.

With that class of trade it is a fine thing for a merchant to have a good standing. Whether he has that standing or not depends upon his daily acts and the redemption of his promises and guarantees.

He should make good every statement every day.

That must come from a merchant of character. And taken all in all it is the merchant of character who gets the trade.

The public remembers every promise and many statements in the advertisements long after the merchant has forgotten them. In the minds of the customers, impressions are being formed and riveted daily. The merchant can make sure their opinions of him are right only by doing the right thing all of the time.—Commercial Bulletin.

Little Gem Peanut Roaster

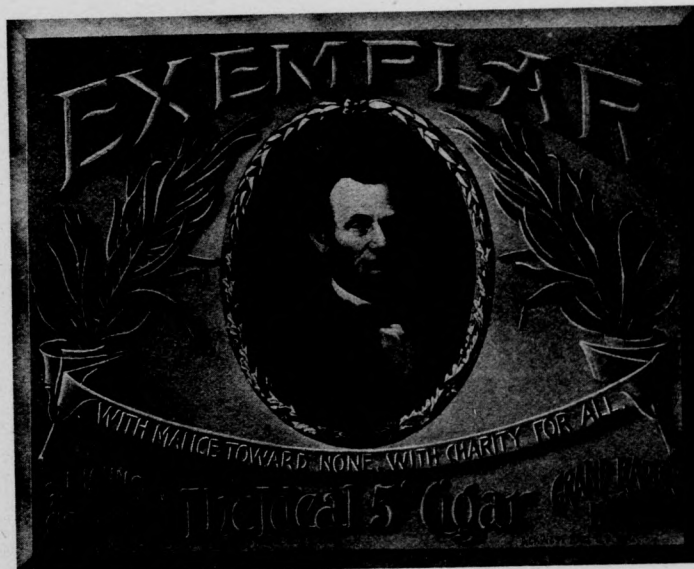


A late invention, and the most durable, convenient and attractive spring power Roaster made. Price within reach of all. Made of iron, steel, German silver, glass, copper and brass. Ingenious method of dumping and keeping roasted Nuts hot. Full description sent on application.

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

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

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



PELOUZE SCALES

ARE THE STANDARD FOR

ACCURACY, DURABILITY & SUPERIOR WORKMANSHIP

BUY OF YOUR JOBBER. INSIST UPON GETTING THE PELOUZE MAKE

NO. 10 AS SHOWN 24 LBS.
NO. 7 90 WITH TIN SCOOP
NO. 52 1/2 BRASS DIAL TILE TOP

PELOUZE SCALE & MFG. CO.
CATALOGUE, 35 STYLES CHICAGO.



Present Day Jobbing Methods of the Hardware Trade.

The purpose of this paper is a discussion of the jobbing business of the United States and some of its associated problems. Necessarily so many lines of trade are included, comprising foodstuffs, utensils, apparel and mechanical supplies, covering so vast a field that it becomes impossible to fully present or even to do justice to the subject. But the methods and position of this class of distributors of manufactured products are, on the whole, the same and it therefore matters little that the subject is treated from the standpoint of a single one of these, a hardware jobber.

As commonly practiced, the process of distribution is three-fold, comprising the activities of the manufacturer, jobber, and retailer. The manufacturer makes the goods from raw material and sells them in large quantities to the jobber, who in turn distributes in smaller lots, and oftentimes on easier terms, to the retailer. There are exceptions to this, but as a rule the manufacturer does not reach the retailer, much less the consumer, directly, and can not do so to advantage. The jobber is an intermediary who assembles various lines of goods, carries a large and assorted stock, and by means of traveling salesmen and other agencies, sells these goods to the retailer in small assorted lots, while the retailer supplies the consumer.

The jobber stands in a very important position to the manufacturer in that he purchases goods in large quantities. For many things the demand is seasonal and must be supplied in quantities at one time. Economical manufacture demands a regular, even output, and most manufacturers lack both the capital and the facilities for storing their output against a heavy and brief demand coming at long intervals. The jobbers unite in taking this output off the manufacturer's hands, storing and paying for it, so that the manufacturer is provided with current funds instead of being forced to borrow large sums against the ultimate sale of an accumulating stock. In but very few lines is it practical for the manufacturer to reach the retailer or the consumer direct. The jobber keeps a varied stock, which is constantly growing more and more diversified and complex, and justifies his existence by selling these goods in assorted lots on a small margin of profit to the retailer, on terms which are favorable to the small dealer, and oftentimes carries him through dull seasons, and aids in the development of his business.

The jobber distributes these great stocks of goods by means of extensive stores and warehouses, a large corps of traveling salesmen, and an office force well equipped with buyers, book-keepers and correspondents.

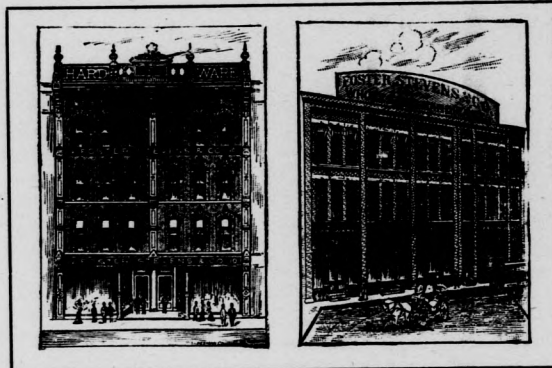
The jobber, as he is known today, is a modern product, having existed only since the introduction of the factory system. When goods were almost entirely made by hand, the artisan was usually his own retailer, and not only did the manufacturing but sold his wares directly to the consumer. A large proportion of all the articles made two hundred years ago were made to order only. Of course there were exceptions, as in the case of imported goods. The old caravan routes crossing Asia and Europe are a proof of this fact, but the total sales made in this way were trifling compared with the dimensions of trade to-day. The local artisan knew his customer, but with the advent of the manufacturer, production became so great that manufacturers soon lost sight of the consumer. They now made the goods in quantities and sought some one to distribute them. This distributor was found in the jobber.

Fifty years ago the jobbing business in this country was controlled by four Eastern cities, New York, Philadelphia, Boston and Baltimore. Here a few large jobbers won national prominence as "merchant princes," although the aggregate of their business was probably small compared with the jobbers of to-day; but during the last thirty or forty years, large jobbing houses have grown up not only in cities like Chicago, San Francisco, St. Paul and St. Louis, but also in many smaller towns, until we now find it to be a frequent ambition of retailers to class themselves as jobbers, and handle the wholesale business in their own neighborhood. This ramification of the jobbing business is having its effect on the larger jobbers. New York, Philadelphia, Chicago and St. Louis no longer have a monopoly of the jobbing business, although these large cities are not easily deprived of the advantages to which they are naturally entitled by their size.

There can be little doubt that an ambition to do a larger business is oftentimes the prime motive in the development of a retailer into a jobber, and the retailer engaged in this struggle is too apt to rely upon his retail business for his profit, and to consider his jobbing business as simply so much gain. This is a mistaken view. It often causes much harder work with little or no result, and the small dealer making this venture is very apt to become financially embarrassed in an attempt to carry his smaller customers, while the necessity for buying in large lots, in order to rank as a jobber, and to obtain lower prices from the manufacturer, constantly induces him to over-buy.

The main reliance of the jobber in placing his goods upon the shelves of the retailer is upon traveling salesmen, who take samples of the wares with them and go all over the land, into the smallest hamlet, describing the goods, their origin, their peculiar qualities for sale and for use, and aiding the shopkeeper in estimating the quantity which he will be able to use during that season. The retail trade of this country owes a vast

Foster, Stevens & Co.



Grand Rapids, Michigan

Buckeye Paint & Varnish Co.

Paint, Color and Varnish Makers

Mixed Paint, White Lead, Shingle Stains, Wood Fillers

Sole Manufacturers CRYSTAL-ROCK FINISH for Interior and Exterior Use

Corner 15th and Lucas Streets, Toledo Ohio

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

Many New Features in our Gun Line For Season 1904, one of which is our New

Number 100 Wolverine Hammerless American Made Double Gun

Unquestionably the best on the market for the money

Ask to See Sample

Our salesman will call upon you at an early date with a complete line of Guns and Sportsmen's Supplies. It will pay you to consult us before placing your orders.

Fletcher Hardware Co.

Detroit, Michigan

Largest Jobbers of General Line of Sporting Goods In the Middle West

debt to the traveling salesman for the knowledge given regarding the goods which they handle, the explanation of business customs and training received in business methods and ideas. The traveling salesman is the local representative of the jobber, and if the jobber prides himself, as many do, upon businesslike habits, and practical and correct methods, salesmen can not fail to impart some of these ideas to the dealer. The retailer is constantly growing more intelligent, partly because of his pertinent enquiries from traveling salesmen about the credit and the amount of fire insurance he carries. Such questions bring home to the retailer the necessity of adopting correct business habits.

It may be asked: "Is not the jobber a costly distributing agency?" and it must be conceded that this service is not obtained without expense, but the jobber works on a close margin and the net returns to him are meager compared with those of the manufacturer and the retailer, who both enjoy far greater percentage of profits, while the annual increase in wealth and growth of manufacturers far exceeds that of jobbers. Owing to the severity of competition jobbers are compelled to cut their expenses down to the lowest possible figure, and it is hard to see how goods could reach the retailers in any other way. Under the jobbing system the manufacturer is relieved of the responsibility and immense and often prohibitive cost of introducing and distributing his goods in small amounts. In this age of specialization the jobber is a specialist in marketing goods and makes it his lifelong study to do this economically and to the best advantage.

Is the relation of jobber to manufacturer and retailer to continue? In order to consider his position more intelligently let us look more closely into the jobber's functions.

1. As a rule a manufacturer makes a single line of goods and by reason of his concentration is able to manufacture cheaply and to the best advantage, but the cost of selling these single lines to the retailer would be so great as to make such a course prohibitive. Some interesting analyses have been made showing the number of various manufactures included in a single bill purchased from a jobber. One frequently sees such charges amounting perhaps to 200 pounds in weight and \$25 in value and yet representing fifteen or twenty manufacturers, clearly showing the enormous cost which would be incurred if the fifteen or twenty manufacturers attempted to sell their goods directly to the retailer while the freight and express charges on small quantities would alone make such direct dealing impossible.

2. While one or two manufacturers have attempted to make a general line comprising most of the articles needed in one jobbing line, there is no manufacturer to-day who can make a sufficiently varied output to supply all a jobber's needs and, as we know, the tendency of modern manufacturing is more and more towards the manufacture of a single line of

goods—in some cases of a single quality.

3. Frequently manufacturers do not have sufficient capital to enable them to dispose of their goods in small lots to the retailer. They must have funds, and, by selling in large lots to the jobber, who usually takes the goods in advance of the season and discounts his purchases, they are able to do business on a smaller amount of capital.

4. The business qualities which go to make up the manufacturer and the jobber are oftentimes very different. There are frequent cases where manufacturers are capable makers of goods but not successful in marketing them.

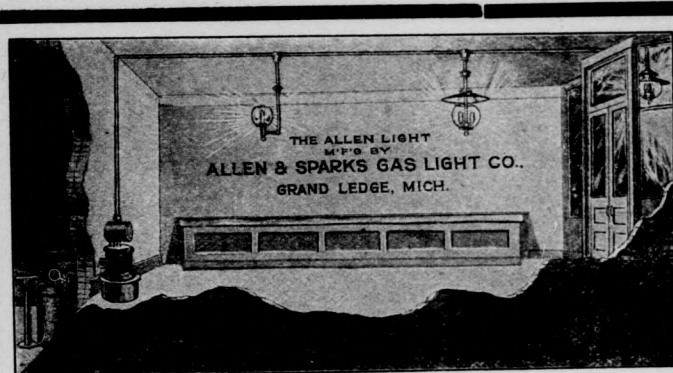
5. The jobber insures the manufacturer a more certain market. We have known large manufacturers who have had on their books only fifteen or twenty customers, all of whom were large jobbers, while these same jobbers probably had in many cases three or four thousand retail accounts on their individual ledgers. The manufacturer, therefore, practically knows where he can dispose of his output, and is enabled to do business with greater certainty. In view of all these conditions, it may well be claimed that the jobber is a most useful and economical factor in distribution. It is not fair to part from this subject without mentioning a development of the last few years, which necessitates viewing jobbing from another standpoint. This is the growth of the so-called catalogue houses. These may be divided into two classes:

a. Catalogue jobbers who, like the jobber, sell to the retailer only.

b. Catalogue retailers who ignore the retailer and sell directly to the consumer.

Both use the same general methods in trying to buy directly from manufacturers and in sending out large net price catalogues in which they endeavor to outbid all others in making low and attractive prices. This business has had a remarkable expansion, particularly in the West, but side by side have gone the development and increase of the jobbing business. This raises the question of the efficiency of the catalogue as compared with the traveling salesman. There is no doubt that the usual preference of the retailer would be to buy goods from the traveling salesman. Catalogue or no catalogue, moreover, the salesman on the spot will get the order if he meets the price. The jobber has a great advantage through his salesmen over a firm selling by catalogue. He is kept more constantly apprised of local conditions, and so in much closer association with his customers.

Jobbers have always shown themselves ready to adopt new methods and customs. Only lately automobiles have been called in their service. Traveling salesmen may now be found going through the country in automobiles, independent of railroads, time tables and annoying waits at railway stations. It is safe to say the jobbers will not allow themselves to be set aside, and including in their class many of the keenest minds



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

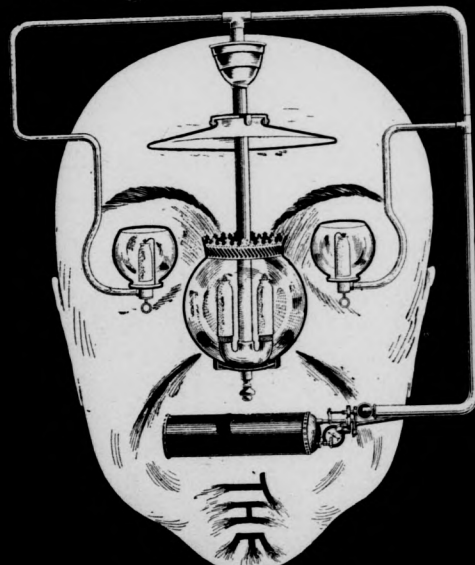
ALLEN & SPARKS GAS LIGHT CO., Grand Ledge, Mich.



BELLS
for School, Church
and Fire Alarm
founded at
Northville, Mich.
by
American
Bell & Foundry Co.
are known as
"Bowlden" Bells.

We also make Farm Bells in large quantities. Write for illustrated catalogue. Sweet toned, far sounding, durable—the three essentials of a perfect bell. You get it in the "Bowlden."

FOR STORE AND STREET LIGHTING



National Lighting System
AND

THE WONDERFUL DORAN LIGHT.

The Ghost of past mistakes will not haunt present success. Be successful. Take the bit in your teeth. Forget the past and begin anew. Create a demand for your goods by showing them in the right light, the Wonderful Doran Light. It will attract custom and improve the looks of your place of business. Our book explains all.

ACORN BRASS MANUFACTURING CO., 214 Fulton St., Chicago

in business, they will not be slow to adopt promptly such methods as may be needed to maintain their position. Traveling salesmen were unknown some forty years ago. If the retailer prefers to buy by mail from catalogues, jobbers will no doubt be as ready to dispense with traveling salesmen as they were to take them on forty years ago.

While the catalogue retailer is not specifically included in our discussion his effect on trade relations warrants a few words. The catalogue retailer is an even later evolution than the catalogue jobber. Several large houses now aim to ignore the local retailer entirely, and sell directly to the consumer. The methods of these houses may fairly be regarded as questionable. The local retailer is naturally more or less prominently identified with local interests, and the merchants of any country town are the pushing and progressive men of the place. They pay local taxes, thereby helping to support the town and county in which they live. They carry their customers, particularly in farming communities and in the South, for long periods. In times of crop failure, or even in good years between crops, the local retailer is oftentimes the main dependence of the farmer, who, without the credit given him by the retailer, would be unable to get the necessities of life. The retailer falls back upon the jobber for similar support in credit, but the benefits confessed by the local retailer in this way are hardly appreciated. Too often, the temptation of an apparently low price will cause a consumer living in the country or some small town to send his cash to a catalogue retailer in some large city, while the same day he may go to his local retailer and ask three to six months' credit on something that he is buying from him. One such house, for example, issues a catalogue saying in large type to the consumer: "This gives you the prices your dealer pays for the goods he buys and will prevent him from overcharging you on any goods you buy from him." This is simply a dog-in-the-manger business, entirely ignoring the principle of "live and let live." The moral propriety of such a policy is certainly doubtful.

Apart, however, from the ethics of the case, there are many disadvantages of dealing altogether by mail, as the average consumer wishes to see and handle goods before he buys them. This feeling is so strong that it seems to insure the permanency of the local dealer, and yet if he is to remain, the consumer must realize that he owes a duty to his retailer, and that it is not fair or right to send his money to a catalogue house at a distance, while he compels his local retailer to wait for his money until he sells his cherries in the spring or his corn in the fall. If the local dealer is to remain how can his wants be supplied except by the jobber?

Jobbing ethics, on the whole, are most creditable. All first-class jobbers to-day act on the principle that they are in business to stay. Many can boast a history of from fifty to

one hundred years, and no jobber can expect a continual existence unless he practices honorable methods, thereby winning and retaining the respect and confidence of the trade. The inducements the jobber has to offer to-day are those of location, size and variety of stock, prompt shipment, courteous attention, fair treatment and low prices, and much attention is paid by all progressive houses to the improvement of these advantages."

As for the traveling salesman himself, it may be said there has been a decided development in his character and habits. The old-style traveler, who was always associated with late hours and whose disposition was to treat his customers to liquor, is largely passing away. A certain mayor of Philadelphia in an attempt to abolish music gardens gained notoriety by his remark: "Beer and music won't mix." The general consensus of opinion in the jobbing trade is that liquor and business will not mix, and the successful salesman of to-day must not only be a man of reliable judgment, bright and enterprising, but he must also have clean habits and a good character.

Recent years have shown in some lines of business the tendency of jobbers to come together in jobbing association, and this is in line with the general trend of industrial affairs. These jobbing associations, as a rule, do not partake of the nature of a trust, and are a menace neither to the retailer nor to the consumer. An evil factor in competition has been personal feeling, and jobbers, frequently, in the same city have oftentimes sacrificed profits simply because, not coming in contact with fellow-jobbers, they have taken for granted that their competitors were not worthy of acquaintance, and simply fit subjects for commercial war. Jobbing associations have done much to remove this personal feeling. The mere fact that the members meet occasionally, and perhaps once or twice a year sit down together to dinner, goes far toward breaking up this

feeling of personal animosity which is far too costly to be carried into modern business. It is rarely that such associations attempt to regulate prices, but by free interchange of information they prevent the spread of unfounded reports, and working together are able to take up such matters as freight charges, postal and express rates, and trade abuses, while some associations have deliberately pursued a policy of educating their own weaker members into proper business habits.

These associations also stand in important relation to the manufacturers, and have frequently been able to induce them to adopt better methods in the disposal of their goods. The associations have taken the view that jobbers are the natural outlet for the manufacturer, who should regard the jobber as his selling agent, and not his enemy, and that their interests are joint and often identical. Manufacturers have in many cases readily responded to this liberal idea, and an element of harmony has thus been brought into their relations. In all such matters jobbing associations have been highly useful, while in these days of mammoth corporations and trusts, they have often been able to command a hearing where the individual jobber would have been ignored.

Such, then, is a brief account of the jobber as he appears to-day. He is the outgrowth of modern business conditions, and well equipped to distribute cheaply and to the best advantage the vast volume of goods

The ACME Potato Planter



Mr. Dealer:

You are the keystone of our system of sales

We place Acme Planters in the hands of convenient jobbers, and our advertising sends the farmer to you.

No canvassers, agents or catalogue houses divide this trade with you. We protect you and help you sell the goods.

Could anything be more fair?

Write today, on your letter head, get our Booklet and Catalogue. Learn of the effort we are making

in your behalf

You can co-operate with us to your advantage—the expense and trouble are ours.

Potato
Implement
Company

Traverse City
Michigan

*The
Acme
of
Potato Profit*

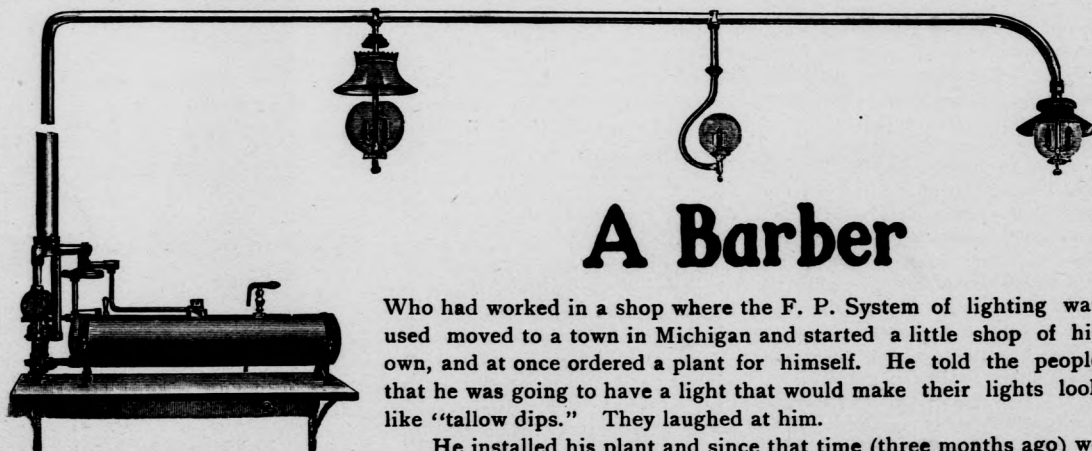
JOHN T. BEADLE WHOLESALE MANUFACTURER



HARNESS

TRAVERSE CITY, MICHIGAN

FULL LINE OF HORSE BLANKETS AT LOWEST PRICES



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

daily out-poured by manufacturers who find it impracticable to market their goods directly. There seems to be no other channel through which the retailers can be so economically and advantageously supplied with a sufficient assortment of goods in all their variety of sizes and styles. No other agency offers to carry the retailer financially through dull seasons and times of stress, and without the jobber, manufacturers would often find it impossible to obtain proper representation to the retailers. The jobber has won his position by hard, intelligent work and economical service, and is apparently an indispensable agent in the distribution of goods.

James H. Ritter.

Recent Business Changes Among Indiana Merchants.

Ft. Wayne—The capital stock of the Indiana Road Machine Co. has been increased to \$150,000.

Indianapolis—The Murphy-Grafferty Co., manufacturer of shirts, has changed its style to the Model Shirt Co.

Logansport—J. D. Ferguson has sold his clothing stock to Goldschmidt Bros.

Logansport—Killian & Cash, undertakers, have dissolved partnership, Killian & McCloskey succeeding.

Oakland City—W. T. Phillips has taken a partner in his hardware business under the style of Phillips & French.

Oakville—John Ball has purchased the general merchandise stock of M. V. Jones.

Shidler—J. W. McKinley has sold his general merchandise stock to Rowlett & Benbow.

Toronto—Chas. G. Hale has engaged in the general merchandise business, having purchased the stock of John P. Greenwood.

Warsaw—The Richardson Dry Goods Co. succeeds Hafer & Richardson in the dry goods and shoe business.

Brownburg—H. S. Shirley, dealer in buggies, implements and harnesses, has filed a petition in bankruptcy.

Elkhart—Samuel Crowl, proprietor of the Crowl Clothing Co., has been adjudged a bankrupt.

Elkhart—F. M. Harris, proprietor of the Elkhart Tea & Coffee Co., has taken advantage of the bankruptcy laws.

Frankfort—W. L. Kemp, baker, has petitioned to be declared a bankrupt.

Conservation of Medicinal Plants.

The rapid destruction of the forests of the United States, especially in the Eastern portions, with the consequent interference with the water supply, change in climate, etc., has for some years been a matter of serious concern to the thoughtful citizen. A recent article by Dr. Henry Kraemer emphasizes an aspect of this question that is of particular interest to the medical profession. This writer states that if the present rate of gathering of native herbs and drugs continues for ten years it is probable that our principal medicinal plants will be wellnigh exterminated, unless measures are taken either to conserve or cultivate them. Enquiries indicate that some of our well known plants are already nearly exterminated. Among these are spigelia, serpentaria, senega and cypripedium. The possibility of improving plants by selection and cultivation, as has been done with coca and cinchona, is an incentive to their study, but of greater importance is a knowledge of the peculiar requirements of each, in order that they may be cultivated, if this should be necessary to insure their perpetuity. The following classification is given: Cultivated medicinal plants in the United States, 190; wild indigenous or neutralized, 178; foreign plants that might be cultivated, 56; foreign plants uncertain as to cultivation, 75. This shows that approximately three-fourths of all medicinal plants are growing wild or in cultivation in this country, and that of the remaining one-fourth probably one-half could be grown here. The article in question is very pertinent and timely, and should be brought to the attention of not only physicians but also nurserymen and the laity, who primarily must take the matter in hand.

Wear a Hat Suitable to Your Face.

Don't forget that if the hat is suited to the wearer all else is forgotten and forgiven.

Don't hide a small face under a picture-hat of the Gainsborough type. Choose a style less pronounced in size.

Don't wear a hat turning back from the face if you are a long, oval-faced beauty. It makes the face look longer.

Don't wear a hat that is bent down directly in the middle if you possess a nose that slightly turns up, for it will look as though it were trying to meet the hat. A hat that flares at the sides is becoming, as is also a toque or a turban.

Don't indulge in very many flowers, feathers and flares if you possess much height, weight and color.

Don't wear a hat that very closely follows the outline of the face if the face is plump.

Incompatibility of Hydrastis.

Prof. Badel recommends the use of citric acid instead of hydrochloric acid in overcoming the incompatibility between tinctures of hydrastis and hamamelis. A solution of citric acid in equal parts of alcohol is suggested. The addition of this acid also gives a transparent product when the tincture of viburnum is added to the tincture of hydrastis or hamamelis. Citric acid may also be used with advantage in combinations of tincture of rhubarb with cinchona, rhubarb with colombo, gentian, nux vomica and cinchona, grindelia, ipecac, aniseed, ipecac and boldo, etc.

Value of Reputation.

It pays to establish a reputation for reliability and fair dealing. The reward may not come as soon as might be wished, but it is bound to arrive. And when it does come it will usually be found to be worth working and waiting for.

Love that needs proving is counterfeit.

We Prepare
or
Audit and Certify
to the
Annual Statements
and
Balance Sheets
of
Corporations
City or Town Treasurers,
Partnerships or Estates
through our
Auditing & Accounting Dept.

The Michigan Trust Co.

Grand Rapids, Mich.

Established 1889



New Idea Sales Managers—Also Auctioneers

G. E. STEVENS & CO., Chicago, 2134 Mich. Ave. Phone 2532 Brown.

Reduce your stock at a profit. Sell entire stock without loss. Write for terms. NEW PLANS.

Saves Oil, Time, Labor, Money
By using a

Bowser Self Measuring Oil Outfit

Full particulars free. Ask for Catalogue "M"

S. F. Bowser & Co. Ft. Wayne, Ind.

We carry the most complete line
—of—

Blankets
Fur and Plush Robes
Fur Coats, Etc.

in the state. Our prices are reasonable. We want your orders.

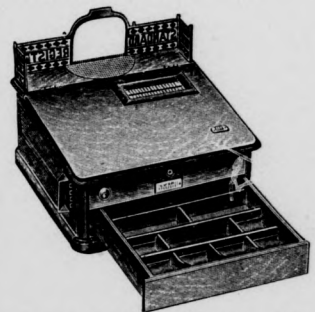
Sherwood Hall Co.,

(Limited)

Grand Rapids, Mich.

THIS IS IT

An accurate record of your daily transactions given by the



Standard Cash Register Co.

4 Factory St., Wabash, Ind.

RUGS FROM OLD CARPETS
THE SANITARY KIND

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

Always in The Lead

When reduced to the question of quality at the price

Voigt's Crescent Flour

"BEST BY TEST."

Never fails to cross the line a winner. For thirty years it has thus led in the race of competition and is more popular today than ever before.

You Should Never Be Without It.

VOIGT MILLING CO.

Grand Rapids, Michigan



PREPARED MUSTARD WITH HORSE RADISH

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

THOS. S. BEAUDOIN, Manufacturer

Write for prices

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

MAN WITH THE MUSKET.

His Relation to the Army of the Cumberland.

(Continued from last week)

The dead get but a brief thought and silent tear; the wounded, what of them? They are numbered by hundreds, but I can follow but one. He was a color sergeant, waving the flag when a ball struck him in the arm well up to the shoulder. With that arm hanging limp at his side he started for the rear, but there was no rear in that fight, and he ran into the enemy's hands. Seeing his helpless condition, they started him along to their hospital, but once out of sight in the woods he made a long circuit, but was three times a prisoner before he got on the right road to Chattanooga, sixteen miles away. Chattanooga was but a small hamlet in the mountains at that time. Its streets and buildings were full of wounded men. Surgeons with the limited supplies at their disposal were completely overwhelmed with wounded men, and hundreds of them kept on across the river in search of help, and so on along the river road to Bridgeport and Stevenson, sixty miles farther, did a line of these wounded men go, helping each other as best they could.

This color sergeant finally arrived at Stevenson three days after receiving his wound. Here the arm was amputated and he was placed on a blanket on an open flatcar and, with a train load of others, started away to Nashville. This train, with its load of human freight, made the run in twenty-four hours, and the survivors were removed to the hospitals, where some of these men slept under a house roof for the first time in two years.

Then there were others, the ones who were neither killed nor wounded. They had advanced over the mountains for possession of that key to the Confederacy, Chattanooga. They gained the point, which is a matter of well known history, but the soldier going into new battle lines found his foraging country a very limited one, and he was thrown largely on his own resources in a country that seemingly had no resources.

There was a spirit in the hearts of these Cumberland soldiers that could not be crushed. At first came half rations of bread, meat and coffee; then this was cut down to quarter rations—a small piece of meat and two crackers a day. If a poor little rabbit happened to stray within miles of camp ten thousand men gave chase with one wild whoop. There was almost nothing in the way of camp equipments; tents and cooking utensils had become worn out. Clothing was ragged and worn and fuel scarce. Men went about the fields digging out of the ground stumps and roots to make their camp fires; and yet there came not a murmur. During the days the roar of cannon, the screeching of shells and the whistling of bullets made the time interesting. At night the music of regimental bands, interspersed with song, passed the time until "taps" put out the lights. The horses and

mules died of starvation by the thousands, and the staff and field officers went about their duties on foot. There were no animals to haul the artillery. The authorities at Washington and the commanders of the army were greatly disturbed. Affairs were getting desperate to all but the man who carried the musket. He kept on in the even tenor of his way. He had no thought of the morrow. Confidence in "Old Rosey," "Pap Thomas" and "Little Phil" had never slackened for one minute. They all looked forward to the time when they would be led against the crags of Lookout and up the rugged sides of Missionary Ridge. Finally came the opening of the "Cracker Line." Wagons hauled by fresh mules and loaded with hardtack came along the lines. The boxes were thrown out to the men. There was no issue, no counting out of two crackers to each man, but it was help yourselves, there is enough for all. The men filled up, then unloosened their waist belts and ate more. There were banquets that day and far into the night. Over their cups of steaming coffee they toasted the President, Abraham Lincoln. They cheered the name of Thomas and gave the Tigers for the Union. There have been banquets when ten courses of rare food were followed by as many relays of choice wines, where champagne flowed as freely as water, but none of these filled the partakers with such inspiration as did this army banquet of hardtack and coffee. There was no tattoo, no taps that night for the man with the musket, and the man at headquarters must have had a full barrel.

That was a sad day for the Confederates. At first they could not understand why all were so happy within the Union lines. It gradually dawned upon them that there was going to be another battle, one to test the full strength of all the men on both sides.

That battle day dawned out of Paradise. As the sun comes the mists lift grandly, trail along the tops of the mountains, and unfold up to Heaven. The horizon all around rises and falls like the waves of the sea. Stretching along the east and trending slightly away to the southwest you see an undulating ridge, edged with a thin fringe of trees. Along the sides, if you look closely, you will see camps sprinkled like flocks of birds. Away on, until the ridge melts out of sight, you see guns and men in gray. That is Missionary Ridge. You are in the presence of the enemy. Turning to the right you look south upon the lowlands, and the farther edge of the picture is dotted with more tents and more men in gray. Away in the distance the eye climbs up a wooded line, higher and higher, to a craggy crown wrinkled with ravines and crested with trees. Lookout Mountain is before you, grim and grand, and, as you look, from the very tip of the crest, rolls a little gray cloud, as if unseen hands were about to wind the rugged brow with a turban. An instant later and the rebel gun had said "Good morning" to the camps in the valley. You can



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

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

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

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

The Computing Scale Co.,
Dayton, Ohio
Makers

The Moneyweight Scale Co.,
Chicago, Illinois
Distributors



Moneyweight



not get out of sight of Lookout, go where you will within all this horizon; yet, turning southward, there frowns the mountain. But your eyes are not satisfied and, following down the rugged sides to dip in the waters of the Tennessee, they rise again to the red ridge known as Moccasin Point; then along to the west is Raccoon Mountain, and farther to the north is Signal Point, on the south end of Walden's Ridge. Then away to the northwest and across the north the mountain edges trace the line of beauty, curving and bending until the graceful profile of the horizon is complete; and within the sweep of grandeur lies Chattanooga, once a town with one main business street to give it commercial pulsation. Where once ribbons ran smoothly over salesmen's fingers boxes of hardtack and slabs of bacon are piled high. Fences have gone lightly up in camp fires. Tents are pitched like mushrooms in flower-beds. Gardens are mule pens. Shrubbery is trampled under foot and trees turned to ashes. Shot and shell have left a token here and there, and everywhere war has left its autograph. Slopes, valleys, hills, as far as you can see, are covered with camps. Smoky Sibleys and grander wall tents, narrow streets of little board and stone huts, chinked with mud, tucked into hill-sides, are everywhere. Chattanooga is as populous as an ant-hill, and the more you look, the more you wonder how it all can be. It overturns your notions of hostile armies, this neighborly nearness. You see two thin picket lines running parallel and a few rods apart, not so far as you could throw an apple. They pass lovingly together from your left down Missionary Ridge, curve to the right along the lowlands to the foot of the great mountain. They are the line of the blue and the line of the gray.

And now came the day and the hour when there would be no further use for the two lines of pickets that had for so many days and nights stood in friendly neighborhood. Ours were to be recalled, theirs to be thrust back, and the thin veneering of battle's double front roughly torn away. At 12:30 the order came. At 1 o'clock two lines of skirmishers advanced rapidly and swept, true as a sword blade, into the edge of the fields, two miles long and as straight as a ray of sunlight. As they went, driving in the pickets before them, shots of musketry like the first drops of a summer rain upon a roof pattered along the line. One fell here, another there, but still the skirmishers kept on. From woods and rifle pits, from rocky crests and mountain tops, sixty-five thousand Confederates watched these boys in blue carrying the gift of battle in their hands.

From Fort Wood the shrill blast of a bugle sent the divisions of Wood and Sheridan into motion. The patter of musketry deepened into volleys. Black rifle pits were tipped with fire. Sheets of flame flashed out of the woods, bursting shells and gusts of shrapnel filled the air. The echoes were aroused and growl-

ed back from the mountain. The battle became a roar, and yet these fellows moved steadily on down the slopes, through the woods, up the hills, straight for Orchard Knob.

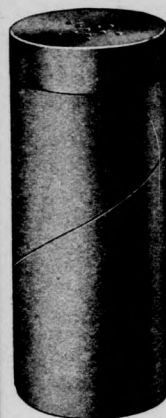
The air became dense and blue as the battle's smoke surged up the sides of the valley. As they neared the Knob the enemy's fire converged. The arc of batteries poured in upon the lines of fire, but they went up the rugged cliffs at the double-quick with a cheer. They wrapped like a cloak around the Confederates that defended it, and sent them streaming like flocks of geese across the plains to the rear as prisoners. And here, swinging out to the right and left, Wood's and Sheridan's men cut new roads through this harvest field of valor and heroic death.

The battle ends with the ended day. The pickets assume their old proximity in a new neighborhood and behind fresh earthworks that have carried the hearty labors of soul and sinew far into the night. The soldier sleeps upon his arms, to dream, perhaps, of sweetheart; to wake, perhaps, by musket shot that startles the silence of the night.

The day broke cold and cheerless. The air was dim with mist. Rocks, logs and earth were there anew in endless windrows, and beyond lay the hostile camps of Missionary Ridge, with its three lines of rifle pits and the enemy swarming like gray ants on the hills. Stray ambulances were making their way back to the town and the soldiers were digging graves in the hillsides.

The next day, far away to the left, the guns of Sherman's men were growling. Over to the right the mists came down and hid the crest where was going on the Battle of the Sky. The center of the army had done its part for the time and now waited the unfolding of the plan, and it seemed as if the hours were a lifetime as the minutes slowly counted past. The chill November afternoon was half gone, and along the center all was still. The hostile army was terribly battered at the flanks but, full in front, it grimly waited, biding out its time. If the horns of the crescent could not be crushed it might be possible to tumble the center in fragments over the far side of the ridge. The man with the musket, standing in the line at Orchard Knob, saw before him one and a half miles to traverse, with narrow fringes of woods, rough valleys, sweeps of open fields, rocky acclivities to the base of the ridge, and not a foot in all the distance free from rebel sight. No foot that could not be played on by rebel cannon. The base attained—what then? A heavy work, packed with the enemy, rimming it like a battlement; then a hill struggling up out of the valley four hundred feet, rained on by bullets, swept by shot and shell. Another line of works, then up steep as a Gothic roof, rough with rocks, a wreck with fallen trees; four hundred feet more, another ring of fire, and then the crest, and then again the enemy.

To dream of such a journey would be madness; to do it, impossible. And yet the soldiers eagerly listened,



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not for the bugle call, but for the tolling of six guns from Orchard Knob and, as they counted, the quiet line that had been behind the works all day, all night, and all day again, came to life like the lightning flash and swept with a two-mile stroke towards the Ridge.

A minute and the skirmishers deploy; a minute and the first great drops begin to patter along the line. and then the musketry is in full play on all the front. Sheridan's and Wood's men are wading waist-deep in the Valley of Death. Never halting, never faltering, they charge up to the first line of rifle pits with a cheer, driving out the foe with the bayonet, and lie there panting. If the thunder of the guns had been terrible, it was growing sublime. It was rifles and musketry. It was grape and canister. It was shell and shrapnel. Missionary Ridge was volcanic. A thousand torrents of red poured over its brink and rushed together at its base. As for Missionary Ridge, it had jarred to such music before. It was the sounding-board of Chickamauga. It was behind us then; it is in our faces to-day.

The old Army of the Cumberland was there and it breasted the storm until the tempest was spent, then left the ground it held. The Army of the Cumberland is here; it shall toil up the ridge like a tornado to its summit and sweep triumphant down the other side. But our gallant boys are out in the storm; they have carried the works at the base of the Ridge, and now sit under the eaves that drip an iron hail. Shall they

stay there, or shall they climb to the clouds of death about them and pluck out its lightning as they would straws from a sheaf of wheat? And just here the "man with the musket," waiting not for the bugle's call, sprang to the front, calling comrades to follow. Forward, forward, is the cry all along the line. For a time the fight was not the general's. It was not the colonel's. It was the battle of the muskets, as on and up they struggle, loading, firing, creeping up from bush to tree, from the first line to the second, and go over it. Sheets of flame baptize them, plunging shots tear away comrades on right and left. It is no longer shoulder to shoulder, but it is every man for himself, and God for them all. The batteries roll like a drum.

Between the second and last line of works is a torrid zone battle. The hill sways like a wall before them at an angle of forty-five degrees, and what do these men follow? If you look you will see they are not without method. You will see rows of inverted v's slowly moving up, and at the angles of these v's is something that glitters like a wing. It is the regimental flag and, glancing along, you see twenty of these flags that were at Pea Ridge, waved at Shiloh, glorified at Stone River, and riddled at Chickamauga. Up move these banners, now fluttering like a wounded bird, now sinking out of sight. The advance sprang over the crested line, and those flags fluttered along the ridge, where fifty guns were kenneled.

The routed enemy rolled off to the

east, rolled off to the south, like the clouds of a wornout storm. But the scene on that narrow plateau can never be painted as the men surged over its edge. Cheer on cheer rang out along the Ridge; men dropped exhausted upon the earth; they laughed and wept, shook hands, embraced and kissed each other, and then did it all over again. It was wild as a carnival. General Sheridan was received with shouts. "Soldiers," he said, "you ought to be court-martialed, every one of you. I ordered you to take the rifle pits at the base and you have scaled the mountain." But the battle does not end here, for far into the night General Sheridan led his men, capturing artillery, trains and prisoners.

And now that calmer days have come, men make pilgrimages and women smile again among the mountains of the Cumberland. Rust may have eaten the guns; the graves of the heroes may have subsided; like waves weary of their trembling the soldier and his leader may have lain down together.

There's a cap in the closet,
Old, tattered and blue,
Of very slight value
It may be to you;
But a crown, jewel studded,
Could not buy it to-day
With its letters of honor—
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Formosas and Foochows keep the best of all teas—say a year or more. Scented teas and Indias and Ceylons are much more quickly affected.

THE EARTH.

Its Origin, Age, Motion and Probable End.

It is curious to observe how little most people know about the earth on which we live; not in its details, but as a whole. Where did it come from? How old is it? What is its place in the universe? Is it stationary or on a journey? If it is moving among the stars, where is it going? These are questions that present themselves to most of us sometime or other, but commonly we put them aside as too much for us, and perhaps conclude that because we do not happen to know how to answer them no one else does; or possibly go still farther and add that no one ever can answer them.

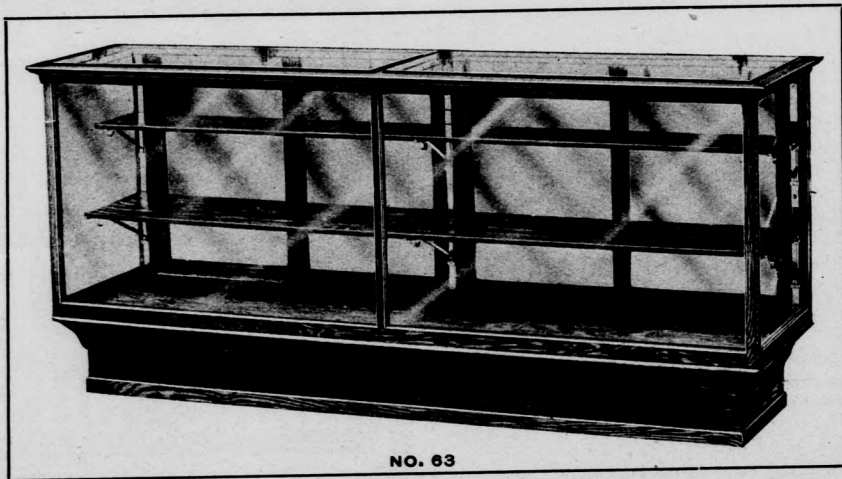
Of course, when it comes to any very profound knowledge on this, or for that matter any other subject, the wisest among us is ready to confess his ignorance. All our knowledge is more or less superficial. We do not see very deeply into the reality of things. As soon as we begin to delve into the depths of any great problem concerning the world of matter or of life we find our limitations. Mystery surrounds us on every hand.

It may be the agnostic is right when he asserts that we never can know, by means of our senses, the ultimate reality of things; although one always feels like asking him when he asserts this, how can he know he can not know? To know you can not know and be dead sure of it is a kind of certainty that comes strangely from one whose business it is not to know.

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However, there is no use discussing things which appear to be entirely beyond the reach of our five senses; it is not ultimate realities, but certain more simple matters that we set out to write about in this article. It is entirely within our power to learn certain facts about the earth we live on, because they come under the observation of our senses. We do not know very much, but what we do know appears to be all right so far as it goes. We know in part.

Where did the earth come from? The astronomers tell us it is a little local condensation of the primal nebula from which have come also all our little family of sister planets and the great sun himself. Some of these worlds, like Jupiter, the largest, have not yet cooled sufficiently to support life as we know it, but are still ruddy with heat, molten, with clouds of metallic vapors floating in the fiery atmosphere. Others, like our moon, being of small bulk, have cooled more rapidly, and now are old, worn-out worlds, water and atmosphere practically all gone. The planet Mars is believed to be in what may be called a dying condition; not dead like the moon, nor able to support life generously, like the earth, but about halfway between, having a slight atmosphere and a little snow and water. Some astronomers believe the so-called canals on Mars to be vast irrigation ditches for conserving and distributing the water and the melting snow at the poles.

The earth then is one of a family of worlds journeying like it around the sun. It came from the same vast

nebula which elsewhere, as it cooled, formed the other planets, and of which the largest portion, so vast that it is still inconceivably hot, forms the sun. Where this primal nebula itself came from is an unsolved problem of science, although the telescope reveals hundreds of other nebulae scattered through the heavens, some actually in the process of condensing into suns and planets.

How old is the world? No one knows. And yet we can reach an approximate conclusion. Our estimates of the earth's duration have changed very thoroughly during the last hundred years. How enormously has science multiplied numbers! How utterly inadequate the dates for man's first appearance on the earth and the beginning of the world accepted one hundred years ago, and still printed in the margins of Bibles issued by Bible societies.

It was in the year 4004 B. C., according to the great chronological authority and theologian, Archbishop Usher, that the creation of the world took place. Luther declared on the authority of Moses that longer ago than 6,000 years the world did not exist. Pope Urban VII. would allow more time since the creation of man, but his extreme limit was 5199 B. C.

To-day these sixty centuries are but a hand-breadth of the time that science demands. As a recent writer on this subject declares: "Science has mined in caverns and found man's tools and weapons among the bones of mammoths. It has deciphered hieroglyphics and found arts and hieroglyphics and found art and

date when commentators admitted that Adam had begun to breathe. As far back as 6000 or 7000 years before Christ, among the cities and temples of Babylonia and Egypt, man was living a civilized or semi-civilized life. For the quaternary age, in the early part of which unmistakable relics of man are found, geology demands a period of at least 10,000 years; for the tertiary and secondary epochs not less than 3,000,000 years will suffice; for the primeval or azoic ages not less than 17,000,000 years more are needed." From the experiments of Bischoff, the great physicist, for the earth to cool from 2000 degrees centigrade to 200 degrees would require 350,000,000 years; to cool down to the temperature at which life could begin additional millions more. And so on with the millions upon millions until the mind is set reeling and the figures convey no meaning. The one thing we can be sure of is that this old earth is very, very old, and that man has lived here a very long time, much longer than our forefathers ever dared dream.

Is this speck of dust on which we live fixed in one place in the universe among the other worlds, or is it moving about? This question we can answer with certainty. Our world is moving along with its sister worlds and the sun on a long journey among the stars.

One of the most beautiful stars in the sky is Vega. Our sun and its little company of worlds, including the earth, is journeying toward the constellation Lyra, of which Vega is the brightest star. During our

whole lives, in all probability during the whole of human history, we have been flying unceasingly toward this beautiful constellation with a speed to which no motion on earth can compare. The speed has recently been determined with a fair degree of certainty as about ten miles per second—300,000,000 miles a year. We are nearer the constellation now than when you began reading this article by thousands of miles; nearer than ten years ago by thousands of millions of miles, and every future generation of our race will be nearer than its predecessors by thousands of millions of miles. No one knows when this journey began, or how, or when it will end. Professor Simon Newcomb says that perhaps after 10,000 years of careful observation astronomers will be able to answer these questions. A human lifetime, or the period during which we have made accurate observations, is too short a time on which to base calculations in dealing with such enormous distances and times.

It has been charged that the reconstructions which modern enquiry has made diminish reverence, foster skepticism and are inimical to religion. But as one has well said, "For faith to be panic-struck because this earth of ours has shriveled to the minuteness of a mustard seed is a most unreasonable alarm. So much the more glorious is the universe, so much the more adorable the divine fullness that spread out these teeming fields of suns and stars and planets, whose center is everywhere and whose circumference is nowhere."

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WOMAN'S WORLD

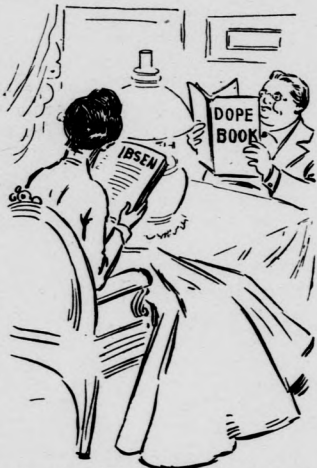
Some Reasons Why Men Do Not Marry.

The other night a famous Philadelphia divine preached a sermon on "The Education of Our Daughters, What it Should Be," in which he said many sensible things, but he wound up with the startling declaration that the reason that men do not marry is because women are so ignorant—particularly because they are so ignorant of domestic affairs.

About six million highly educated old maids will at once arise in meeting upon hearing these words, and inform the philosophic parson that he does not know what he is talking about; that a blue ribboned diploma is a handicap and not a help in catching a husband; and that the M. A. after a college girl graduate's name is seldom called upon to spell Ma.

From time immemorial women have been married because they had peachy complexions or golden hair or velvety eyes, but never because they had brains. They have been married because they possessed money, or social position, or political pull, but never because they possessed erudition. To be called strong-minded is still considered an aspersion on a woman's character, and for a debutante to get the reputation of being clever is as blighting

to her prospects for having beaux as a scandal. No mother who was going to bring out a young daughter in society, no astute matron who was going to have a girl visit her and wanted her to be admired and have attention would think of bragging of her superior intelligence and cultivation. Instead, she would con-



A Tannheuser Pitch and an Annheuser Plane.

ceal the fact of her having taken the medal in higher mathematics at college as carefully as she would the defect if the girl had false teeth.

Of course this should not be thus. It merely is, and nobody's experience or observation is going to bear out the preacher's assertion that the reason men do not marry is be-

cause women are ignorant. If that were true, and men were really seeking learned wives, and moaning because they were not, the college-bred girl would be at a premium matrimonially instead of a discount, and there would be such a stampede of women to the fountains of knowledge as the world has never seen. For what man wants woman to be, she is, and the reason that the average girl is as silly and flighty as she appears is because she sees that the less she knows, and the sillier she acts, the more she pleases man, and the better chance she has of making a good marriage.

The most cursory glance around any social circle will show that a fluffy-haired little ingenue without two ideas in her head will be in demand for parties and balls and theaters, and have to cut her dances in two to go around among her partners, while the earnest student is left undisturbed by man to the pleasures of a quiet evening at home with our best authors.

Nor is this without reason. Primarily it is based on suitability and congeniality. The average American man is not highly educated in books. He goes into business instead of going to college, and when he starts out to marry he does not go on a still hunt for a wife who is keyed up to a Tannhauser pitch of culture while he is still on an Anheuser plane. He wants somebody whose ideas and thoughts and interests gibe with his own; one who prefers farce comedy to grand opera; and the daily papers to Matterlinck phi-

losophy; and whose general information won't be a standing reproach to his ignorance of everything but his own business.

Besides this, every man desires, and quite rightly, to be an oracle to his own wife. When God made man of taller statue than he did woman He intended that she should look up and not down, and this wise provision of nature is defied at one's peril. As long as a woman begins every sentence with "John says so and so" about the matter under discussion it is a guarantee of domestic happiness strong enough to draw money on at the bank. Everything is going smoothly in that house. The woman is marvelling at her luck in having married an understudy to Solomon, and the man is filled with peaceful complacency at having a wife that can appreciate him at his just worth, but in a family where the wife is superior, and corrects her husband's grammar and pronunciation, a discriminating ear can hear the skeleton rattling its bones in the closet. The man is afraid of his wife, and she looks down on him with the pitying contempt that knowledge always has for ignorance.

So far as the great mass of people are concerned, it is utter folly to say that the general young man does not marry because of the ignorance of women. As a plain matter of fact the average girl is better educated than the average boy because she stays in school longer, and when she leaves school she has more time to read. It is the women and not the men who support literary clubs,



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and raid the public libraries, and just taking them by and large, any ordinary business young man can shut his eyes and make a grab in the dark and get a wife that knows as much as he does.

And it must be said for the rank and file that this complaint that women are not smart enough for them and that the reason that they stay single is because they can not find wives intelligent enough to entertain them does not come from the average man. When he thinks of a woman's disabilities, lack of knowledge is never one of them, for a woman's ignorance never disgusts a man. He thinks it cute and innocent for her not to know things, and he never loves her so well as when he can sit down and explain to her why



Minnie and not Minerva gets the prize.

Panama panned out as it did, and steel slumped, while she murmurs her admiration and awe of the mighty masculine intellect. Would any man exchange this delightful ignorance, and the joy of enlightening it, for the most profound knowledge of politics, or the most subtle grasp of the money situation? Nay, verily. It is worth of note that of the only two women in this country who have ever really understood politics and finance—Gail Hamilton and Hetty Green—one lived and died an old maid, while the other left her husband at the post, as it were.

Even in the cases where men are highly educated themselves and when one might suppose they would be on the outlook for a cultured woman who could be their intellectual companion, the college-bred woman is far from being a hot favorite. Half of the extremely clever men you know are married to women who are so stupid they have hardly enough sense to come in out of the rain. So generally is this the case that it is almost an axiom that the brighter a man is, the duller the wife he chooses. Whether it really rests a man who has had to corrugate for the public all day to come home to a wife with a batter pudding brain, and a Ping Pong range of conversation, no one knows, but certain it is that a dull woman possesses a fascination for a clever man that a clever woman never does, and it is Minnie and not Minerva who is oftenest asked to share the halo of the genius.

As for the second reason given by the clergyman for the increase of

celibacy among his sex, lack of domestic knowledge among women, that ought to be true, but it is not. If a man declined to marry a girl until he was assured that she knew how to keep house, if he refused to forsake the comforts of his club for the uncertain joys of housekeeping with any woman until he had actual physical proof that she could make bread that was not a menace to life, and broil a steak that did not incite to crime, he would be merely acting the part of prudence. Unfortunately before marriage no man takes these things into consideration. He has an idea that a knowledge of how to keep house, and manage servants, and bulldoze the iceman, comes to a woman by nature, as Dogberry thought a knowledge of reading and writing did to men, and with just as much reason.

The foundations of all domestic happiness are laid on a clean hearth. There can be neither health, prosperity nor peace in an ill-kept home, yet for all that men utterly ignore these elemental condition of daily life before marriage. No lover asks his sweetheart the prosaic questions: Can you cook? Can you make your own clothes? and can you patch my trousers? Nor can it make any difference whether she answered yea or nay. He does not marry her because she can cook, and assuredly he does not refrain from marrying her because she can not.

Still further proof that it is not woman's lack of domestic knowledge that bars man out of the Eden of a happy home is found in the fact that there is no wild rush to secure the girl who is a household treasure for a wife. Everyone of us know plenty of homely, quiet, thrifty, industrious girls who could stand a civil service examination in the cook book, and who possess every one

of the requirements to make them howling belles, if men really were so set upon domesticity in woman that they refused to marry without it, but none of us ever saw virtue rewarded in the shape of that kind of girl being besieged by beaux. On the contrary she is invariably the girl who is left to pine upon the



Not a hot favorite in the matrimonial race.

parent stem, until at last, in sheer desperation, she marries a curate, or a widower with seven small children to keep from having spinster carved on her tombstone.

After marriage no doubt millions of men as they have wrestled with dyspepsia acquired by their incompetent wives' bad housekeeping have put the domestic virtues above all the rest, and reflected that if they ever married again the woman would have to produce a recommendation as a cooking school graduate, but before marriage a girl's ability to run a house cuts no figure in her matrimonial chances. The man believes her to be a household angel

as well as every other kind of an angel, and by the time he finds out better it is too late.

Many explanations may be offered for the alarming increase of celibacy among men, but with all due regard for the clergyman, ignorance among women, whether it be ignorance of books or ignorance of household affairs, is not one of them. The real reason that men do not marry is because they do not want to, and we shall just have to let it go at that.

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Do Not Hold Off Too Long.

Everything points to an early spring opening. The winter trade is fast passing into history and dealers are fast putting their establishments in order for spring trade. They are beginning to hustle in the new goods and are now busy preparing for the extensive trade that comes with the passing of cold weather.

The latter part of the next month will find the Easter season in full swing, and it is the opinion of men experienced in the shoe business that dealers will have several of the busiest Easter weeks that they have seen in years. The time to make an extra effort to win trade is when everybody is in need of the merchandise you have to sell.

Manufacturers are now rushing their work in anticipation of early call orders, while the jobbers are stocking up in anticipation of an equally urgent demand. The large buyers have doubtless anticipated excellent results for Easter, as they have placed their orders for delivery March 15th and 20th. The smaller dealers must also follow suit, if they would get their share of the business which is likely to follow in the train of any early Easter. People have not purchased heavy shoes as freely this winter as in former corresponding seasons, with the natural result that they have worn out almost everything they had in reserve, and must supply themselves with shoes early in the spring. Therefore, do not hold off too long in the spring buying.

Remember, you must have the shoes, and this being the case, it is better to have them a week in advance than not have them when the demand is upon you.

Last week we told about the styles for spring that were being made up for women, so this week we shall have something to say in regard to styles for the sterner sex that are being made up for spring wear. There will be the long, narrow design, the short, stubby deformity, the light and airy tan, the high heel torture, the shiny leathers and freak styles without number.

The flat tread is more prevalent than in any previous season, although manufacturers are taking particular care that it shall not destroy the shape-keeping quality of the shoe. When you sell a flat tread patent leather you should also try to get your customer to purchase a pair of the adjustable forms for preserving the shape, which constitutes so important an accessory with the city trade nowadays. The flat-test tread shoes are usually made up on a last quite straight on the inside, with a moderate swing on the other, and a high arch. In many cases the extension sole terminates in right angles on either side.

The prevailing toe is almost invariably a cross between the "Po-tay

to" and the medium narrow. There is hardly a box toe formed which is not a little higher on the inside. On some lasts this is scarcely perceptible—on others there is a decided knob over the great toe. Perforations on tips and sides are but little in vogue. It may be remarked that the long rows of samples give a more than usually brilliant effect from the preponderance of patent leather, and that they depend more for their beauty upon stylish and graceful lasts than upon ornamentation.

A great many of the dealers will show patent leathers and tans in pronounced high heels of the military type. On the other hand, some extremely low heels have been made up, particularly on the high price goods, with close extension edge. It is a noticeable fact that not a few of the medium price lines are carrying a higher heel than what are seen on the more expensive grades. Many shoes with thin single soles have half the thickness of the edge beveled under, giving them a light effect. Blucher styles, in both boots and shoes, are among the predominating types of spring wear.

Retailers, as well as manufacturers, are unanimous in the opinion that low quarters will predominate more than ever this spring and summer. Patent leather is a favorite material for this shoe, as it is for all sorts and conditions of footwear, with wax calf a close second. The increased demand for this leather in low cuts will be surprising. A correctly made oxford has the outer side of the quarter cut down lower than the inner to accommodate the ankle bone.

Button shoes are fast gaining in popularity, and no doubt will be in greater demand this spring than ever before. Those that were formerly made with five or six buttons now have six or seven.

One of the chief questions of the day in the shoe trade relates to the probable demand for colored shoes. We hear from not a few dealers that their customers already have been enquiring for tans, and a goodly number of retailers seem to be of the opinion that it will be unsafe to go into the season without at least a fair supply of these shoes. Especially is this so of the low cuts. Customers going to the seashore are sure to carry tan shoes with them.

Tennis oxfords will be used for morning shoes by the little gents. Good "sneakers" are always in demand, and it is surprising how few dealers have placed them in stock, when they know that an active call is just ahead of them. More special orders are taken during the summer for this shoe than for any other. It is about time the retailer woke up and laid in a sufficient stock to meet the wants of his customers. The outlay is very small and the turnover is very satisfactory. White canvas and duck oxfords will be particularly strong this season.

The shoes described above are being ordered extensively, particularly with the medium and better classes of trade. Can you supply the demand, Mr. Merchant? It is for you to decide.—Shoe Retailer.

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Send us your orders—Don't wait until the last minute.

WALDEN SHOE CO., Grand Rapids, Mich.

Wales Goodyear Rubbers

For Season of 1904

The Best Fitters--The Best Wearers

Don't place your order for fall until you see our line of Leather Tops, Sock and Felt Boot Combinations. The largest ever shown.

We can supply your wants for the spring trade. Send us your order and get quick delivery.

Herold-Bertsch Shoe Co, Grand Rapids

A RECORD

Since moving into our new and commodious quarters on August 1, 1903, all previous records as to our sales have been broken. *We sold more goods during the last five months of the past year than in a whole year less than five years ago.*

WALDRON, ALDERTON & MELZE

Wholesale Boots, Shoes and Rubbers
No. 131-133 N. Franklin St.
SAGINAW, MICH.

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.

STEEL TERMS.

What Some of the Much Used Words Really Signify.

In recent discussion of the steel and iron industry the newspapers have used such terms as pig iron, kentledge, ingots, billets, bloom and slab. A good deal of misapprehension exists as to these trade terms, and the manner in which they have been recklessly used in recent discussions of the reaction in the steel industry has been a source of amusement to practical steel and iron experts.

Pig iron is the product of the blast furnace. It is of absolutely no use except as a raw material for further manufacture. Even for a temporary use as ballast it is frequently cast into different form from the ordinary shape, and it is then called kentledge. Minor points being neglected, Bessemer pig is used to make steel by the Bessemer or blowing process; basic pig, to make steel by the basic, open-hearth process; and forge or mill pig iron, for the manufacture of wrought iron in the puddling furnace.

Originally, the blast furnaces that produced pig iron and the steel mills that manufactured pig iron into steel were entirely separate. All of the pig iron produced passed through the open market. Through the consolidation of the last twenty years the blast furnaces and steel mills have been largely brought under one ownership. Out of a total production of about 18,000,000 tons of pig iron over 10,000,000 tons never changes ownership nowadays. In fact, it never becomes solid, going into the steel making process from the blast furnace without cooling. The remainder of the pig iron still passes through the market.

Pig iron is manufactured into steel and this steel is cast into ingots, each usually weighing over a ton. In the process of rolling these ingots out into finished forms it becomes convenient to make a resting point at the billet, which is usually about four inches square and thirty inches long. All of these are crude steel forms, useful only to make finished product. Formerly the great bulk of crude steel, like pig iron, passed through the open market. The consolidations, however, that brought under one ownership the blast furnaces and the steel mills also absorbed the works that roll down the crude steel into finished forms.

At the present time, less than 10 per cent. of the total crude steel passes through the open market. As already stated, the larger part of the pig iron never becomes solid, but at once goes into the steel making process before cooling. Much of this crude steel, in turn, never becomes cool, but is rolled into finished forms, such as steel rails, at once.

Some Law Points in Regard to Good Will of a Business.

Written for the Tradesman.

The good will connected with the establishment of any particular trade or occupation is the advantage or benefit which it has acquired beyond the mere value of the capital stock, funds or property that are employed

in it, in consequence of the general public patronage and encouragement which it receives, or on account of its local position or common celebrity, or of reputation for skill or punctuality, or from other incidental circumstances or necessities, or even from ancient partialities.

It is a valuable right, this good will, and as the subject of contract has led to much litigation. It is to some decisions of the courts that we would call attention, especially of those who may contemplate the purchase of the business of another:

The good will of partnership is between the partners a part of the property of the firm, and where it is dissolved, on transferring to the others all the interest of one in the business with the understanding that they are to succeed to the business of the old firm, such sale carries with it the good will. The firm name is part of the good will and the outgoing partner can not use it in a like business in that vicinity. On the dissolution of partnership by the death of one the surviving partners may carry on the business at the same place without accounting to the legal representative of the deceased for the good will of the firm; and where he joins in the sale of the stock, fixtures, etc., without words of limitation, he can not maintain an action for the value of the good will or any portion of it. The good will can only be sold in connection with the business.

It has been held that the name of a newspaper was part of the good will and where the plant and good will of the business were sold under mortgage the editor was restrained from publishing the paper under the old name elsewhere in that locality.

One who buys the good will of a business is entitled to receive letters and telegrams addressed to the firm name, and is entitled to the advantages resulting from business transactions proposed in them by customers of the old firm.

Where one sold a saddlery and harness business with the agreement not to carry on such business it was held that he could not be restrained from selling harness and saddlery at a general store which he opened. Nor does such agreement prevent one from loaning the purchase money to another to engage in like business nor prevent one from acting as salesman in the same. If he is a physician it does not prevent him from prescribing for a few persons without charge; but he would be liable in damages should he open an office by himself or with another person in the practice of medicine.

Thomas A. Major.

Panamas Will Be Worn Again.

Although it seems a long ways to the day of the straw hat, yet the dealers are beginning to investigate the possibilities of styles. From present indications it appears that in city trade both the split and the sennet yacht will be in high favor, but not to the same extent throughout the country generally. The negligee shape will be much more popular in the West, the South and on

the Pacific slope than it was last year. Moreover, in the cities there will be quite a number of Panamas sold, especially of the medium grades.

But this year's yacht has a narrower brim than last year's model. Crowns are about the same height—2¾, 3 and 3¼ inches—but brims will run from 2¾ to 2¾ inches, the popular average being 2½. In New York and Chicago some yachts will be sold with brims as narrow as 2¼ inches. Negligee hat crowns are 3¾ and 4 inches high, and brims 2¾ and 3 inches wide.

Renunciation is giving up what we can't have.

ELLIOT O. GROSVENOR

Late State Food Commissioner

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

1232 Majestic Building, Detroit, Mich.

Want to Sell Your Store

Or any other kind of business or real Estate?
I can sell it for you at the highest price and on the best terms. Send description and price.
IF YOU WANT TO BUY any kind of business or real estate anywhere, at any price, write me your requirements. I can save you time and money. Bank references. Write to-day.

Established 1881.
Frank P. Cleveland, Real Estate Expert,
1255 Adams Express Building, Chicago, Ill.

Write for Prices



Equipped with electricity, run by water power. Our minimum cost of production gives our customers maximum values in Men's, Boys' and Youths' Shoes.

Hirth, Krause & Co.,

Shoe Manufacturers

Grand Rapids, Mich.

Our Oil Grain Cruiser



This shoe is fourteen inches high, made from the best Oil Grain, is light, comfortable and very strong.

Exceedingly practical for lumbermen, farmers and all others who work out doors in wet weather.

Like all shoes bearing our trademark it's a good seller, a profit bringer and a business builder.

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

FRENCH CLERKS.

How They Differ From the American Type.

A stranger visiting France for the first time will probably be struck by learning that horse-flesh is served as beefsteak and that one must board a train from the side, but nothing will appear more remarkable than the methods of French clerks.

An American passing through Rouen some time ago remarked to me: "I lost sight of my baggage, which was sent on to Paris, and needed some handkerchiefs, but the clerk refused to sell less than twelve. He showed the same impoliteness when I asked for a collar. Why, not knowing how collars are numbered in France, what use had I for a dozen, which I might find too small or too large?"

I replied that later she would perhaps find the clerk quite right, and related to her the story of the shopper who, stopping in a dry goods store, asked to be shown dress patterns suitable for winter wear. The clerk began on the lowest row of shelved compartments, and pulled out and opened box after box until the counter on either side of him was piled as high as his head with goods. Three times he climbed a ladder to the upper rows and staggered down under a weight of box patterns, until, when the woman took a survey of the shelves, but two patterns remained unopened. Then she said, very sweetly:

"I don't think I'll buy any to-day. I am sorry to have troubled you, but, you see, I only came in to look for a friend."

"No trouble whatever, madame," he replied, politely. "If you think your friend is in either of the remaining boxes I will open them, too."

After a French clerk is known his manners are less abrupt. Why should he, or any other clerk, be expected to tear down half the stock to show to some one who never buys, and leaves without a "Thank you?" A person who does that is termed an "impolite passer through." In some American cities the clerk must not stand outside the front door, for fear that business may appear dull. When not selling he must be dusting or tearing down well arranged shelves and rearranging them, in order to appear busy; and never, upon any consideration, is he allowed to sit down. If in a furniture store the shopper admires designs of Louis XIV. and Louis XVI. equally well, and asks: "Do you think they would harmonize in the same room?" the poor fellow is expected to answer: "Oh, yes, madame! You see, there's only two years between them." But in France he is independent enough to laugh at a buyer who would ask such a question. He is not hired to make a sale, whether or no. If the article does not fit, if it is unsuitable, if it has any defect, he usually says so. He does this because French politeness, despite what many say, is more than skin deep.

Most stores here are small, with the father or mother as cashier, with son or daughter at school, and a hired

clerk, whose hours are not early nor late, and through whose hands no money is allowed to pass. The American counter, so far as Northern France is concerned, is unknown. All purchases are paid for at the desk of the proprietor, to whom, when a sale is effected, the clerk calls out the amount to be paid. An electric carriage for cash sales or the change of money is never seen, and a clerk who would cry "Cash!" expecting a boy to come, would be considered crazy. Goods are shown with a knowledge that a sale will be effected.

Foreigners entering a store are met with a smile, but when they depart without buying they receive only frowns. Some few stores have a notice, "Enter free." What would Americans think of a sign like that before a shop or drug store? The reason is that the entering of a store means a purchase.

As regards salary, the American salesman has more; but the Frenchman sits whenever he wishes, and goes to the front to watch passers-by. One thing, however, he must wear, and that is black. No one has ever seen a French clerk dressed in any other color. The reason of this, in all likelihood, is due to economy and the knowledge that dust and dirt soil black less than any other color, apart from its neatness and harmony.

The American has privileges of which his French brother never dreams. Y. M. C. A. is an abbreviation unknown. Sipping wine or absinthe at a cafe replaces clean papers, boxing, chess, etc., and, although paying twice as much for his food and getting half the salary, he manages to save more than his fellow American. Where is there an American clerk who would be satisfied with two cents' worth of cheese, two cents' worth of bread and a cup of coffee for his morning meal?

It was a French clerk to whom the proprietor remarked: "You are all right; you are unexcelled in attending to your duties, but I do not require your services any longer. You are too careful, dutiful and saving. You are the kind that saves money to go off and start rival establishments."

Another feature of the clerk on this side is his indomitable stick-to-it-iveness. He is happy year after year to go through the same old grind, and concerns himself not so much about the amount of his wages as about their regularity. Year after year he continues at the same work, drawing perhaps the same pay, while many in America would have drifted through two or three different occupations in as many different places in the same time.

Seven Ambitions of the Seven Ages.

1. To be a street railway conductor.
2. To be a professional ball player.
3. To be able to lick the school principal.
4. To marry the smartest girl in the class.
5. To be the President of the United States.
6. To make a decent living.
7. To keep out of the poorhouse.

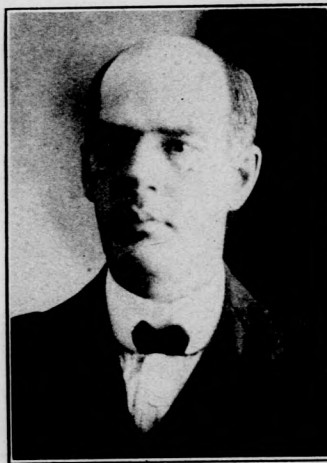
Friends are kept by silences—not by confidences.

REPRESENTATIVE RETAILERS

C. E. Case, the Benzonian Merchant and Lumberman.

C. E. Case was born at Gustavus, Ohio, December 6, 1853. His father moved the family (consisting of mother, one daughter and six sons, oldest 14 years, youngest 1 year) to this place in the spring of 1860. Here they lived the first year in a log shanty with bark roof.

The subject of this sketch went to the district school and academy until he was 17. He then went to Traverse City and worked in J. E. Greilick's sash and door factory and planing mill until the age of 20, when he had the misfortune to have the fingers of his left hand cut off. After the hand got well he went to work for B. C. Hubbell, in a little store



carrying a stock of about \$300, staying with him two years. Next he went to Pierport and worked for C. W. Perry, remaining three years. Desiring another change, we find Mr. Case in Manistee working at store-clerking, and in the woods and mills scaling logs, for two years. Benzonian next claimed his residence. Here he started a store of his own and made a pronounced success. In 1880, he associated with himself two of his brothers, Walter N. and Wm. S. Case, in lumbering and as general dealers, under the name of the Case Bros. Lumber Co. In 1891 the business of the mill and store was separated and the Case Mercantile Co. was formed. Both companies are still doing business. In 1896, the three brothers went in with A. B. Case, another brother, and formed the A. B. Case Co., of Honor, A. B. Case Manager.

C. E. Case was one of the three to form the Benzie County Telephone Co., which is and has been a success and is now working with the Citizens Telephone Co., of Grand Rapids. He is also interested in the Standard Portland Cement Co., which has large interests in marl, etc., around Platte Lake and River, and which will put up a plant for manufacturing Portland cement next summer.

Mr. Case has served two terms as Treasurer of Benzie county.

Philosophy of Felix G. Prime.

In order to be popular forget to say a good deal.

The way to make a man forget a favor is to do him one.

Boomerangs and evil thoughts act in a similar fashion.

A big heart usually goes with a big body, but a big head rarely does.

Wisdom is always conceded to a rich man until he loses his riches.

Do not emphasize your own virtues by enlarging on the failings of others.

The most depressing humidity is that caused by the tears of a woman.

A genius is a man who refuses to believe in the impossibilities of other people.

A safe way to judge a man is to ascertain just what friends he doesn't make.

No marriage ceremony has ever been gone through without a hitch—of bride and groom.

Some men who take a post-graduate course are, in the long run, glad to become letter carriers.

The claims to wisdom of owls and a multitude of men rest upon their looks, and nothing more.

The heartache of many a widow has been tempered by the reflection that she looks her best in black.

To get rid of a bore ask him to repeat his longest and favorite story twice. Even he can not stand that.

A fool is generally a person who detects your faults while you are in the act of calling attention to his own.

The grievance of not a few women against their husbands is that the latter give them no ground for grievances.

The success of an amateur gardener often depends upon the number and the appetites of his neighbor's chickens.

Only a smart man can conceal from a woman the fact that he isn't as smart as he would wish her to think he is.

If we could draw checks as easily as we draw unkind inferences, automobiles would be as common as sparrows.

One of the curious things about a man who wants to borrow money from you to-day is his eager determination to repay it to-morrow.

There are three stages in the existence of the average man when he is of particular interest to his community, viz., at his birth, marriage and funeral.—Success.

Reflections of a Bachelor.

More men have danced than preached their way to a woman's favor.

Some girls are so modest they are timid about taking off their glasses before people.

It takes a financial genius to induce his wife to let him spend some of the money he makes.

It takes a big load of argument to convince a wife you love her more than ever unless you oil it up with soft soap.

The eligible man who asks a girl to marry him has as much chance to escape as the one who bluffs four aces in a poker game.

When jealousy sleeps, love is digging her grave.

ARE YOU LOOKING FOR BUSINESS?

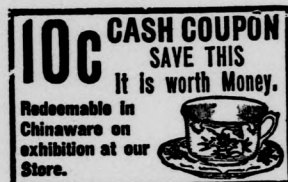
WE CAN INCREASE YOUR SALES

IF YOU WILL ASSIST US WITH A LITTLE ENTERPRISE AND HUSTLE

THERE is nothing that will bring you larger or quicker returns than a cask of our handsomely decorated Porcelain Ware; shipped direct from our own kilns. If you want a sure trade-winning proposition, one that will increase your business from 25 per cent. to 100 per cent., and will interest every man, woman and child in your community, and yet cost you **LESS THAN TWO PER CENT. OF YOUR CASH SALES**, one that will draw new trade as well as keep the old trade coming, then we have just what you are looking for.

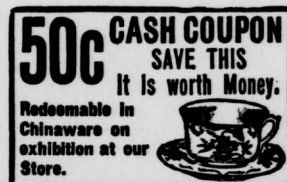
Our Porcelain Premium Plan is unquestionably the most popular device ever adopted for winning new trade. We give you exclusive patterns and protect your rights. We furnish free of charge coupons of all denominations from 5 cents to \$5.00, typewritten letters which are mailed to your own and competitors' customers, electrotypes for newspaper advertising and rubber stamp with your name and address.

READ THE FOLLOWING LETTER:



J. E. HARTLEY,
Dealer in
Staple and Fancy Groceries.
THE BEST GOODS AT LOWEST LIVING PRICES.

CANTON, ILL.
Robt Johns
 Dear Sir - Enclosed find check for \$5.59 in payment of my last invoice.
 In regard to the order enclosed please hurry it along as my trade is waiting for it you know when a woman wants anything she wants it badly and by the way that add of yours in this weeks Grocer is all right. This porcelain plan of yours has greatly increased my average daily cash sales. I have two parties now trading and paying me \$3.00 to \$3.50 cash per week who left me a year ago, and I never got any thing out of them and lost their trade because I asked for settlement, now they have both paid in full and are setting their table with my dishes and I am getting their money.
 Yours respectfully
 J. E. Hartley



DO YOU SELL GOODS FOR CASH? WE GIVE YOU EXCLUSIVE CONTROL OF THE PLAN IN YOUR TOWN

We have many such letters as this from merchants who have been benefitted by the use of our Porcelain Ware. Write us for Sample 81, which we will be pleased to send you by return mail, together with full information regarding the plan.

We are the largest dealers in the country and challenge comparison of quality and price.

Our salesmen are in all parts of the United States, but as they may not be able to visit you at present we would be pleased to have you write us and we will send you sample and particulars by return mail.

ROBERT JOHNS

200 MONROE STREET, * * * CHICAGO

DRY GOODS

Weekly Market Review of the Principal Staples.

Wool Dress Goods—Fall buying of dress goods has developed rapidly during the past week, and may be considered well under way and in some directions pretty fairly covered. As a rule, there are no large transactions reported, and the larger number of agents state that the bulk of their business has been by way of a larger number of smaller orders than usual, yet in this they see much promise and point out that all trading has been done on a very conservative basis. Prices, for the most part, show very little variation from those of a year ago. There have been some small advances on certain lines, and on the other hand there have been about the same number of reductions. On the lower-priced goods the average is about on the basis of a year ago.

Scotch Tweeds—Some of the manufacturers of fancy dress goods apparently banked heavily on the strong effects, and if reports which we receive are true, they will have difficulty in disposing of their stock, unless they make radical reductions in prices, and even then some of these which we hear of must be placed on the doubtful list. Scotch tweeds are evidently the most prominent of these. The one reason is that so many dress goods mills turned their looms from other lines to the Scotch effects, while they were popular, and kept them on these goods, banking on a continuation of their popularity. Now that it has not materialized, it is a question of how they will dispose of these goods. Naturally the looms have been turned back to other goods that are more in favor, but the stock still remains, and will probably be disposed of in time, although what the prices will be can hardly be determined. Probably they will be jobbed out here and there wherever they can find an opening at almost any price, without regard to the original cost of manufacture, and by disposing of them in this way quietly, it will have no bad effect on the market in general.

Zibelines—Continue to lead in every line and are looked upon as one of the strongest factors in the dress goods market to-day. Another feature is found in broadcloths where blacks, whites and creams and some colors have found ready sales.

Domestic Dress Goods—On the whole, the domestic dress goods market appears to be in a very promising condition, and with the exception of what we have noted, we find there is no reason to believe that all lines will not secure a fair share of business. The agents themselves are optimistic in the extreme, and the buyers cheerful orderers, albeit there is no sign of speculation; on the contrary, every purchase is made after due consideration and deliberation, and the entire aspect is one of careful conservatism.

Foreign Dress Goods—The business in foreign dress goods continues to show a steady, although moderate, improvement as the season progresses. On the earlier sample orders importers are now receiving good duplicate orders, and this number increases each day as in the domestic section of the market. Zibelines are wanted, and broadcloths in good demand. Agents are devoting practically all of their time to the fall season, which is developing rapidly. The activity of the past month or six weeks in completing their new lines has reached maturity, and practically everything is being shown. Traveling salesmen are out on the road, and good reports are received from them, and in most cases the importers report fully as good, and sometimes a better business than during the same period of a year ago. From the West the largest part of the orders are for staple goods, and although the buying is done in a careful manner, the orders are fairly liberal. It is thought by many that sheer fabrics will figure during the present year, and etamines, voiles and mistrels are looked upon as excellent in promise. Broadcloths and coverts are taken up well in the West and are increasing in popularity in the East. Good qualities of chevots and serges are selling freely and the cheaper lines fairly well. There is considerable talk in the market of advancing the prices of the more popular lines as soon as the season has shown a little more development. It will be hard to do this, however, unless the domestic manufacturers fall in line, and although they would like to see higher prices, they are not just clear in their own minds as to the advisability of demanding them.

Underwear—The heavy underwear situation is moving along in a fairly satisfactory manner, since manufacturers are not worrying over the situation as they are in the lightweight market, having a longer time in which to act and consequently a better chance to escape from existing interferences to profitable operation. Even here, however, it is evident that one of two things will come about. Either the price of the various lines will be carried well above the usual figures, or, in case buyers balk too firmly against such a method of procedure, the quality of the goods manufactured for a given price will be a great deal poorer than in past seasons, and the very cheap lines will be cut off from the market to a larger extent, as in the latter case the margin of profit would be reduced to a mere bagatelle. The situation in the fleeced goods market has not cleared to any great extent as yet, and the market of late has been at something of a standstill, due to the fact that the mills have received orders enough to occupy their time for the present, while buyers, having filled their requirements for the near future, are contented to await developments instead of placing orders too far ahead in the face of present conditions. The chances are that there will be comparatively little change in the situation during the next few days unless unexpected developments arise.



The Best is none too good

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

Lowell Manufacturing Co.

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



Summer Underwear

We are now ready to show you one of the best lines of Summer Underwear ever shown

Gents' Underwear in plain and fancy colors and stripes

Ladies' Underwear in plain and fancy stitch, with long sleeves, short sleeves and sleeveless.

Children's Underwear in long and short sleeves.

Prices ranging from 45c to \$4.50 the dozen.

P. STEKETEE & SONS

Wholesale Dry Goods
Grand Rapids, Michigan

Grand Rapids Dry Goods Company

Exclusively Wholesale

Grand Rapids, Mich.

Gloves and Sweaters—Certain lines of winter goods, such as gloves, sweaters, etc., have come in for belated enquiry from buyers, who had not fully counted on the requirements of the season, and have had a tendency to enliven the market somewhat.

Carpets—The orders for carpets have continued large, especially for the three-quarter carpets. Manufacturers report that on many patterns they have received sufficient initial orders to keep their looms running close up to the end of the season. The buyers who expected to secure goods by delaying the purchase of their full line until later will be disappointed and the prospect is good for higher prices next season on account of the scarcity of wool and the strict enforcement of the recent decision of the general appraisers regarding the 7 cents duty in place of the former duty of 4 cents per pound on mixed wools. This question is sure to receive serious consideration from this time, and those who are prominent in the trade will no doubt make further efforts to have the question of classification considered under the Revised Statutes (2,912). The carpet industries have been in many ways seriously handicapped in the past and the Government can not afford to force this matter to such a point as to further depress the whole carpet industry of America.

Straw Mattings—This branch of trade has been very active this season and buyers (since the war broke out between Japan and Russia) begin to realize that further supplies will be difficult to obtain another season and are placing larger orders with the jobbers, whose stocks in hand are growing more limited each week. Prices as yet remain the same.

Rugs—Continue active and manufacturers are well supplied with orders to last them for some weeks.

If New Shoes Hurt.

"Dip a small sponge or cloth in boiling water and press it for a few moments against the exact spot where the hurt is located. Remove shoe and immediately stretch that spot from the inside by the manipulation of a tack hammer handle, tooth brush handle or any dull point.

"Better yet, use one of our patent shoe stretchers, which will keep your shoes always in comfortable shape."

Can't you use that in a corner of your advertisement? But you must first have the stretchers on hand to sell.

Legal Lore.

Just after the war an old dorky came up to the Governor and said: "Marster, kin you make me jestice ob de peace?"

"Well, Uncle Ned, in case of suicide what would you do?"

Uncle Ned thought deeply. "Marster, I'd make him pay de costs ob de court and support de child."

"I learned long ago," says Wayne McVeagh, "that there are hardly any secrets in diplomacy and those there are are not confined to diplomats." Modern methods of communication have indeed made the world a vast whispering gallery.

Sealing Bottles With Paraffin.

Pharmacists are now pretty well posted on how a large trade in paraffin wax may be worked up by educating housewives about its usefulness as a sealing compound for pouring over the top of jellies and jam, for closing up jars of apple butter, pickles and preserves, and for sealing such condiments or beverages as are put up in bottles—pickles, catsup, sauces, wines, unfermented grape juice, and the like. Few pharmacists realize, however, what an ideal sealing compound paraffin is for such pharmaceutical preparations and specialties as are put up for sale in nearly every drug store.

Take, for instance, chapped hand preparations containing glycerin, particularly if the bottles are left unsealed or are sealed only by ordinary methods; the glycerin soon saturates the cork and creeps out upon the neck of the bottle, soiling cap, label and wrapper. This soon mildews and collects dust, until the stain becomes absolutely black; and if the packages are not immediately redressed the toilet preparation that should be dainty and attractive becomes dirty and repellent.

The paraffin used for capping may be suitably colored by mixing with it various dry pigments in fine powder, or it may be stained with aniline or other transparent dyes. The colorings possible to use are almost limitless in number, embracing as they do every known dry color and every oil-soluble dye. With the use of dry colors, opaque sealing compounds are obtained that resemble the better grades of sealing-wax in appearance, while they are superior to the latter in that they make a better air-tight seal, do not become brittle and chip off with handling, or crumble and drop into the bottle when the cork is removed. Such compounds cost considerably less than the best grades of sealing-wax, ranging from 10 to 25 cents per pound; and they go much farther, a pound capping thrice the number of bottles, since the coating upon the stopper and the neck of the bottle is thinner.

An opaque, white paraffin-seal may be made by stirring precipitated chalk into the melted wax; for red, use Venetian red brightened with vermilion, or employ all vermilion where a vivid red is wanted; for blue, take common ultramarine, or any dry blue; for yellow, use golden ochre for a dull color, and chrome yellows when bright colors are desired. The various shades of chrome green may be used to produce green wax.

With aniline dyes one may run the whole gamut of tints known to the silk dyer. A lightly-tinted wax having a rich, silky luster, combined with a translucence like that of parchment paper, admits of some beautiful effects.

Novel and beautiful effects may likewise be obtained with real or imitation gold and silver leaf, and the various colored bronze powders and metallic "flitters." The latter is a variety of bronze powder where the particles of metal, having been subjected to enormous pressure between

steel rollers, are flattened into the form of scales or irregular spangles. Obviously, the trade name "flitter" is a corruption of "flicker."

As an example of how a paraffin-seal may be used in dressing a toilet specialty, let us take, say, a "chap" lotion made with a glycerin and mucilage basis. First we will name it "Cream of Violets." We will give the mixture a faint violet tint with aniline violet; the label will be printed upon paper of a light violet tint in a deep violet ink with border and ornaments of silver bronze; the bottle, of course, will be of the finest crystal flint and of suitable shape; and the capping and sealing compound will be a very hard and white paraffin wax, tinted with aniline violet and with a small quantity of silver flitter, or particles of silver or aluminum leaf suspended in it. A cork-top label may ornament the top of the cork, as it will show through the transparent silver-spangled and violet-tinted wax. The bottles should be dipped into the melted wax to cover about two-thirds of the neck.

In a similar manner a sealing compound may be made to match or to make a pleasing contrast with the color of any particular preparation.

W. A. Dawson.

Believe in Yourself.

Unless you push yourself forward, others will push you back. If you never try to do more than you have always done, you will never know how much you can do. Success will only smile on him who proves him-

self brave. Believe in yourself. That is the way to make other people believe in you, and it is the way to become what you want to be. It is the people who have believed thoroughly in themselves and their missions who have made the world believe in them. Napoleon was a great general because it never occurred to him that he could lose. Luther changed the thought of Europe and the history of the world because he believed so thoroughly that he was right that nothing could daunt him. Columbus gained the support of a queen and found a world because his belief in himself inspired confidence in others.

One of the chief reasons that men fail in life is not for lack of talent, or opportunity, but, wanting pluck and perseverance, they halt at critical moments in the journey and are lost. Those who have reached the pinnacle of fame or who have accomplished wonders and great deeds have done so by heading for the unknown shore and, like Columbus, "sailed on," with no thought of turning back or abandoning the pursuit of the object sought to be attained.—Salesmanship.

Denmark suffers from quite mediaeval paucity of surnames, and so inconvenient is this fact becoming that the government has announced its intention of presenting a bill to the legislature sanctioning and encouraging the adoption of new surnames. Such names as Hensen, Petersen and Sverensen are overwhelmingly frequent.



Nothing Succeeds Like Success

Try Our Hats

We can place you in position to undersell any competitors you may have, giving your patrons better values for less money, and at the same time making more profit for yourself.

INVESTIGATE

Write for our great illustrated Catalogue



No. 18214—Young Ladies' Hand-Made Hat. Made of braid and lace; trimmed with silk-finished Moll, Silk Lace, Silk and Velvet Roses, Foliage, Cabachons Etc. Comes black, white, pink and light blue. Price, \$18.00 per dozen



No. 18283—Ladies' Hand-Made Dress Shape. Made of Allover Netting; trimmed with Silk Lace, Silk and Velvet Roses, Foliage, Ornament and Tinsel Braid. Comes black, white, pink and light blue. Price, \$18.00 per dozen

PREMIUM GOODS.

Some Trade the Grocer Loses in Consequence.

The times seem to me to be in a great conspiracy against the retail grocer.

I looked over the New York papers last Sunday and there were just twenty-eight people advertising to sell various kinds of groceries direct to consumers on schemes.

Most of them had good big spaces, too, which I suppose is pretty good evidence of their success.

I mean schemes like this: There was a concern advertising to give a trucky phonograph to anybody who would sell ten packages of their bluing at 10 cents a package. That made \$3.60 for something that was worth, I suppose, 10 cents. The phonograph, judging by its picture, ought to be worth 75 cents, leaving the advertiser something like \$2.85 to the good.

Children bite on these things like fish on live bait. And they pester their sisters and their cousins and their aunts until they buy their bluing—"it's only 10 cents." All this is trade stolen from the grocer, but how is he going to help it?

My wife tells me that there isn't a day goes by but some child rings the doorbell to sell something—soap or bluing or perfumery or something, almost always trash. All these poor kids are working for the same end—they have read the advertisement of some fake who offers them a gun or skates or something if they sell a dozen cakes of 3-cent soap at 15 cents a cake.

It is hard to turn a child down, especially if you owe its father money, and it is especially hard if the child is a relative. So you go down in your jeans and buy the stuff at two or three times what you could buy it for from the grocer. Once bought, it has to be used, good or bad.

The other Saturday the apple of my own eye came home about noon bearing a coat of blended perspiration and dust, set off with a visible consciousness of duty well done. His story was that he had met a man about nine o'clock who had agreed to give him a pair of skates if he would sell twelve cakes of some soap that nobody ever heard of.

So the youngster trudged from door to door for something like three hours, carrying the twelve cakes of soap, first on one arm, then on the other, finally on his shoulders. He had sold three cakes. From something which he let drop I suspect that he told a story of a drunken father to support.

The balance of the stuff he brought home with him. It was 10 cents a cake, but I would charge more than that even to wash our cat with it. It purported to be olive oil, but was the cheapest, commonest sort of trash imaginable.

I gave my weary offspring a brief but forcible lecture on his duty to the trade which gives his father sustenance, and I herewith apologize to the grocer or grocers whose trade he stole when he sold his three cakes.

The other day our ice man asked my wife to buy a breastpin which

he had for sale. The cut price for that day was only 10 cents, I believe. The pin was a real bargain, for it had a ruby in it that I figured up would be worth, at the market rate for rubies, something like \$1,628,000.

Asked why he was selling jewelry, the ice man confessed that he was working for a graphophone. If he sold two dozen at 10 cents each, the kind of people who were working the deal would send him a graphophone that would talk as fluently as any hair-lipped man in the country.

My wife declined the honor of purchasing one of these incomparable pins, because she would have had to order a new gown to go with it, and she has several fortunes in jewelry already. However, she recommended the ice man to see our African slavey, whose eye was at once caught by the ruby and who immediately gave up 10 cents of the money she had not earned from me.

Just see how the virus is working. Not long ago a lady whose husband is a public accountant called at my house. She is a good dresser, all right, and seems to have plenty of money. In the course of the call she asked my wife to buy a dozen cakes of Larkin's soap of her—she was working to get up a \$10 order, so she could get an automobile or something.

Well, my wife is a generous creature—with my money—and wishing to be amiable, she at once agreed, and suggested that I pay the lady then. As I had broken my last dollar that afternoon for some cigars, my little pink feet got very cold. I went out of the room "to get some change" and after turning out my assortment of nickels, buttons and pawn tickets found I had 55 cents. The price of the soap was 6 cents a cake.

So I told my wife and the soap female that I was going around the corner to get some change, and when I slunk back it was after 12 o'clock.

Ain't I the slick one?

I tell you these schemes are taking a tremendous amount of trade from the grocer. You can not pick up a magazine without finding a great lot of advertisements offering presents to anybody who will sell baking powder, bluing, extracts, perfumery, soap and a lot more trash. The goods are trash, and so are the presents. But people bite on the thing right along, mostly children.

I figured up the cost of that bluing advertisement in the New York Journal last Sunday and it must have cost at least \$50. Think of the profits there must be in the business!

I spent the other evening in a friend's house, and in the course of the story his wife brought in a bottle of lemon extract she had bought that day of a child for 15 cents. She knew I knew everything there was to know about the grocery business and she wanted my opinion as to whether she had gotten stuck.

I smelt the stuff and went out for fresh air. It smelt precisely like turpentine, and poor turpentine at that. I'll bet a million dollars it had never even seen a lemon!

The stuff was a rank imitation, yet the lady willingly gave up 15 cents for it. It was worth nothing, for it would spoil anything into which it was put.

She threw it away the next day, she told me afterward.

Every housekeeper buys more or less stuff from children and other people who are working for some premium, but if only half of them do, think of the aggregate! Most of this trade is trade stolen from the grocer, because it is in things that the grocer sells—foods. That's where the schemers are shrewd, to sell things that are necessities and that everybody must have.

A grocer asked me several months ago whether I thought there was any way of stopping this business. I did not and I told him so.

Not long ago the retailers of a certain town up in Pennsylvania got up a scheme to stop it, but the luckiest thing they ever did was to drop it before using it.

The grocers of this particular town, I was told, were especially bothered by the Larkin soap scheme. The grocers got a lawyer and he unearthed an old law which made every house-to-house peddler pay a heavy license. Peddling without a license was made punishable by fine. The law had never been enforced much, but there it was, ready to be, and the grocers prepared to have it enforced against the children who were peddling Larkin's soap.

These grocers were right, there was no doubt about that; but oh! what a hot time there would have been in that old town if they had had any children hauled up and fined for selling soap. Think of it! Just imagine the hue and cry that would have gone up! "Interfering with a child who wanted to make a few pennies!" "Too d—n mean to let a little girl make a cent!" And so on and so on.

Can you not just hear the angry people talking?

Yes, indeed, the best thing those grocers ever did was to throw that plan out. But they were right in their first stand, remember that.

The whole trouble with the grocer is that he sells things that everybody must have, and the trade in such things is so big that everybody wants it.

He ought to be in the business of furnishing prehistoric mammoths for Sunday-school picnics.—Stroller in Grocery World.

The Harm Noise Does.

Noise is an undoubted factor in impairing the tone of the nerve centers. Whether we are conscious of it or not, it hurts the brain and has a deafening, dazing, bewildering effect on the mental processes. It tires the brain and tends to produce cerebral hyperemia. To live in a noisy atmosphere is to shorten one's days. Irritability, neurasthenia, insomnia are common effects. The tympanum or drum membrane of the ear is injured, the circulation of the cerebro-spinal fluid is disturbed, and the nerve cells themselves suffer as though subjected to mechanical violence.

THE ELIXIR OF LIFE.

Will Cure Old Age and Restore Youth.

Money has come to be a great agent or lever for securing political and social power, and it is not strange that there is a mad rush for it, so that people in their blind eagerness allow themselves to be drawn into operations which their own common sense should tell them are no better than robbery.

People who are foolish enough to believe that by sending their money to some unknown party in a distant city it will soon be returned to them increased a hundredfold are ready to believe any other false representations of swindlers. The fool, however, is always in a hurry to make away with his money. It makes little difference to which class of rascals it goes, since some of them are bound to get it.

In what are called the Dark Ages, the period of European history in which, after the Roman empire had been overrun and its civilization destroyed by the hordes of barbarians that were swarming over the world, only a few persons were left here and there who possessed any of the old learning and cherished knowledge and culture, among these sprung up the scientific investigators who became the originators of those modern sciences that have done so much for the material development of human society. They brought into existence what is now known as chemical and electric science.

The old chemists had an idea that there is but one sort of matter in the world, but that it assumes, under peculiar circumstances, the various forms of water, air, gases, minerals, vegetables and animals, and the object of their research was to discover how this one sort of matter could be converted into so many and such various forms. But the branch of the subject that most engaged their attention was the conversion of one metal into another, and, of course, the cheapest and commonest into the most precious. If lead or iron could be changed into gold, then the secret of universal wealth would be in the possession of him who had discovered it. Another object of their search was to discover some means to arrest the decay and disabling of the human body by disease, overwork, excessive indulgence and old age, and to restore youth, health and beauty to the sufferer.

The search for this most desired knowledge was finally found to be futile, and it was finally abandoned; but the revelations of modern science have again aroused expectation, and many experiments are being made in chemistry and electrical development in the direction of discovering means of multiplying wealth and of healing human bodily infirmities. The peculiar power of the electrical rays discovered by Roentgen and Finsen is being used in the cure of diseases, and although no absolutely certain results have been secured in sufficient numbers to warrant the establishing of codes of treatment, it is claimed that enough has been done to give great encouragement to the experimenters.

It has been found that the passage of the electric arc light, through different substances or media, works remarkable and powerful changes in it. The X ray, as the discovery by the German electrician, Roentgen, is known, is produced by passing the arc light through a translucent mineral known as fluor spar. This was the original discovery, which has, however, been much improved, but the main fact is that by passing the light through a particular substance the ray acquires the power of penetrating opaque bodies which are impenetrable to ordinary light.

The idea has led to other experiments which have brought results that promise to be extremely important. By means of the X ray we can look into the interior of the human body, and by modifications of the electric ray other discoveries have been made and are promised. The most interesting of the additional discoveries pertain to the medical use of the Finsen ray. Finsen's Medical Light Institute (Finsen's Medicinski Lysinstitute), of Copenhagen, was established in 1896 by Prof. Niels R. Finsen, the discoverer of the so-called Finsen rays. It is now a State institution for the cure of skin diseases. Of the 1,367 cases received for treatment up to May, 1903, 1,000 were lupus vulgaris, perhaps the most dreadfully disfiguring disease known. Other diseases treated at the institute during the same period were: Lupus erythematosus, Alopecia areata, Epithelioma, Acne vulgaris and rosacea, Naevus, Tuberculosis verrucosa. The place is resorted to by patients with skin diseases from all parts of the world.

The Finsen light treatment consists in the exposure of the diseased parts to electric arc light passed through various substances, so as to secure particular colors and to eliminate or shut out others. A ray of white light is composed of a combination of the colors seen in the rainbow, namely, violet, indigo, blue, green, yellow, orange and red. The violet and blue rays appear to have the greatest effect upon the bacteria that cause the skin diseases mentioned, and are the ones used.

Electricity, although it has grown into daily use for the creation of light, and for the transmission of intelligence and of power, is really but little known. It opens a vast field for investigation with a promise of the most important results. It lights our cities and houses; it transmits our messages around the earth and under oceans and seas; it moves our machinery and railway cars; it records conversations, music and all the sounds committed to it for preservation, and reproduces them whenever we will it; it enables rays of light and human vision to penetrate and pass through solid and opaque bodies; it has, indeed, become an obedient and indispensable servant, and yet we really do not know what electricity is, much less all its powers and capabilities.

That electricity shall become a remedial agent of enormous value is by all means to be expected. The light and heat, without which no life is possible, and the extraordinary

Hardware Price Current

AMMUNITION				
Caps				
G. D., full count, per m.	40			
Hicks' Waterproof, per m.	50			
Musket, per m.	75			
Ely's Waterproof, per m.	60			
Cartridges				
No. 22 short, per m.	2 50			
No. 22 long, per m.	3 00			
No. 32 short, per m.	5 00			
No. 32 long, per m.	5 75			
Primers				
No. 2 U. M. C., boxes 250, per m.	1 60			
No. 2 Winchester, boxes 250, per m.	1 60			
Gun Wads				
Black edge, Nos. 11 & 12 U. M. C.	60			
Black edge, Nos. 9 & 10, per m.	70			
Black edge, No. 7, per m.	80			
Loaded Shells				
New Rival—For Shotguns				
Drs. of	oz.	Shot	Gauge	Per
No. 120	4	1 1/2	10	100
129	4	1 1/2	9	2 90
128	4	1 1/2	8	2 90
126	4	1 1/2	6	2 90
135	4 1/4	1 1/2	5	2 95
154	4 1/4	1 1/2	4	3 00
200	3	1	10	2 50
208	3	1	8	2 50
236	3 1/4	1 1/2	6	2 65
265	3 1/4	1 1/2	5	2 70
264	3 1/2	1 1/2	4	2 70
Discount 40 per cent.				
Paper Shells—Not Loaded				
No. 10, pasteboard boxes 100, per 100	72			
No. 12, pasteboard boxes 100, per 100	64			
Gunpowder				
Kegs, 25 lbs., per keg	4 90			
1/2 Kegs, 12 1/2 lbs., per 1/2 keg	2 90			
1/4 Kegs, 6 1/4 lbs., per 1/4 keg	1 60			
Shot				
In sacks containing 25 lbs.				
Drop, all sizes smaller than B.	1 75			
Augurs and Bits				
Snell's	60			
Jennings' genuine	25			
Jennings' imitation	50			
Axes				
First Quality, S. B. Bronze	6 50			
First Quality, D. B. Bronze	9 00			
First Quality, S. B. Steel	7 00			
First Quality, D. B. Steel	10 50			
Barrows				
Railroad	13 50			
Garden	32 00			
Bolts				
Stove	70			
Carriage, new list	70			
Plow	50			
Buckets				
Well, plain	4 50			
Butts, Cast				
Cast Loose Pin, figured	70			
Wrought Narrow	60			
Chain				
Common	1/4 in. 5-16 in. 3/4 in. 1 1/2 in.			
BB	7 c. 8 c. 6 c. 4 c.			
BBB	8 c. 7 c. 6 c. 5 c.			
Crowbars				
Cast Steel, per lb.	5			
Chisels				
Socket Firmer	65			
Socket Framing	65			
Socket Corner	65			
Socket Slicks	65			
Elbows				
Com. 4 piece, 6 in., per doz.	75			
Corrugated, per doz.	1 25			
Adjustable	40 & 10			
Expansive Bits				
Clark's small, \$18; large, \$26	40			
Ives' 1, \$18; 2, \$24; 3, \$30	25			
Files—New List				
New American	70 & 10			
Nicholson's	70			
Heller's Horse Rasps	70			
Galvanized Iron				
Nos. 16 to 20; 22 and 24; 25 and 26; 27, 28				
List 12 13 14 15 16 17				
Discount, 70.				
Gauges				
Stanley Rule and Level Co.'s	60 & 10			
Glass				
Single Strength, by box	90			
Double Strength, by box	90			
By the Light	90			
Hammers				
Maydole & Co.'s, new list	33 1/2			
Yerkes & Plumb's	40 & 10			
Mason's Solid Cast Steel	30c list 70			
Hinges				
Gate, Clark's 1, 2, 3	60 & 10			
Hollow Ware				
Pots	50 & 10			
Kettles	50 & 10			
Spiders	50 & 10			
Horse Nails				
Au Sable	40 & 10			
House Furnishing Goods				
Stamped Tinware, new list	70			
Japanned Tinware	30 & 10			

Iron

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

Crockery and Glassware

STONEWARE	
Butters	
1/2 gal. per doz.	48
1 to 6 gal. per doz.	6
8 gal. each	52
10 gal. each	66
12 gal. each	78
15 gal. meat tubs, each	1 20
20 gal. meat tubs, each	1 40
25 gal. meat tubs, each	2 25
30 gal. meat tubs, each	2 70
Churns	
2 to 6 gal., per gal.	6 1/2
Churn Dashers, per doz.	84
Milkpans	
1/2 gal. flat or round bottom, per doz.	48
1 gal. flat or round bottom, each	6
Fine Glazed Milkpans	
1/2 gal. flat or round bottom, per doz.	60
1 gal. flat or round bottom, each	6
Stewpans	
1/2 gal. fireproof, ball, per doz.	85
1 gal. fireproof, ball per doz.	1 10
Jugs	
1/2 gal. per doz.	60
1 gal. per doz.	45
1 to 5 gal., per gal.	7 1/2
5 lbs. in package, per lb.	2
LAMP BURNERS	
No. 0 Sun	35
No. 1 Sun	35
No. 2 Sun	48
No. 3 Sun	85
Tubular	50
Nutmeg	50
MASON FRUIT JARS	
With Porcelain Lined Caps	
Pints	4 25
Quarts	4 50
1/2 Gallon	6 50
Fruit Jars packed 1 dozen in box.	
LAMP CHIMNEYS—Seconds	
Per box of 6 doz.	
No. 0 Sun	1 60
No. 1 Sun	1 75
No. 2 Sun	2 54
Anchor Carton Chimneys	
Each chimney in corrugated carton	
No. 0 Crimp	1 80
No. 1 Crimp	1 75
No. 2 Crimp	2 75
First Quality	
No. 0 Sun, crimp top, wrapped & lab.	1 91
No. 1 Sun, crimp top, wrapped & lab.	2 00
No. 2 Sun, crimp top, wrapped & lab.	3 00
XXX Flint	
No. 1 Sun, crimp top, wrapped & lab.	3 25
No. 2 Sun, crimp top, wrapped & lab.	4 10
No. 2 Sun, hinge, wrapped & labeled.	4 25
Pearl Top	
No. 1 Sun, wrapped and labeled	4 60
No. 2 Sun, wrapped and labeled	5 30
No. 2 hinge, wrapped and labeled	5 10
No. 2 Sun, "small bulb," globe lamps.	80
La Bastie	
No. 1 Sun, plain bulb, per doz.	1 00
No. 2 Sun, plain bulb, per doz.	1 25
No. 1 Crimp, per doz.	1 85
No. 2 Crimp, per doz.	1 60
Rochester	
No. 1 Lime (65c doz.)	3 50
No. 2 Lime (75c doz.)	4 00
No. 2 Flint (80c doz.)	4 60
Electric	
No. 2 Lime (70c doz.)	4 00
No. 2 Flint (80c doz.)	4 60
OIL CANS	
1 gal. tin cans with spout, per doz.	1 25
1 gal. galv. iron with spout, per doz.	1 40
2 gal. galv. iron with spout, per doz.	2 30
3 gal. galv. iron with spout, per doz.	3 25
5 gal. galv. iron with spout, per doz.	4 20
3 gal. galv. iron with faucet, per doz.	3 70
5 gal. galv. iron with faucet, per doz.	4 60
5 gal. Tilling cans	7 00
5 gal. galv. iron Nacefas	9 00
LANTERNS	
No. 0 Tubular, side lift	4 65
No. 1 B Tubular	7 25
No. 15 Tubular, dash	6 50
No. 2 Cold Blast Lantern	7 75
No. 12 Tubular, side lamp	13 50
No. 3 Street lamp, each	3 60
LANTERN GLOBES	
No. 0 Tub., cases 1 doz. each, bx. 10c.	50
No. 0 Tub., cases 2 doz. each, bx. 15c.	50
No. 0 Tub., bbls. 5 doz. each, per bbl.	2 25
No. 0 Tub., Bull's eye, cases 1 dz. e'ch	1 25
BEST WHITE COTTON WICKS	
Roll contains 32 yards in one piece.	
No. 0, 1/4 in. wide, per gross or roll.	24
No. 1, 1/2 in. wide, per gross or roll.	33
No. 2, 1 in. wide, per gross or roll.	46</

physical energy which it is capable of exercising, are factors which should promise great things in the way of relieving and curing bodily disabilities, and they are more suggestive of divine influences than are the drugs that are commonly taken into the human body. But the trouble is that we know little or nothing of the remedial potencies of electricity. It may be endowed with as much power to kill as to heal, and all that is yet to be discovered.

Already civilization has taught men that life is too short in which to carry out the investigations and complete the solution of problems which science has opened to us, and which the urgency of human necessity has pressed upon us. Hygienic science is teaching us how to preserve our faculties and husband our strength, but we also need to meet and to vanquish the terrible bodily diseases which assault us at every turn. Some of these are caused by changes of the habits and conditions of life enforced by modern civilization, and among these conditions is the necessity for working in the absence of sunlight.

It is true that the ancients worked in the mines, but there were no armies of men in earlier times working at night on newspapers; there were none working all night to make light to illuminate cities and houses. There were no all-night street cars for the benefit of the night workers and there were no night trains on the railroads and, of course, in the absence of night work in ancient times the cities of antiquity were quiet and dark at night, because, with the exception of the drunkards in the wine shops and a few criminal prowlers, the inhabitants of the great cities of antiquity were asleep.

Necessarily, the people who work at night and sleep in the daytime are cut off from a proper share of sunlight, and to this fact, among others, many bodily ills must be attributable. It would follow, then, that light may have curative powers for many such disorders, and when the light is reinforced by electricity tempered and modified with other agencies with which both are combined, there is good reason to think that great discoveries are going to be made in that direction.

The alchemists sought for the elixir of life that would cure old age and restore youth. There were others who traversed new and strange lands to find the fountains of eternal youth that were supposed to exist in some unknown region of the earth. Who can say that this health-giving power is not in light, which was God's first gift to a dark and soulless world?

Frank Stowell.

The two oldest secret trade processes now in existence are considered to be the manufacture of Chinese red, or vermilion, and that method of inlaying the hardest steel with gold and silver, which seems to have been practiced at Damascus ages ago, and is known only to the Syrian smiths and their pupils even to this day.

SELF-RESPECT.

Its Relations to Self Appreciation Among Clerks.

Self-appreciation and self-esteem are good things to possess, and the man who is without them makes a poor and sorry progress in the world, but like all good things there is liable to be an abuse of these two most desirable and valuable attributes. About every store can furnish an example of a clerk who, to use the common phrase, is so stuck on himself that he sees nothing good in anything except his own sweet person. To his mind there are numerous bad spots in the work of all the rest of the store people, including the owners of the business, and he seems to be completely immune from any errors. Do you know such a clerk?

The clerk without a good opinion of his own work and the abilities he possesses is not a good employe for any retailer of goods, but the clerk whose self-opinion goes beyond the limit prescribed by good reasoning injures not only the store in which he works, but is on the high road to destroying that natural talent he may possess and that natural ability for handling goods and people that is a necessary attribute for the successful merchant everywhere.

In a varied experience, I have known many clerks who have been extremely self-opinionated and many whose self-esteem has been sufficient to cause them to view with scorn in considerable degree the work of those around them who performed their labor according to different ideas and perhaps accomplished just as good results. Those clerks have almost invariably slid down the scale of position and have been lowered in the estimation of value placed upon them by their employers. They have become so completely bound up in the belief that their way was the only way and that no one else could do a thing as well as themselves that they have nullified the natural gifts which had originally raised them to position and influence with their employers.

It is but one class of swellhead, but it is sufficiently swelling to be talked about here where you expect more faults than virtues to be brought to your attention. Always be assured that although you may have an easy way of doing your work, controlling your customers and handling the business that you are expected to handle, that way may not be easy at all for some other clerk and the results he accomplishes may be just as valuable when reached by some other route than yours.

The ways of one clerk can not be the ways of another clerk any more than the ways of one customer can be the ways of another customer, and the difference in common construction compels a difference in reaching common ends. When you accord to the other fellow the possession of some common sense and the ability to see and understand after his own fashion, you are giving him the credit that is due yourself because of your own opinions. By being willing to acknowledge that the other

man's ways may bring as good results as your ways you do not take any of the value from your ways.

Be willing to learn from the other fellow and thereby stand the best of chances to improve on yourself. Your work is never so good that it can not be improved upon, no matter what you may think of it, and the fact that others have the same right to judge you that you claim to judge them should compel your recognition of their abilities.

That brings us down to the point of how much you are really worth to the concern employing you. Some clerks consider their value as employes depends on how many goods they can sell within a given time, and it must be admitted that a marked ability in that direction is a most important and necessary thing, but that does not represent all the requirements. Others think that their ability must be represented by a thorough knowledge of the goods, while others point with particular pride to their stock-keeping and still others to their very large acquaintance with the people of the section and their friendship with them all.

None of those accomplishments can be taken separately and make a clerk of value hard to duplicate; they must all be combined, for the clerk that is the best employe for any house is the one who represents in the largest degree all those attributes mentioned. He must be a good salesman, a good stock-keeper and possess a good knowledge of the goods he handles and the people with whom he has to deal either personally or through their characteristics.

Any one of you can learn a great and immeasurable amount of good common sense and good and reasonable methods from the others with whom you are working. The faults of one are counterbalanced by the virtues of another, and where you excel the other fellow is at fault, which compels the fact that where you are at fault the other fellow excels. So soon as you scorn to learn something or other, even from the bundle boys, so soon you are destroying that self-respect that is so valuable to you rather than increasing it and adding to it with beneficial results.

You have got to study your work as a scholar will study books. The

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Gas or Gasoline Mantles at 50c on the Dollar

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We have the largest line in Western Michigan and if you are thinking of buying you will serve your best interests by consulting us.

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Light and Heavy
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and can fill your orders promptly. We still have a good stock of Blankets, Robes and Fur Coats. Send in your orders.

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No Goods at Retail

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?

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THE "OLDSMOBILE"



Delivery Wagon, \$850.00

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

If interested, write for special circular.

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The Leading Agency

scholar follows words and reasonings; you must needs follow the ways and methods, the manners and minds of the people you rub against every day and find from them for use in your work as clerks the same valuable pointers and the same leaders that are found by the scholar in his books. So surely as you forget to-day what you have seen and so soon as you fail to follow the events of the business hours to make an impression on your mind that will remain there and be of value the next time it is needed, so surely are you losing time and so surely are you failing in that part of the work that means the most to you as well as to the store.

The next customer whose manners and ways, whose demands and reasonings seem strange to you should be made a study. It is your business to find out how much of that customer's queeriness is not queeriness but plain common sense that you have not before come across. Because a woman has ideas and notions that may seem strange and funny to you, there is no evidence that she has not ample good reasoning to back her position, and she may be able to prove to you, if you are not so bigoted that you won't learn, that there are still a number of things you can learn about selling goods.

Another customer will approach the counter with an argument and perhaps will dispute you squarely in such a way that you feel your word has been questioned. Your first impulse is to talk back, and you make a fierce mistake in following that impulse. Two wrongs do not make a right, and when one of those wrongs is committed by yourself you lose your self-respect and your self-esteem, and you also do the store an injury whose import you can not understand and probably will never fully know. Because one person plays foolish, there is no reason for you to be the other person to follow suit. Because ill breeding shows itself in one man's speech, there is no reason why ill breeding should also show itself in your speech.

From experience I can tell you of a man with an exasperating air and the manners of a rowdy who one time deliberately told me I lied in a statement about the goods being shown to him. I was foolish enough to throw it back in his face and to call him down to the lowest notch. I regretted the act almost immediately, yet it was gone beyond recall, and I have reason to believe that the store lost trade on account of it. You may think that a business is not injured by the loss of the trade of such people, but the chronic contention that store people are natural born liars has not yet worked out of the minds of a vast number of people, and outside the store they are as reasonably considerate of other people as are you or I.

That matter of believing the store people are born liars about the goods they sell is worth considering from the standpoint of the customers who so believe. Can you really blame a great many people for holding that opinion when you have to consider

that clerks and proprietors resort to petty tricks even although not to actual lies in sufficient number to cause distrust of all the actions of all the store people in all the stores in every town?

Deception is a lie practically put, and I have never yet known a store to gain anything through lies by word of mouth or by statements that have a double meaning, or by any other manner of deception. Confidence gained by years of square and honest work can be destroyed in five minutes by a fool act that considers only the trade of the present and not the possibilities of the future. Even though a customer may have faith in the store and its word, so soon as a deception of the least weight is practiced on that customer all that faith is put on the light side of the balances and the customer becomes suspicious, not only of the perpetrator of the deception, but also of the whole store force, including the firm.

The result of a lie may be temporary advantage, but so surely as it is told the liar gets the short end of the string, as does also the establishment for which he has been lying. Just you fight shy of all sorts of deception, for you can not make a dollar to-day on a questionable deal and expect to get the chance to make another dollar some other day on the same customer. Outside of all moral considerations, it does not pay to lie in any way, shape or manner.

Now, to go back to the self-respecting part of this lecture, just you make up your mind to be and do the squarest possible in everything with which you have to deal, and your self-respect will take care of itself and won't get you into trouble. Smartness and assumed superiority belong to and are the results of a skip in the mental faculties whereby a person is unable to see how foolish he has become and how simple he really appears in the sight of other people who have retained their common sense as well as their sense of judgment.

The whole matter is dead easy, if you will just look at it in the right way.—Drygoodsman.

Rank Poison in the Body.

The body is a factory of poisons. If these poisons, which are constantly being produced in large quantities in the body, are imperfectly removed or are produced in too great quantity as the result of overfeeding, the fluids which surround the brain cells and all the living tissues are contaminated with poisonous substances which asphyxiate and paralyze the cells and so interfere with their activity. This fact explains, in part at least, the stupidity which is a common after-dinner experience with many persons.

When food is retained in the stomach beyond the normal time, either because of its indigestibility, the taking of too large a quantity of it or a crippled state of the stomach, these changes are certain to take place. This fact explains a very large share of the myriad symptoms which afflict the chronic dyspeptic. The giddiness, the tingling sensations, the confusion of thought and even partial

insensibility, which are not infrequently observed a few hours after meals in chronic dyspeptics, are due to this cause. Here is the explanation of the irascibility, the despondency, the pessimism, the indecision and various other forms of mental perversity and even moral depravity which are not infrequently associated with certain forms of gastro-intestinal disturbances.

A Small Business Can Grow.

Many a man is discouraged and loses heart by comparing his own store and business with the large establishment, having all the modern equipments and facilities, of some rival tradesman. There is no plausible excuse or reason for this. It is all right to watch the other fellow, and perhaps learn how he works certain profitable deals, but keep a stiff upper lip and saw wood—sooner or later your pile will be as large as his. It is quite possible to make the small show window fully as catchy and attractive to the public eye as the larger one, and a little care and thought bestowed upon it is all that is needed to make it "stick out like a sore thumb," figuratively speaking. A small store will not retard the growth of any business—it is more likely to be the lack of individual effort and determination to succeed on the part of the proprietor. The man who works hard and keeps everlastingly at it is usually the one who every now and then enlarges and improves his establishment, which eventually surpasses and leads all others. It is always well to remember that "noth-

ing succeeds like success."—Smokers' Magazine.

Could Be Improved Upon.

"My husband," complains the wife, "is so puritanical! He does not believe in theaters, dancing, card playing, clubs or any of the modern forms of amusement."

"Indeed?" murmurs the confidant. "But (soothingly) you should remember that you took him for better or worse."

"I know, and I can't help thinking how much better it would be if he were worse."

Not many new cotton mills will be erected while the price of the raw product remains where it now is. Our export of cotton goods, which increased from \$1,300,000 in 1895 to \$32,000,000 in 1903, will surely be checked, for it depended to a large extent upon our command of cheap raw material.



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MERCHANDISE BROKERS

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Are the simplest, safest, cheapest and best method of putting your business on a cash basis. ♣ ♣ ♣
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tary-Treasurer, Oscar F. Jackson.

Relation of the Traveling Man to the Business of To-day.

Among the tradesmen and travelers of olden times, one, in particular, has been immortalized in one of the most beautiful stories that any language holds.

The gentleman in question was from Samaria, traveling from Jericho to Jerusalem—probably with a line of wines and cordials—and upon one of his trips he came upon the man who "fell among thieves." He "went to him and bound up his wounds, pouring in oil and wine, and set him on his own beast and brought him to an inn, and took care of him." And on the morrow when he departed he took out two pence and gave them to the host and said unto him, "Take care of him, and whatsoever thou spendest more, when I come again I will repay thee."

So reads the ancient version of "The Good Samaritan," the modern differs only in local color and phraseology. Up in Northern Michigan you catch up with a poor devil who has sat up all night and far into the morning with nothing to show for it but a haggard face and an empty pocketbook. Let us hope he did not "fall among thieves," but when the game broke up he had very little advantage of the man who did. You straightway went to him and poured wine—or a substitute—not perhaps into his wounds, for wounds to character and self-respect are not so speedily reached and healed, but—where it seemed needed temporarily—paid his bill at the hotel, put him on his train, paid his fare, staked him for enough to keep him going until the arrival of his expense check, and went on your way "saying no word to any man."

Although formerly of good repute, it is only of recent years that the modern commercial traveler has been yielded the position to which his ability, his average character and his consequence in the business world entitle him. Twenty-five years ago within the memory of many of us, the drummer, as he was called, was looked upon with absolute distrust by everyone. His standing with the masses was little better than the peddler or street fakir of to-day. He was caricatured, mocked and maligned in every conceivable way. The young woman about to go upon a journey was cautioned to put her money in a safe place, to hold fast to her ticket, to accept attention and information from no man except of the blue cloth and brass button fraternity, and as a final behest to shun the drummer as she would the evil one himself.

To be entirely just, however, it must be admitted that the commercial traveler has been partially himself to blame for the disrepute in which his profession was formerly held. He did not quite like it or respect it, apologized for it and for himself for belonging to it, so that he could not very well resent lack of consideration from others for that which he did not himself esteem. Many influences have been at work since that time which have wrought a wonderful change in sentiment, and not the least potent of these is the regard in which the traveling man now holds his profession, in this age everywhere recognized as legitimate, honorable and indispensable.

Considering the character of the commercial traveler more in detail, he is, first of all, an honest man. It is his business and his ambition to keep abreast with the tendency of the times, and that tendency, I take it, is toward the utmost economy of time and force, to be attained in the business world only by simple methods and honest dealing. The clear-headed salesman recognizes the fact that it takes time and energy and exceptional ability to put a lie, with its endless chain of attendant and subordinate fabrications, in successful operation, and that same time and energy, even minus the exceptional ability, if exercised legitimately, would in the end accomplish greater and far more lasting results with infinitely less waste. The man has yet to be born who can, month after month, year after year, go to his trade with false statements and fraudulent practices and not be found out. Maybe not the first time, he might even skin through the second, but the third trip around there would be something doing and thereafter a new man in that territory.

He is honest, then, yet at the same time versatile and adaptable. He can and does talk on nearly every topic under the sun—politics to the politician or loafer, crops to the farmer, shop to the merchant, good humor to everybody, and his troubles to himself, but I should be false to my old profession and to my comrades of the road if I did not deny with all the emphasis of which I am capable that he is "all things to all men," that he changes his politics and religion at each station and leaves his principles behind him. He has his convictions, might even plead guilty, if hard pressed, to a few ideals, but he learned early in his career that his part of the universe would not become unbalanced in its eagerness to hear him announce the one or extol the other, and that he could serve God and his house quite as well by occasionally "letting the other fellow" tell how it happened. He is a good deal of a philosopher, although not much given to moralizing; he bumps against all sorts of people, goes against all kinds of games, sees life in many phases, humanity from every standpoint, and if he comes to look upon the world "but as the world, where every man must play a part," to his credit be it said he generally plays his honorably and fearlessly, without prompting and with very little fak-

ing. His experience has made him keen and alert, quick to detect fraud and sham, but has broadened his mental horizon and enlarged his sympathies, so that toward all frailty and weakness he extends charity in a degree which may appear to border on anxiety to those whose experience in life has been restricted to their own set or class, and whose knowledge of humanity was gained in a select and exclusive school.

In addition to the qualities already enumerated, honesty, sobriety, versatility, right feeling, good sense and diplomacy, the good traveler must be a man of systematic habit, a fair judge of credits, and a prompt correspondent. He must have a quick eye and a quick ear for the hundred and one little things liable to affect a man's business which do not reach the commercial agencies or the regular avenues of credit, and he must be capable of intelligently reporting all such matters to his house, of conveying the information which as nearly as possible will give it the viewpoint of the man on the ground; he should be prompt and systematic in correspondence and settlements, careful in all things, never relying on the mind reading qualities of those in charge at headquarters, and above everything else he should remember that it is not the total of sales but the amount of profit realized from his territory that indicates his ability and value. By doing all these things he saves himself many an unpleasant trip adjusting matters which should have been finally disposed of in the first place, and he saves his house, not only money, but a vast amount of annoyance and needless correspondence, with the possibility

of offending and losing good customers.

From all of which it would appear that the path of the conscientious commercial traveler who would make a success of his calling is not blossoming with flowers or strewn with favors. Aside from the demands on character and ability, there are other trials of which I have said nothing, trifling, perhaps, taken singly, but in the aggregate genuine burdens, no less because he usually makes light of them himself. He can not always ride on limited; has to hustle out pretty often at unholy hours and take the local; long and dusty, and cold and muddy and cheerless drives are no novelties in his experience; hotels are not all

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The steady improvement of the Livingston with its new and unique writing room unequalled in Mich., its large and beautiful lobby, its elegant rooms and excellent table commends it to the traveling public and accounts for its wonderful growth in popularity and patronage.

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(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

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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

models of comfort and cleanliness. Baths are not as frequent as even a Lincoln branch traveler would like, flies do abound, butter will melt and run, church bells are still going up, subscription lists circulated, the deadly raffle a never-ceasing affliction, and because he has an expense account that is popularly supposed to stand any strain, even to house rent and coal bills, he is inveigled to the ice cream socials and expected to buy tickets to all the church fairs; but, in spite of his apparent popularity, his good fellowship and loquacity, is often a very lonely man. So that, although he is as I have described him, resourceful, tactful, capable and the life, on the whole, one of interest and variety, with exceptional opportunities for observation and development, the chance to forsake it is almost invariably a welcome one. The reason is simple—as simple as the instinct that makes its truth—the old primitive instinct of love of home and family, the desire for permanence and security. Notwithstanding his enforced nomadic habits, the traveling man is a very domestic sort of animal and his home and fireside are dear to him. He likes his pipe and slippers, his easy chair and paper, his wife and babies, and when he leaves the road for the house it is only another case of loving not one the less but the other more.

As to his ultimate destiny, that, like the trust problem, the labor question and the Panama canal, will have to be left to time, and it is not improbable that his fate may in a measure depend upon the solution of some of these great issues, but whether the industrial and commercial interests of the country continue on a competitive basis or finally merge into one great altruistic whole, it is safe to assume that there will be producers and consumers to the end of time, and therefore a necessity for three intermediate agents, who understand both, are liked by both and trusted by both, so that, like the poor, they "shall never cease out of the land."

F. L. Day.

The Boys Behind the Counter.

Caledonia—Harry Riley, a registered pharmacist, who has been working for J. W. Armstrong, of Middleville, has taken a position with C. F. Beeler.

Howell—A. P. Lincoln, of Indianapolis, is the new clerk at O. J. Parker's drug store.

Quincy—George Day, Jr., who came here last fall to take charge of the Quincy House, giving up his position as clerk in Woodward & Son's store at Coldwater, has returned to his former position.

Albion—Dr. A. D. Bangham has engaged Chas. A. Fisher to act as manager of his drug store.

Moore & Wykes, brokers and distributors at 3 North Ionia street, have dissolved partnership, H. B. Moore having retired to engage in the same business at 16 Ottawa street under the style of H. B. Moore & Co. The former business will be continued by Claude P. Wykes and Thomas Wykes under the style of Claude P. Wykes & Co.

Gripsack Brigade.

D. E. Keyes has started in on his eleventh year with the Clark-Jewell-Wells Co., carrying the same line over the same territory to the same people with the same old smile.

Walter E. Stephens, representing the Pictorial Printing Co., Milwaukee, Wis.: We are very much pleased with the Tradesman and welcome it every week. Keep up the good work.

Adrian Times: Richard Hathaway has taken a position with Schwarzschilds & Sulzberger, of Chicago, and will go on the road in a few days. Mr. Hathaway has been on the road for several years.

Hudson Gazette: William F. Dwyer has resigned the position he held with an extensive dry goods jobbing house of Rochester, N. Y., and accepted a position with John B. Farwell & Co., of Chicago. He began his duties with the Chicago house Feb. 15.

Several traveling men who dined at the Occidental Hotel, Muskegon, one day last week, called for poached eggs. The waitress threw up her hands and referred the request to the head waiter, who, in turn, referred the request to the clerk. That functionary referred the request to Landlord Barney, who reluctantly gave an order to the clerk, who handed it down to the head waiter, who turned it over to the waitress, who handed it to the cook. The boys got their eggs, but the amount of red tape involved reminds one of the fool things a man has to do in dealing with a municipality.

John W. Schram, the well-known shoe salesman, writes the Tradesman as follows: I left Detroit on Monday morning, Feb. 15, and checked my baggage to Port Austin. After an all day's ride on the Grand Trunk to Port Huron and from there on the Pere Marquette, I reached Bad Axe at 5:30 p. m. There were four or five passengers for Port Austin and we sat in the car fully thirty minutes waiting for the train to start out of Bad Axe, until we got tired waiting and went into the station and found all the baggage had been removed from the train. We asked what they were doing and were told that the train would not go any farther. We might have been sitting in that train yet before any one would have taken the trouble to let us know the conditions. I have been on the road for over thirty years and for carelessness, independence and lack of common civility the Pere Marquette takes the cake. They don't seem to care anything for their patrons and do the least to give satisfaction of any road I have ever had anything to do with. Any man who will make a trip up in the Thumb and does not curse the Pere Marquette system is a saint. We were forced to stop in Bad Axe over night and drive to Port Austin next day at an extra expense of \$6 to \$10 each. Unless the company makes better progress opening up the road there will be no cars to Port Austin in a month. The country is suffering for lack of proper railroad accommodations, and if I lived in that Port would move

out as soon as possible, so as to get some railroad accommodations at least.

Jackson Grocers Hold Their Thirtieth Annual Festival.

Jackson, Feb. 20—Last evening, at White block hall, occurred the thirtieth annual banquet of the Jackson Retail Grocers' Association, and of the number of social functions presented by this organization the thirtieth was one of the most enjoyable. Heretofore the grocers at their annual feasts have charged an admission price, but this year the fee was done away with and everything was free. A special invitation was extended the grocery clerks and their ladies, and they responded in large numbers. The wives and families of the banquet promoters were present, and all entered into the joyous festivity with zest.

The program was to have commenced at 8 o'clock, but it was 9:30 when Charles Hill called the gathering to order, and bid them welcome. Although his remarks were brief, in the few words he uttered he expressed the sentiment of his fellow entertainers when he said he was delighted to see them present and they were more than welcome. He then announced the program, the first number of which was a piano solo by Miss Ada Norman, which was finely rendered, and the audience insisted on a second number which was granted. Little Miss Irene Cary and Fay Gibbons won much applause at the conclusion of a vocal duet, which they sang very sweetly, and also favored their hearers with an encore. Mrs. Fred Lewis played the piano accompaniment. The Misses Oliver were called upon for a trio, which was very pretty, and they, too, were obliged to sing a second selection, the piano accompaniment being played by Miss Robyn Butterfield. The last number was a vocal solo by Clarence Trabin, who responded to an encore. The piano accompaniment for the latter was played by Miss Eva Buchanan.

Mr. Hill then announced that at the conclusion of the sixth number on the dance program as many as could be accommodated should repair to the banquet room, where refreshments were awaiting them. In the meantime Boos' orchestra arrived, and the hall was soon cleared for dancing. Those in charge of the floor were Messrs. J. F. Helmer, G. E. Lewis, J. B. Champlin, D. T. Doherty, F. B. Russell, W. C. Allen, A. Parmer and P. W. Haefner. The six dances were indulged in heartily and most enjoyably when the first call for supper was made, and 100 couples sat down to a fine spread of edibles. After feasting they returned to the ballroom, and the remainder of the guests adjourned to the hall above, where they were regaled with palatable viands. Altogether there were about 300 people present.

The general committee was composed of S. E. Lewis, W. C. Allen, George H. McGiggan, N. H. Branch and C. G. Hill. The music was very good, and the dancers continued in the enjoyment of the affair until after 1 o'clock a. m.

Plea for the Co-Operation of Implement Dealers.

Nashville, Feb. 22—In addition to the very generous reference made to the organization of the Retail Implement and Vehicle Dealers' Association by the Tradesman of Jan. 3 and 10, permit me to express the hope that every retail dealer in implements and vehicles in the State will join the Association. The expense is very small, in comparison to the possible benefits to be received, and these benefits are measured by the numerical and moral support given the Association by the Michigan dealers. Similar associations in other states have proven of great benefit to the membership by preventing in their localities the establishing of irregular agencies. The sale of goods from photograph by people not regularly in trade and carrying no stock and the sale of goods by manufacturers direct to consumers—these and many other evils incident to the vehicle and implement trade have been eliminated through the influence of strong organizations and Michigan dealers are not without just cause for complaint along this same line.

The object of the Association, as set forth in section 2, article 1, of the constitution, reads as follows: "The object of this Association is to promote the interests of and to secure friendly co-operation of implement and vehicle dealers, and to protect our patrons to our mutual benefit."

The interests of dealers and their patrons are largely identical, the success of the dealer depends on the success of his customers and the more substantial the business of the dealer, the greater the guarantee that the tools he offers his customers are standard in construction and operation, it insures the getting of repairs without extra expense, and the prompt delivery of new goods.

The dealer stands between his customer and the manufacturer, who through combination attempts to dictate the price and terms on which the implements must be sold, thus destroying competition, advancing the prices and restricting terms. The protection of his customers' interests is an act of self preservation.

A copy of the constitution and by-laws will be mailed every implement dealer in the State, together with an application blank for membership, and it is hoped that every dealer immediately on receipt of same will fill out the blank and mail it, with the small fee required, to the Secretary. The President has received communications from some manufacturers, expressing their willingness to discontinue their irregular agencies in Michigan and work in harmony with the regularly established dealers of the State.

Let every dealer rally to the support of the Association and thus increase its power for good!

C. L. Glasgow, Pres.

Bay Shore—The Bay Shore Lumber Co. has a crew of men building the docks which were damaged by fire last fall. They will be extended out into the bay an additional distance.



Michigan Board of Pharmacy.
 President—Henry Helm, Saginaw.
 Secretary—John D. Muir, Grand Rapids.
 Treasurer—Arthur H. Webber, Cadillac.
 C. B. Stoddard, Monroe.
 Sid A. Erwin, Battle Creek.
 Sessions for 1904.
 Ann Arbor—March 1 and 2.
 Star Island—June 20 and 21.
 Houghton—Aug. 23 and 24.
 Lansing—Nov. 1 and 2.

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 Parkill, Owosso.

Building Business With a Catch Phrase.

There are many instances of where a suitable catch line, well drilled into people, has been of great value in building business. The best catch line is one that fits your business best, and the discovery of such a line is apt to be due more to inspiration than to effort.

Pick the distinctive feature of your stock or business methods and endeavor to express it in a breath.

If you can coin a phrase that expresses your central business idea or emphasizes some feature that marks your store alone, you can make good use of it. It puts into condensed form an idea that will get hold of people and influence them if persistently presented to them. One fact about your business well lodged in the heads of people is as good as a score that do not penetrate. You can make people believe about what you like if you go about it properly: If a man comes to you to-day and tells you there will be a panic inside six months you will pay no attention to him. If another comes to-morrow with the same story he will get no attention, but you will idly wonder what is getting into folks. The third man you will argue the matter with. The fourth will get more of a hearing, and you will begin to see signs of disaster yourself. By the time the tenth man has made the statement you will be ready to tell folks the same story yourself. Possibly you yourself could not be influenced in such a manner, but the common run of people are built that way, and will believe what they are told often enough. That is why an expressive catch phrase does good. It comes to stand for you and your methods, and of necessity is remembered when goods in your line are wanted. As ordinarily used such a phrase is of little value because it is not properly hammered into people. Such a line should go on letter-heads, bill-heads, stationery, envelopes; should go into every advertisement or circular, should be seen about the store, should appear on labels. Put it on a sticker to attach to goods and packages. Let people see it every-

where. If it means what it says people are going to respond to it.

I recently made a suggestion to a man who has an extra good and distinctive phrase of this character—one suited to his business and no other. He had used it spasmodically for some time, but made no special effort to impress it on people. I advised him to use it as mentioned above, and in addition to have a sticker about four inches square made, printed in black with a red border, and to have enough of these made to snow the town under with them. Then paste them on sidewalks, telegraph poles, dead walls, and in every available space, having it done in the night, so that it would strike people all at once and as forcibly as possible. The results were instantaneous and wholly satisfactory, while the cost was small. Any one can readily see, I think, that had the same amount of effort been put forth in haphazard fashion, a few stickers being put from time to time, there would have been little or no interest created. This same method will be followed from month to month for some time, using a different method each time.—Ulysses G. Manning in *American Druggist*.

Improving the Palatability of Drugs.

To give castor oil in one dose, perhaps the "castor oil sandwich" is the best method. In the bottom of a glass put a small quantity of glycerin, then the oil, and lastly a little sherry wine on top. Take at one draught. This will also apply to the single dose of cod liver oil. Soda water will also be effective. It will also do for Epsom salt, but the ordinary "soda pop" is better. Quinine is hard to disguise. The preferable way, according to an authority, is to give one grain of tannic acid to each three grains of quinine in a vehicle of syrup of tolu. The iodide and bromide of potassium and salicylic acid may be given in milk, which also prevents gastric irritation. If copaiba and turpentine are not used in gelatin capsule form, an emulsion flavored with gaultheria comes next in order. For chloral hydrate he thinks peppermint water better than cinnamon. Equal parts of peppermint water and simple syrup make a good solution for salicylate of sodium. Unless there is an objection to the intensely sweet taste, the syrup of glycyrrhiza answers best for sodium salicylate. After flushing the mouth with a little whisky the medicinal oils may be taken immediately, and the disagreeable taste is not so perceptible. A few grains of table salt taken on the tongue will produce a copious flow of saliva, and then, if swallowed with medicine which has an objectionable taste, it may be somewhat disguised. Care should be taken as regards chemical incompatibility in these cases. If lemon ice is held in the mouth for only a moment, a teaspoonful of a preparation which would otherwise seem nauseous may be taken with very little unpleasant effect. When the secretions are inactive and the membranes parched and dry, bitter principles are apt to produce the very worst effect and leave an unpleasant after-taste. Sometimes simply a

drink of water will obviate this condition, or perhaps a lump of ice held in the mouth, or water acidulated with dilute phosphoric acid. A combination of syrup of red raspberry and glycerin makes an unusually palatable vehicle. Samuel E. Earp.

Powdered Flavoring Extracts.

Powdered flavoring extracts consist simply of powdered sugar in which the proper flavoring oil or body has been absorbed. Thus, a powdered vanilla is made by triturating vanillin and coumarin with sugar until thoroughly mixed. The quantities of the flavoring body to be used are the same as those employed in the fluid flavors, the sugar taking the place of the alcoholic menstruum. A lemon flavor would be made by triturating 5 grammes of finely grated lemon-peel, and 5 cubic centimeters of oil of lemon, with 90 grammes of powdered sugar. Citral oil, or concentrated oil of lemon, can be employed in place of the natural oil. The other flavors are made in a similar way, using the proper oil or principle. The sugar not only absorbs but protects the oils, so that the flavors stand almost as well as do the liquid extracts.

The Drug Market.

Opium—Is unchanged. Market is firmer, however, on account of prospective Turkish war.

Quinine—Is very firm and an advance is looked for.

Carbolic Acid—Is so largely used in smokeless powder that it has become very firm and is advancing. Two manufacturers have advanced their price 1c.

Gum Camphor—Continues to advance and is very firm.

Menthol—Is very firm and tending higher.

Norwegian Cod Liver Oil—Has declined.

Oil Anise—Has advanced and is tending higher.

Oil Cassia—Is very firm and an advance is looked for.

Goldenseal Root—Is very firm at high price quoted last week. Higher prices are looked for.

A Distinction.

He—Yes, I remembered you at once as the girl I was engaged to in the mountains some seasons ago.

"What a remarkable memory for faces you have, haven't you?"

"No; for rings."

PROBABLE DELUSIONS.

That the "Yellow Peril" may, some time or other, dominate the dominions now peopled and controlled by the Anglo Saxon and the Latin races.

That the Czar ever quotes Thomas Jefferson's: "Indeed, I tremble for my country when I reflect that God is just."

That General Alger has given a thought to the proposition that he shall assume the National Republican Committee chairmanship.

That trolley poles, third rails, automobiles or flying machines stand any chance at all as exterminators of the horse.

That the superbly constant winter season about to close has worked any material reduction in the price of next summer's ice delivery.

That there is any good reason, in Michigan at least, why very large stocks of winter goods should be left to "carry over."

That the dreaming, abundantly haired artist—whether musician, painter or sculptor—can have no commercial sense of things.

That all university bred men are able to earn a living as members of the professions—law, medicine, literature and base ball.

That jockeys and race track touts are the only ones so foolish as to "play both ends against the middle." The business man who sleeps but four or five hours in each twenty-four is doing the same thing.

That the Republic of Mexico is to be omitted in the matter of connecting her gulf with the waters of the Pacific. She isn't saying much, but then—

That the Baltic fleet and the Black Sea fleet of Russia, if they could only get out, would reach the Yellow Sea intact and get busy. Fortunate would they be to reach there in any condition.

That there is anything on earth more important or more valuable or more satisfying than the rosy cheeked, light hearted little six-year old who clambers to your knee and puts her arm about your neck.

FRED BRUNDAGE
 Wholesale Drugs and Stationery,
 Fishing Tackle, Sporting Goods,
 Fireworks and Flags.
 32-34 Western Ave., MUSKOGON, Mich.

JENNINGS' Flavoring Extracts

Terpeneless Lemon ---- Mexican Vanilla

The Jennings Extracts have stood the investigation of eminent chemists, also the supreme court, and stand unimpeached. Quality and purity guaranteed.

Jennings Flavoring Extract Co.
 Grand Rapids, Mich.

WHOLESALE DRUG PRICE CURRENT

Advanced—

Declined—

Drugs

We are Importers and Jobbers of Drugs,
Chemicals and Patent Medicines.

We are dealers in Paints, Oils and
Varnishes.

We have a full line of Staple Druggists'
Sundries.

We are the sole proprietors of Weatherly's
Michigan Catarrh Remedy.

We always have in stock a full line of
Whiskies, Brandies, Gins, Wines and
Rums for medical purposes only.

We give our personal attention to mail
orders and guarantee satisfaction.

All orders shipped and invoiced the same
day received. Send a trial order.

Hazeltine & Perkins Drug Co.

Grand Rapids, Mich.

GROCERY PRICE CURRENT

These quotations are carefully corrected weekly, within six hours of mailing, and are intended to be correct at time of going to press. Prices, however, are liable to change at any time, and country merchants will have their orders filled at market prices at date of purchase.

ADVANCED

Wheat
Winter Wheat Flour
Oysters in Can
Spring Wheat Flour
Grain Bags

DECLINED

Index to Markets

By Columns

Col		
A	Axle Grease	1
B	Bath Brick	1
	Brooms	1
	Brushes	1
	Butter Color	1
C	Confections	11
	Candies	1
	Canned Goods	1
	Carbon Oils	2
	Catsup	2
	Cheese	2
	Chewing Gum	2
	Chicory	2
	Chocolate	2
	Clothes Lines	2
	Cocoa	3
	Cocoanut	3
	Cocoa Shells	3
	Coffee	3
	Crackers	3
D	Dried Fruits	4
F	Farinaceous Goods	4
	Fish and Oysters	10
	Fishing Tackle	4
	Flavoring extracts	5
	Fly Paper	5
	Fresh Meats	5
	Fruits	11
G	Gelatine	5
	Grain Bags	5
	Grains and Flour	5
H	Herbs	5
	Hides and Pelts	10
I	Indigo	5
J	Jelly	5
L	Licorice	5
	Lye	5
M	Meat Extracts	5
	Molasses	6
	Mustard	6
N	Nuts	11
O	Olives	6
P	Pipes	6
	Pickles	6
	Playing Cards	6
	Potash	6
	Provisions	6
R	Rice	6
S	Salad Dressing	7
	Saleratus	7
	Sal Soda	7
	Salt	7
	Salt Fish	7
	Seeds	7
	Shoe Blacking	7
	Snuff	7
	Soda	7
	Spices	8
	Starch	8
	Sugar	8
	Syrups	8
T	Tea	8
	Tobacco	9
	Wine	9
V	Vinegar	9
W	Washing Powder	9
	Wickling	9
	Woodenware	9
	Wrapping Paper	10
Y	Yeast Cake	10

1	2
AXLE GREASE	Pumpkin
Aurora 55 6 00	Fair 79
Castor Oil 55 7 00	Good 80
Diamond 50 4 25	Fancy 1 00
Frazer's 75 9 00	Gallon 2 25
IXL Golden 75 9 00	Raspberries
BATH BRICK	Standard 1 15
American 75 1/2 lb. cans	Russian Caviar 3 75
English 85 1/2 lb. cans	7 00
BROOMS	1 lb can 12 00
No. 1 Carpet 2 75	Salmon
No. 2 Carpet 2 35	Col'a River, tall @ 1 65
No. 3 Carpet 2 15	Col'a River, flats @ 1 85
No. 4 Carpet 1 75	Red Alaska @ 1 65
Parlor Gem 2 40	Pink Alaska @ 90
Common Whisk 85	Sardines
Fancy Whisk 1 20	Domestic, 1/4s 3%
Warehouse 3 00	Domestic, Must'd 6 @ 9
BRUSHES	California, 1/4s 11 @ 11
Solid Back, 8 in 75	California, 1/4s 17 @ 24
Solid Back, 11 in 95	French, 1/4s 7 @ 14
Pointed Ends 85	French, 1/4s 18 @ 28
Scrub	Shrimps
No. 2 75	Standard 1 20 @ 1 40
No. 3 1 10	Succotash
No. 1 1 75	Fair 1 40
Shoe	Good 1 50
No. 8 1 00	Fancy 1 50
No. 7 1 30	Strawberries
No. 4 1 70	Standard 1 10
No. 3 1 90	Fancy 1 40
BUTTER COLOR	Tomatoes
W. R. & Co.'s, 15c size, 1 25	Fair 85 @ 95
W. R. & Co.'s, 25c size, 2 00	Good 1 15
CANDLES	Fancy 1 50 @ 1 40
Electric Light, 3s 9 1/2	Gallons 2 75 @ 3 00
Electric Light, 16s 10	CARBON OILS
Paraffine, 6s 9 1/2	Perfection @ 13
Paraffine, 12s 10	Water White @ 11 1/2
Wickling 19	D. S. Gasoline @ 15 1/2
CANNED GOODS	Deodor'd Nap'a @ 12 1/2
Apples 80	Cylinder @ 29
Gals. Standards 2 00 @ 2 25	Engine @ 22
Blackberries	Black, winter 9 @ 10 1/2
Standards 85	CATSUP
Beans	Columbia, 25 pts 4 50
5 Baked 80 @ 1 30	Columbia, 25 1/2 pts 2 60
Red Kidney 85 @ 90	Snider's quarts 3 25
String 70 @ 1 15	Snider's pints 2 25
Wax 75 @ 1 25	Snider's 1/2 pints 1 30
Blueberries	CHEESE
Standard @ 1 40	Acme @ 12
Brook Trout	Amboy @ 12
2 lb. cans, Spiced 1 90	Carson City @ 12
Clams	Elsie @ 12
Little Neck, 1 lb. 100 @ 1 25	Emblem @ 12 1/2
Little Neck, 2 lb. 1 50	Gem @ 12 1/2
Clam Bouillon	Ideal @ 11
Burnham's, 1/2 pt 1 92	Jersey @ 12 1/2
Burnham's, pts 3 60	Riverside @ 12
Burnham's, qts 7 20	Brick 12 1/2 @ 13
Cherries	Edam @ 1 00
Red Standards 1 30 @ 1 50	Lelden @ 17
White 1 50	Limburger 12 1/2 @ 13
Corn	Pineapple 50 @ 75
Fair 1 20	Sap @ 20
Good 1 25	CHEWING GUM
Fancy 1 50	American Flag Spruce 55
French Peas	Beeman's Pepsin 60
Sur Extra Fine 22	Black Jack 55
Extra Fine 19	Black Jack 55
Fine 11	Largest Gum Made 60
Moyen 11	Sen Sen 55
Gooseberries	Sen Sen Breath Per'e 1 00
Standard 90	Sugar Loaf 55
Hominy	Yucatan 55
Standard 85	CHICORY
Lobster	Bulk 5
Star, 1/2 lb. 2 15	Red 7
Star, 1 lb. 3 75	Eagle 4
Picni Tails 2 40	Frank's 7
Mackerel	Schener's 6
Mustard, 1 lb. 1 80	CHOCOLATE
Mustard, 2 lb. 2 80	Walter Baker & Co.'s
Soused, 1 lb. 1 80	German Sweet 23
Soused, 2 lb. 2 80	Premium 31
Tomato, 1 lb. 1 80	Vanilla 41
Tomato, 2 lb. 2 80	Caracas 35
Mushrooms	Eagle 28
Hotels 18 @ 20	CLOTHES LINES
Buttons 22 @ 25	Sisal 1 00
Oysters	60 ft. 3 thread, extra 1 00
Cove, 1 lb. @ 90	72 ft. 3 thread, extra 1 40
Cove, 2 lb. 1 65	90 ft. 3 thread, extra 1 70
Cove, 1 lb. Oval 1 00	60 ft. 6 thread, extra 1 29
Peaches	72 ft. 6 thread, extra 1 29
Ple 1 10 @ 1 15	72 ft. 75
Yellow 1 45 @ 1 85	72 ft. 90
Pears	90 ft. 1 05
Standard 1 00	120 ft. 1 50
Fancy 1 25	Cotton Victor
Peas	50 ft. 1 10
Marrowfat 90 @ 1 00	60 ft. 1 35
Early June 90 @ 1 60	70 ft. 1 60
Early June Sifted 1 65	Cotton Windsor
Plums	50 ft. 1 30
Plums 85	60 ft. 1 44
Pineapple	70 ft. 1 80
Grated 1 25 @ 2 75	80 ft. 2 00
Sliced 1 35 @ 2 55	

3

Cotton Braided	
40 ft. 95	
50 ft. 1 35	
60 ft. 1 65	
Galvanized Wire	
No. 20, each 100 ft long 1 90	
No. 19, each 100 ft long 2 10	
COCOA	
Baker's 38	
Cleveland 41	
Colonial, 1/4s 35	
Colonial, 1/2s 33	
Epps 42	
Huyler 45	
Van Houten, 1/4s 12	
Van Houten, 1/2s 20	
Van Houten, 3/4s 40	
Van Houten, 1s 72	
Webb 31	
Wilbur, 1/4s 41	
Wilbur, 1/2s 42	

COCOANUT

Dunham's 26	
Dunham's 1/2s & 1/4s 26 1/2	
Dunham's 1/4s 27	
Dunham's 1/2s 28	
Bulk 12	

COCOA SHELLS

20 lb. bags 2 1/2	
Less quantity 3	
Pound packages 4	

COFFEE

Rio	
Common 11 1/2	
Fair 13	
Choice 15	
Fancy 18	
Santos	
Common 12	
Fair 12 1/2	
Choice 13 1-3	
Fancy 16 1/2	
Peaberry	
Fair 13 1/2	
Choice 16 1/2	
Fancy 19	
Guatemala	
Choice 15	
Java	
African 12	
Fancy African 17	
O. G. 25	
P. G. 31	
Mocha	
Arabian 21	

DRIED FRUITS

Apples	
Sundried 6 @ 7	
Evaporated 6 @ 7	
California Prunes	
100-125 25 lb. boxes @ 3 1/2	
90-100 25 lb. boxes @ 4 1/2	
80-90 25 lb. boxes @ 4 1/2	
70-80 25 lb. boxes @ 5 1/2	
60-70 25 lb. boxes @ 6	
50-60 25 lb. boxes @ 6 1/2	
40-50 25 lb. boxes @ 7 1/2	
30-40 25 lb. boxes @ 7 1/2	
1/4c less in 50 lb. cases	
Citron	
Corsican @ 14 1/2	
Currants	
Imp'd. 1 lb. pkg. 7 1/2 @ 7	
Imported bulk 6 1/2 @ 7	
Peel	
Lemon American 12	
Orange American 12	
Raisins	
London Layers 3 cr 1 90	
London Layers 3 cr 1 95	
Cluster 4 crown 2 60	
Loose Musca's 2 cr. 6 1/2	
Loose Musca's 3 cr. 7	
Loose Musca's 4 cr. 8	
L. M. Seeded, 1 lb. 9 @ 9 1/2	
L. M. Seeded, 1/2 lb. 7 1/2 @ 7 1/2	
Sultanas, bulk 9	
Sultanas, package @ 9 1/2	

FARINACEOUS GOODS

Beans	
Dried Lima 5	
Med. Hm. Pk'd. 2 00 @ 2 10	
Brown Holland 2 25	
Farina	
24 1 lb. pkg. 1 50	
Bulk, per 100 lb. 2 50	
Hominy	
Flake, 50 lb. sack 1 00	
Pearl, 200 lb. sack 4 00	
Pearl, 100 lb. sack 2 00	
Maccaroni and Vermicelli	
Domestic, 10 lb. box 60	
Imported, 25 lb. box 2 50	
Pearl Barley	
Common 2 50	
Chester 2 65	
Empire 3 50	
Peas	
Green, Wisconsin, bu. 1 35	
Green, Scotch, bu. 1 40	
Split, lb. 4	
Rollled Oats	
Rollled Avenna, bbl. 5 75	
Steel Cut, 100 lb. sacks 2 85	
Monarch, bbl. 5 50	
Monarch, 90 lb. sacks 2 60	
Quaker, cases 3 10	
Sago	
East India 3 1/2	
German, sacks 3 1/2	
German, broken pkg 4	
Tapoca	
Flake, 110 lb. sacks 4 1/2	
Pearl, 130 lb. sacks 3	
Pearl, 24 1 lb. pkgs 6 1/2	
Wheat	
Cracked, bulk 3 1/2	
24 2 lb. packages 2 50	

FISHING TACKLE

1/2 to 1 in 6	
1 1/2 to 2 in 7	
1 1/2 to 2 in 9	
1 2-3 to 2 in 11	
2 in 15	
3 in 30	
Cotton Lines	
No. 1, 10 feet 5	
No. 2, 15 feet 7	
No. 3, 15 feet 9	
No. 4, 15 feet 11	
No. 5, 15 feet 12	
No. 6, 15 feet 13	
No. 7, 15 feet 15	
No. 8, 15 feet 18	
No. 9, 15 feet 20	

MEAT EXTRACTS

Armour's, 2 oz 4 45	
Armour's, 4 oz 8 20	
Libbig's, Chicago, 2 oz 2 75	
Libbig's, Chicago, 4 oz 5 50	
Libbig's, imported, 2 oz 4 55	
Libbig's, imported, 4 oz 8 50	

LINEN LINES

Animals	10
Assorted Cake	10
Bagley Gems	8
Belle Rose	8
Bent's Water	16
Butter Thin	13
Coco Bar	10
Cococanut Taffy	12
Cinnamon Bar	9
Coffee Cake, N. B. C.	10
Coffee Cake, Iced	10
Cococanut Macaroons	12

6	7	8	9	10	11
MOLASSES New Orleans Fancy Open Kettle . . . 40 Choice . . . 35 Fair . . . 26 Good . . . 22 Half barrels 2c extra MUSTARD Horse Radish, 1 dz . . 1 75 Horse Radish, 2 dz . . 3 50 Bayle's Celery, 1 dz . . OLIVES Bulk, 1 gal. kegs . . . 1 00 Bulk, 3 gal. kegs . . . 85 Bulk, 5 gal. kegs . . . 85 Manzanilla, 7 oz . . . 80 Queen, pints . . . 2 35 Queen, 19 oz . . . 4 50 Queen, 28 oz . . . 7 00 Stuffed, 5 oz . . . 90 Stuffed, 8 oz . . . 1 45 Stuffed, 10 oz . . . 2 30 PIPES Clay, No. 216 . . . 1 70 Clay, T. D., full count . 65 Cob, No. 3 . . . 85 PICKLES Medium Barrels, 1,200 count . 7 75 Half bbls, 600 count . 4 50 Small Half bbls, 1,200 count . 5 50 Barrels, 2,400 count . 9 50 PLAYING CARDS No. 90, Steamboat . . . 85 No. 15, Rival, assorted . 20 No. 20, Rover enameled . 20 No. 572, Special . . . 1 75 No. 98, Golf, satin finish . 2 00 No. 808, Bicycle . . . 2 00 No. 632, Tourist's whist . 25 POTASH 48 cans in case . . . 4 00 Penna Salt Co.'s . . . 3 00 PROVISIONS Barreled Pork Mess . . . 17 00 Back, fat . . . 16 00 Clear back . . . 16 00 Short cut . . . 15 00 Pig . . . 20 00 Bean . . . 14 00 Family Mess Loin . . . 15 50 Clear Family . . . 13 50 Dry Salt Meats Bellies . . . 9 1/2 S P Bellies . . . 10 1/2 Extra shorts . . . 9 1/2 Smoked Meats Hams, 12 lb. average . 12 Hams, 14 lb. average . 11 1/2 Hams, 16 lb. average . 11 1/2 Hams, 20 lb. average . 11 1/2 Skinned Hams . . . 12 Ham, dried beef sets . 13 Shoulders, (N. Y. cut) . 10 Bacon, clear . . . 10 @ 13 California hams . . . 17 Boiled Hams . . . 17 Picnic Boiled Hams . . 12 1/2 Berlin Ham pr's'd . . . 9 Mince Hams . . . 9 1/2 Lard Compound . . . 7 1/2 Pure . . . 8 1/2 60 lb. tubs, advance . 1/4 80 lb. tubs, advance . 1/4 50 lb. tins, advance . 1/4 20 lb. pails, advance . 1/4 10 lb. pails, advance . 1/4 5 lb. pails, advance . 1/4 8 lb. pails, advance . 1 Sausages Bologna . . . 5 1/2 Liver . . . 6 1/2 Frankfort . . . 7 1/2 Pork . . . 8 Veal . . . 7 1/2 Tongue . . . 9 Headcheese . . . 6 1/2 Beef Extra Mess . . . 12 00 Boneless . . . 12 00 Rump, New . . . 11 00 Pig's Feet 1/4 bbls, 40 lbs. . . 1 20 1/4 bbls, 40 lbs. . . 2 00 1/4 bbls, 40 lbs. . . 4 00 1 bbl . . . 8 00 Tripe Kits, 15 lbs . . . 70 1/4 bbls, 40 lbs . . . 1 25 1/4 bbls, 80 lbs . . . 2 60 Casings Hogs, per lb. . . 36 Beef rounds, set . . . 15 Beef middles, set . . . 45 Sheep, per bundle . . . 70 Uncolored Butter Solid, dairy . . . 10 @ 10 1/2 Rolls, dairy . . . 10 @ 13 Rolls, purity . . . 14 Solid, purity . . . 13 1/2 Canned Meats Corned beef, 2 . . . 2 50 Corned beef, 14 . . . 17 50 Roast beef, 2 @ . . . 2 50 Potted ham, 1/4 . . . 45 Potted ham, 1/8 . . . 45 Deviled ham, 1/4 . . . 45 Deviled ham, 1/8 . . . 45 Potted tongue, 1/4 . . . 45 Potted tongue, 1/8 . . . 45 RICE Domestic Carolina head . . . 6 @ 6 1/2 Carolina No. 1 . . . 5 1/2 Carolina No. 2 . . . 5 Broken . . . 8 @ 3 1/2 Japan, No. 1 . . . 4 @ 5 1/2 Java, fancy head . . . 5 1/2 Java, No. 1 . . . 5 1/2	SALAD DRESSING Durkee's, large, 1 doz . 4 50 Durkee's, small, 2 doz . 5 25 Snider's, large, 1 doz . 2 35 Snider's, small, 2 doz . 1 35 SALERATUS Packed 60 lbs. in box Arm and Hammer . . 3 15 Deland's . . . 3 00 Dwight's Cow . . . 3 15 Emblem . . . 2 10 L. P. . . . 3 00 Wyandotte, 100 1/4 . 3 00 SAL SODA Granulated, bbls . . . 85 Granulated, 100 lb cases . 1 00 Lump, bbls . . . 75 Lump, 145 lb. kegs . . . 95 SALT Diamond Crystal Table Cases, 24 3/4 boxes . . 1 40 Barrels, 100 3/4 bbls . . 3 00 Barrels, 50 6/4 bbls . . 3 00 Barrels, 40 7/4 bbls . . 2 75 Butter Barrels, 320 lb. bulk . . 2 65 Barrels, 20 1/4 bbls . . 2 85 Sacks, 28 lbs . . . 27 Sacks, 56 lbs . . . 67 Shaker Boxes, 24 2 1/2 . . . 1 50 Buckeye Brls, 120 bags, 2 1/2 lbs 3 25 Brls, 100 bags, 3 lbs 3 00 Brls, 60 bags, 5 lbs 3 00 Brls, 50 bags, 6 lbs 3 00 Brls, 30 bags, 10 lbs 2 75 Brls, 22 bags, 14 lbs 2 85 Brls, 320 lbs. bulk . . 2 25 Cases, 24 cts, 3 lbs . . 1 25 Butter Brls, 280 lbs. bulk . . 2 25 Linen bags, 5-56 lbs 3 00 Linen bags, 10-28 lbs 3 00 Cotton bags, 10-28 lbs 2 75 Cheese 5 barrel lots, 5 per cent. discount. 10 barrel lots, 7 1/2 per cent. discount. Above prices are F. O. B. Common Grades 100 3/4 bbls . . . 1 90 60 1/4 bbls . . . 1 80 28 1/4 bbls . . . 1 70 56 lb. sacks . . . 30 28 lb. sacks . . . 15 Warsaw 56 lb. dairy in drill bags 40 28 lb. dairy in drill bags 20 Solar Rock 56 lb. sacks . . . 22 Common Granulated Fine . . . 80 Medium Fine . . . 85 SALT FISH Cod Large Whole . . . @ 6 1/2 Small Whole . . . @ 6 Strips or bricks . . . 7 @ 9 Pollock . . . @ 3 1/2 Halibut . . . 14 Chunks . . . 15 Herring Holland White hoops, bbl . . . 8 50 White hoops, 1/4 bbl . 4 50 White hoops keg . . . 60 @ 65 White hoops mchs . . 75 Norwegian Round, 100 lbs . . . 3 60 Round, 50 lbs . . . 2 10 Scaled . . . 17 Bloaters . . . 1 50 Trout No. 1, 100 lbs . . . 5 50 No. 1, 40 lbs . . . 2 50 No. 1, 10 lbs . . . 70 No. 1, 8 lbs . . . 59 Mackerel Mess 100 lbs . . . 14 50 Mess 50 lbs . . . 7 75 Mess 10 lbs . . . 1 75 Mess 8 lbs . . . 1 45 No. 1, 100 lbs . . . 13 00 No. 1, 50 lbs . . . 7 00 No. 1, 10 lbs . . . 1 60 No. 1, 8 lbs . . . 1 35 Whitefish No. 1 No. 2 Fam. 100 lbs. . . . 7 50 3 50 50 & s. . . . 3 60 2 10 10 lbs. . . . 90 50 8 lbs. . . . 75 43 SEEDS Anise . . . 15 Canary, Smyrna . . . 6 Caraway . . . 8 Cardamon, Malabar . 1 00 Celery . . . 10 Hemp, Russian . . . 4 Mixed Bird . . . 4 Mustard, white . . . 8 Poppy . . . 6 Rape . . . 4 1/2 Cuttie Bone . . . 25 SHOE BLACKING Handy Box, large, 3 dz . 2 50 Handy Box, small . . . 1 25 Bixby's Royal Polish . 85 Miller's Crown Polish . 85 SNUFF Scotch, in bladders . . 37 Maccaboy, in jars . . 45 French Rattle, in jars . 45	SOAP Central City Soap Co's brand. Jaxon, 5 box, del. . . 3 10 Jaxon, 10 box, del. . . 3 05 Jaxon, 10 box, del. . . 3 00 Johnson Soap Co. brands Silver King . . . 3 65 Calumet Family . . . 2 85 Scotch Family . . . 2 85 Cuba . . . 2 35 J. S. Kirk & Co. brands American Family . . . 4 05 Dusky Diamond, 50 8oz . 80 Dusky Dnd., 100 6oz . 3 80 Jap Rose . . . 3 75 Savon Imperial . . . 3 10 White Russian . . . 3 10 Dome, oval bars . . . 3 10 Satinet, oval . . . 2 15 White Cloud . . . 4 00 Lautz Bros. & Co. brands Big Acme . . . 4 00 Acme, 100-1/4 lb. bars . 3 10 Big Master . . . 4 00 Snow Bow Pdr. 100 pk . 4 00 Marselles . . . 4 00 Proctor & Gamble brands Lenox . . . 4 00 Ivory, 6 oz . . . 4 00 Ivory, 10 oz . . . 6 75 Star . . . 3 25 A. B. Whisley brands Good Cheer . . . 4 00 Old Country . . . 3 40 Scouring Enoch Morgan's Sons. Sapallo, gross lots . . 9 00 Sapallo, half gross lots . 4 50 Sapallo, single boxes . 2 25 Sapallo, hand . . . 3 50 SODA X L, 5 lb . . . 5 1/2 X L, 16 oz, pails . . 31 Honey Dew . . . 37 Gold Block . . . 37 Flagman . . . 40 Chips . . . 33 Kiln Dried . . . 21 Buke's Mixture . . . 39 Luka's Cameo . . . 43 Myrtle Navy . . . 40 Yum Yum, 1 2-3 oz . . 39 Yum Yum, 1 lb. pails . 37 Cream . . . 36 Corn Cake, 2 1/2 oz . . 24 Corn Cake, 1 lb . . . 22 Plow Boy, 1 2-3 oz . . 39 Plow Boy, 3 1/2 oz . . 39 Peerless, 3 1/2 oz . . 36 Peerless, 1 2-3 oz . . 36 Air Brake . . . 36 Can Hook . . . 30 Country Club . . . 32-34 Forex-XXXX . . . 28 Good Indian . . . 23 Self Binder . . . 20-22 Silver Foam . . . 34 TWINE Cotton, 3 ply . . . 26 Cotton, 4 ply . . . 26 Jute, 2 ply . . . 14 Hemp, 6 ply . . . 13 Flax, medium . . . 20 Wool, 1 lb. balls . . . 6 VINEGAR Malt White Wine, 40 gr . 8 Malt White Wine, 80 gr . 11 Pure Cider, B & B . . 11 Pure Cider, Red Star . 11 Pure Cider, Robinson . 11 Pure Cider, Silver . . 11 WASHING POWDER Diamond Flake . . . 2 75 Gold Brick . . . 3 25 Gold Dust, regular . . 4 50 Gold Dust, 5c . . . 4 00 Kirkoline, 24 1/4 . . . 3 90 Pearline . . . 3 75 Soapine . . . 4 10 Babbitt's 1776 . . . 3 75 Roseine . . . 3 50 Armour's . . . 3 70 Nine O'clock . . . 3 35 Wisdom . . . 3 30 Scourine . . . 3 50 Rub-No-More . . . 3 75 WICKING No. 0 per gross . . . 30 No. 1 per gross . . . 40 No. 2 per gross . . . 50 No. 3 per gross . . . 75 WOODENWARE Baskets Bushels, small . . . 1 00 Bushels, wide band . . 1 25 Market . . . 85 Splint, large . . . 6 00 Splint, medium . . . 5 00 Splint, small . . . 4 00 Willow, Clothes, large . 7 25 Willow Clothes, med m . 6 00 Willow Clothes, small . 5 50 Bradley Butter Boxes 2 lb. size, 24 in case . . 72 3 lb. size, 16 in case . . 68 5 lb. size, 12 in case . . 65 10 lb. size, 6 in case . . 60 Butter Plates No. 1 Oval, 250 in crate . 40 No. 2 Oval, 250 in crate . 45 No. 3 Oval, 250 in crate . 50 No. 5 Oval, 250 in crate . 60 Churns Barrel, 5 gal, each . . 2 40 Barrel, 10 gal, each . . 2 55 Barrel, 15 gal, each . . 2 70 Round head, 5 gross bx . 55 Round head, cartons . . 75	TOBACCO Fine Cut Cadillac . . . 54 Sweet Loma . . . 33 Hiawatha, 5lb. pails . 55 Hiawatha, 10lb. pails . 53 Telegram . . . 22 Pay Car . . . 31 Prairie Rose . . . 49 Protection . . . 37 Sweet Burley . . . 42 Tiger . . . 38 Plug Red Cross . . . 32 Palo . . . 32 Kyo . . . 34 Hiawatha . . . 41 Battle Axe . . . 33 American Eagle . . . 32 Standard Navy . . . 36 Spear Head, 16 oz . . 42 Spear Head, 8 oz . . . 44 Nobby Twist . . . 48 Jolly Tar . . . 48 Old Honesty . . . 42 Toddy . . . 33 J. T. . . . 36 Piper Heidsick . . . 63 Boot Jack . . . 78 Honey Dip Twist . . 39 Black Standard . . . 38 Blaciac . . . 38 Forge . . . 30 Nickel Twist . . . 50 Smoking Sweet Core . . . 34 Flat Car . . . 32 Grand Navy . . . 34 Single Arrow . . . 26 Bamboo, 16 oz . . . 27 I X L, 5 lb . . . 27 I X L, 16 oz, pails . . 31 Honey Dew . . . 37 Gold Block . . . 37 Flagman . . . 40 Chips . . . 33 Kiln Dried . . . 21 Buke's Mixture . . . 39 Luka's Cameo . . . 43 Myrtle Navy . . . 40 Yum Yum, 1 2-3 oz . . 39 Yum Yum, 1 lb. pails . 37 Cream . . . 36 Corn Cake, 2 1/2 oz . . 24 Corn Cake, 1 lb . . . 22 Plow Boy, 1 2-3 oz . . 39 Plow Boy, 3 1/2 oz . . 39 Peerless, 3 1/2 oz . . 35 Peerless, 1 2-3 oz . . 36 Air Brake . . . 36 Can Hook . . . 30 Country Club . . . 32-34 Forex-XXXX . . . 28 Good Indian . . . 23 Self Binder . . . 20-22 Silver Foam . . . 34 TWINE Cotton, 3 ply . . . 26 Cotton, 4 ply . . . 26 Jute, 2 ply . . . 14 Hemp, 6 ply . . . 13 Flax, medium . . . 20 Wool, 1 lb. balls . . . 6 VINEGAR Malt White Wine, 40 gr . 8 Malt White Wine, 80 gr . 11 Pure Cider, B & B . . 11 Pure Cider, Red Star . 11 Pure Cider, Robinson . 11 Pure Cider, Silver . . 11 WASHING POWDER Diamond Flake . . . 2 75 Gold Brick . . . 3 25 Gold Dust, regular . . 4 50 Gold Dust, 5c . . . 4 00 Kirkoline, 24 1/4 . . . 3 90 Pearline . . . 3 75 Soapine . . . 4 10 Babbitt's 1776 . . . 3 75 Roseine . . . 3 50 Armour's . . . 3 70 Nine O'clock . . . 3 35 Wisdom . . . 3 30 Scourine . . . 3 50 Rub-No-More . . . 3 75 WICKING No. 0 per gross . . . 30 No. 1 per gross . . . 40 No. 2 per gross . . . 50 No. 3 per gross . . . 75 WOODENWARE Baskets Bushels, small . . . 1 00 Bushels, wide band . . 1 25 Market . . . 85 Splint, large . . . 6 00 Splint, medium . . . 5 00 Splint, small . . . 4 00 Willow, Clothes, large . 7 25 Willow Clothes, med m . 6 00 Willow Clothes, small . 5 50 Bradley Butter Boxes 2 lb. size, 24 in case . . 72 3 lb. size, 16 in case . . 68 5 lb. size, 12 in case . . 65 10 lb. size, 6 in case . . 60 Butter Plates No. 1 Oval, 250 in crate . 40 No. 2 Oval, 250 in crate . 45 No. 3 Oval, 250 in crate . 50 No. 5 Oval, 250 in crate . 60 Churns Barrel, 5 gal, each . . 2 40 Barrel, 10 gal, each . . 2 55 Barrel, 15 gal, each . . 2 70 Round head, 5 gross bx . 55 Round head, cartons . . 75	Egg Crates Humpty Dumpty . . . 2 40 No. 1, complete . . . 32 No. 2, complete . . . 18 Faucets Cork lined, 8 in . . . 65 Cork lined, 9 in . . . 75 Cork lined, 10 in . . . 85 Cedar, 8 in . . . 55 Mop Sticks Trojan spring . . . 90 Eclipse patent spring . . 85 No. 1 common . . . 75 No. 2 pat. brush holder . 85 12lb. cotton mop heads . 25 Ideal No. 7 . . . 90 Pails 2-hoop Standard . . . 1 60 3-hoop Standard . . . 1 75 2-wire, Cable . . . 1 70 3-wire, Cable . . . 1 90 Cedar, all red, brass . . 1 25 Paper, Eureka . . . 2 25 Fibre . . . 2 70 Toothpicks Hardwood . . . 2 50 Softwood . . . 2 75 Banquet . . . 1 50 Ideal . . . 1 50 Traps Mouse, wood, 2 holes . . 22 Mouse, wood, 4 holes . . 45 Mouse, wood, 6 holes . . 70 Mouse, tin, 5 holes . . . 65 Rat, wood . . . 80 Rat, spring . . . 75 Tubs 20-in., Standard, No. 1 . 1 70 18-in., Standard, No. 2 . 6 00 16-in., Standard, No. 3 . 5 00 20-in., Cable, No. 1 . . 7 50 18-in., Cable, No. 2 . . 5 50 16-in., Cable, No. 3 . . 5 50 No. 1 Fibre . . . 10 80 No. 2 Fibre . . . 9 45 No. 3 Fibre . . . 8 55 Wash Boards Bronze Globe . . . 2 50 Dewey . . . 1 75 Double Acme . . . 2 75 Single Acme . . . 2 25 Double Peerless . . . 3 25 Single Peerless . . . 2 50 Northern Queen . . . 2 50 Double Duplex . . . 3 00 Good Luck . . . 2 75 Universal . . . 2 25 Window Cleaners 12 in. . . . 1 65 14 in. . . . 1 85 16 in. . . . 2 30 Wood Bowls 11 in. Butter . . . 75 13 in. Butter . . . 1 15 15 in. Butter . . . 1 30 17 in. Butter . . . 1 45 19 in. Butter . . . 1 75 Assorted 13-15-17 . . . 2 25 Assorted 15-17-19 . . . 3 25 WRAPPING PAPER Common Straw . . . 1 1/2 Fibre Manila, white . . 2 1/2 Fibre Manila, colored . 4 No. 1 Manila . . . 3 Cream Manila . . . 3 Butcher's Manila . . . 2 1/2 Wax Butter, short cut . 13 Wax Butter, full count . 20 Wax Butter, rolls . . . 15 YEAST CAKE Magic, 3 doz . . . 1 15 Sunlight, 3 doz . . . 1 00 Sunlight, 1 1/2 doz . . . 50 Yeast Foam, 3 doz . . 1 15 Yeast Cream, 3 doz . . 1 00 Yeast Foam, 1 1/2 doz . 58 FRESH FISH Per lb. White fish . . . 10 @ 11 Trout . . . 9 Black Bass . . . 11 @ 12 Halibut . . . 10 @ 11 Clascoe or Herring . . 5 Bluefish . . . 11 @ 12 Live Lobster . . . 25 Boiled Lobster . . . 27 Cod . . . 12 @ 14 Haddock . . . 8 No. 1 Pickerel . . . 8 1/2 Pike . . . 7 Perch, dressed . . . 12 @ 14 Red Snapper . . . 7 Col. River Salmon . . 12 @ 13 Mackerel . . . 13 @ 20 OYSTERS Cans F. H. Counts . . . 37 Extra Selects . . . 35 Selects . . . 30 Perfection Standards . 24 Anchors . . . 22 Standards . . . 22 Bulk Standard, gal . . . 1 50 Selects, gal . . . 1 60 Extra Selects, gal . . . 1 75 Fairhaven Counts, gal . 2 00 Shell Oysters, per 100 . 1 00 Shell Clams, per 100 . 1 00 HIDES AND PELTS Hides Green No. 1 . . . 7 Green No. 2 . . . 6 Cured No. 1 . . . 8 1/2 Cured No. 2 . . . 7 1/2 Calfskins, green No. 1 . 10 Calfskins, green No. 2 . 8 1/2 Calfskins, cured No. 1 . 11 Calfskins, cured No. 2 . 9 1/2 Steer Hides 60 lbs. over . 8 1/2 Cow hides 60 lbs. over . 8 1/2 Pelts Old Wool . . . 50 @ 1 40 Lamb . . . 50 @ 1 25 Shearlings . . . 50 @ 1 25 Tallow No. 1 . . . 4 1/2 No. 2 . . . 3 1/2 Wool Washed, fine . . . 20 Washed, medium . . . 23 Unwashed, fine . . . 14 @ 16 Unwashed, medium . . 18 CONFECTIONS Stick Candy Standard . . . 7 Standard H. H. . . . 7 Standard Twist . . . 8 Cut Loaf . . . 8 Mixed Candy Grocers . . . 6 Competition . . . 7 Special . . . 7 1/2 Conserve . . . 7 1/2 Royal . . . 8 1/2 Ribbon . . . 9 Broken . . . 8 Cut Loaf . . . 8 English Rock . . . 9 Kindergarten . . . 8 1/2 Bon Ton Cream . . . 8 1/2 French Cream . . . 8 1/2 Star . . . 11 Hand made Cream . . 14 1/2 Premio Cream mixed . 12 1/2 Fancy-In Pails O F Horehound Drop . 10 Gypsy Hearts . . . 14 Coco Bon Bons . . . 12 Fudge Squares . . . 12 Sugared Peanuts . . . 9 Sugared Peanuts . . . 10 Salted Peanuts . . . 10 Starlight Kisses . . . 10 San Blas Goodies . . 12 Lozenges, plain . . . 9 Lozenges, printed . . 10 Champion Chocolate . 11 Eclipse Chocolates . . 13 Quintette Chocolates . 13 Champion Gum Drops . 8 Moss Drops . . . 9 Lemon Sours . . . 9 Imperial . . . 9 Ital. Cream Opera . . 12 Ital. Cream Bon Bons . 12 20 lb. pails . . . 12 Molasses Chews, 15lb. cases . 12 Golden Waffles . . . 12 Fancy-In 5lb. Boxes . 50 Lemon Sours . . . 50 Peppermint Drops . . 60 Chocolate Drops . . . 60 H. M. Choc. Drops . . 85 H. M. Choc. Lt. and Dark No. 12 . . . 1 00 Gum Drops . . . 35 O. F. Licorice Drops . 80 Lozenges, plain . . . 55 Lozenges, printed . . 60 Imperial . . . 55 Mottos . . . 55 Cream Bar . . . 55 Molasses Bar . . . 55 Hand Made Cr'ms . . 80 @ 90 Cream Buttons, Pep. and Wintergreen . . 65 String Rock . . . 60 Wintergreen Berries . . 55 F. Bossenberger's brands. Caramels . . . 12 Nut caramels . . . 14 Kisses . . . 12 Chocolates . . . 11-20 Pop Corn Maple Jake, per case . 3 00 Cracker Jack . . . 3 00 Pop Corn Balls . . . 1 30 NUTS Whole Almonds, Tarragona . . 16 Almonds, Ivica . . . 30 Almonds, California sft . 16 shelled, new . . . 14 @ 16 Brazilis . . . 10 Filberts . . . 11 Walnuts, French . . . 12 Walnuts, soft shelled . 12 Cal. No. 1 . . . 15 @ 16 Table Nuts, fancy . . . 13 Pecans, Med. . . . 10 Pecans, Ex. Large . . . 9 Pecans, Jumbos . . . 11 Hickory Nuts per bu. . . Ohio new . . . 1 75 Cocoanuts, per bu. . . 4 Chestnuts, per bu. . . Shelled Spanish Peanuts, 7 1/2 @ 8 Pecan Halves . . . 38 Walnut Halves . . . 32 Filbert Meats . . . 25 Alicante Almonds . . . 36 Jordan Almonds . . . 47 Peanuts Fancy, H. P. Suns 6 1/2 @ 6 1/2 Fancy, H. P. Suns . . . Roasted . . . 7 @ 7 1/2 Choice, H. P. J'be . . . 8 1/2 Choice H. P. J'be . . . bo, Roasted . . . 9 @ 9 1/2	

MARCH 1904 THIS CATALOGUE IS BUTLER BROTHERS' ONLY SALESMAN.

"Our Drummer"



The Unabridged number is ready. To make sure of your copy, drop us a postal to-day

Every merchant should have our monthly catalogue in a handy place, if for no other reason than that it is the one complete, up-to-the-minute Buyers' Guide, quoting guaranteed net wholesale prices for big lines of general merchandise.

Especially do the yellow pages, this month, appeal to the merchant who knows the trade-making value of real bargains regularly offered. It's on these yellow pages that we describe, each month, our special offerings for the bargain sales live merchants keep going continuously.

When you write for catalogue ask for J496

BUTLER BROTHERS NEW YORK CHICAGO
ST LOUIS

BUTLER BROTHERS
NEW YORK CHICAGO
ST LOUIS



Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, Feb. 20—The streets are again full of snow and some delay must ensue in the delivery of goods as the snow is deep all through the State.

The coffee market has had its ups and downs this week, but at the close the outlook seems again rather in favor of the seller. Prices are firmly maintained and supplies are not being forced on buyers in any manner. Orders have been fairly frequent and, while lots taken are usually small, there is still quite a satisfactory movement. In store and afloat there are 3,308,975 bags, against 2,664,493 bags at the same time last year. West India growths have met with fair call and close firmly, with Good Cutta held at 9½c. The recent decline in these grades has made buyers a little cautious, as they do not know whether the bottom has been reached. East India coffees are quiet and without change.

There is some little improvement in the demand for refined sugar and if we finally have some really spring-like weather the outlook is for an excellent call. From all accounts grocers must be pretty well cleaned up and, in fact, the snow blockade in New York State has been so bad that retailers have not been able to obtain supplies. Quotations are well sustained and, perhaps, a shade higher.

A good invoice trade in teas has been done this week and the market is firm and well sustained all around. Brokers generally report a heavy demand and it seems almost certain that the most favorable time to buy teas is now. The chances are good for a long-drawn-out war and naturally this must affect the trade from Japan. Of course, it will perhaps benefit growers in India and Ceylon.

Rice has met with simply an average sort of mid-winter call. There is room for improvement and matters might also be worse. Quotations are practically without change, but are generally well sustained.

There has been a little reaction in the clove market, but this is not unexpected, as the boom was most too sudden to last. Still the situation is strong and some very good orders have been sent in, while sellers are not inclined to shade prices any further. Zanzibar cloves, 18@18½c. Pepper is firm.

Molasses is still in good request and especially has the call for New Orleans stock been brisk. Offerings are rather light and prices are well sustained. Syrups are firm and without change.

There is practically nothing doing in canned goods and neither the seller nor the buyer seems to take any particular interest in the situation. For several weeks the packers of Maine corn have been selling the

coming crop and it is now pretty much all sold at 97½c@\$. Some N. Y. State has been sold for 80@82½c, but packers are not anxious to make further sales on this basis. Western has met with some attention and futures have worked out at 75@77½c. Tomatoes are working out at about 62½c, at which price there is said to be ample supply, although some Southern packers hold at 65c. Salmon is upset by reason of the cuts made by rival concerns and no one seems to know where the war will end. Probably when the "big fish have swallowed the little fish."

The butter supply is running short, owing to the non-arrival of trains which are unable to get through the blockade up-State. With good demand the market closes higher and decidedly in favor of the seller. Best Western creamery, 26@26½c; seconds to firsts, 18c, through almost every fraction to 25c; held stock, 17@22½c; imitation creamery, 16@19c; factory, 13½@15c; renovated, 14@18c; packing stock, 13@14½c.

Absolutely no change in the cheese situation. Twelve cents remains the figure for small full cream. Little is doing in an export way.

With light arrivals and stock almost cleaned up the market closes very firm for eggs and best Western are worth 34c; seconds, 33c; inferior, 28@31c.

Eye-Service Works Both Ways.
Written for the Tradesman.

Eye-service or time-service are very low in the grades of employment and are degrees of effort despised by the average employer. The chap who, as he works at his bench, keeps one eye on "the boss" so that now and then he may shirk; the clerk who is tremendously busy whenever and only when the department manager or some other one in authority, is visible; the workman who reaches his work three or five minutes late because he is certain there will be no monitor on hand to record the fact, all of these petty thieves of time are contemptible as craftsmen, salesmen or clerks, alike condemned by all employers and all upright and sincere employees. The square man who never knows, so far as his work is concerned, whether the employer, the superintendent or the foreman are at his elbow or ten miles away, scorns the workman who is his opposite in this particular, as he represents the cat-like tread and eagle eye of the suspicious foreman or employer who is eternally on guard lest someone gets pay for two or three minutes of time to which he is not entitled. Eye-service works both ways and either way is calculated to work harm to both employer and employee.

Business Opportunity.

A \$15,000 machinery plant, equipped with new improved machinery. Will sell outright or would prefer to interest capital to push the manufacture and sale of the Dickinson Gasoline Engine, which has been thoroughly tested and now on the market in this State. Address F. T. Dickinson, 153 West Main St., Battle Creek, Mich.

SPECIAL PRICE CURRENT

AXLE GREASE



Mica, tin boxes .75 9 00
Paragon55 6 00

BAKING POWDER

Jaxon Brand



¼ lb. cans, 4 doz. case 45
¼ lb. cans, 4 doz. case 85
1 lb. cans, 2 doz. case 60

Royal



10c size. 90
¼ lb cans 135
6 oz cans 190
¼ lb cans 250
¼ lb cans 375
1 lb cans 480
3 lb cans 1300
5 lb cans 2150

BLUING

Arctic 4 oz ovals, p gro 4 00
Arctic 8 oz ovals, p gro 6 00
Arctic 16 oz ro'd, p gro 9 00

BREAKFAST FOOD

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. 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 Brands



Cases, 24 2 lb pack's. .2 00

CIGARS



G. J. Johnson Cigar Co.'s bd.
Less than 500.....33 00
500 or more.....32 00
„000 or more.....31 00

COCOANUT

Baker's Brazil Shredded



70 ¼ lb pkg. per case..2 60
85 ½ lb pkg. per case..2 60
32 ¼ lb pkg. per case..2 60
16 ¼ lb pkg. per case..2 60



Karo
CORN SYRUP

COFFEE

Roasted
Dwinell-Wright Co.'s Bds.



White House, 1 lb.....
White House, 2 lb.....
Excelsior, M & J, 1 lb..
Excelsior, M & J, 2 lb..
1 lb Top, M & J, 1 lb..
Royal Java
Royal Java and Mocha..
Java and Mocha Blend..
Boston Combination
Distributed by Judson
Grocer Co., Grand Rapids;
National Grocer Co., De-
troit and Jackson; B. Des-
enberg & Co., Kalamazoo;
Symons Bros. & Co., Sag-
inaw; Meisel & Goeschel,
Bay City; Fiebach Co.,
Toledo.

COFFEE SUBSTITUTE
Javril



2 doz. in case 4 80
CONDENSED MILK
4 doz in case

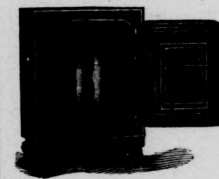


Gall Borden Eagle6 40
Crown5 90
Champion4 25
Daisy4 70
Magnolia4 00
Challenge4 40
Dime3 85
Peerless Evap'd Cream.4 00

FLAVORING EXTRACTS

Foots & Jenks
Coleman's Van. Lem.1 20
3oz. Panel1 50
3oz. Taper2 00
No. 4 Rich. Blake.2 00 1 50
Jennings
Terpenessless Lemon75
No. 2 D. C. pr dz1 50
No. 4 D. C. pr dz1 50
No. 6 D. C. pr dz1 50
Taper D. C. pr dz1 50
Mexican Vanilla
No. 2 D. C. pr dz1 20
No. 4 D. C. pr dz2 00
No. 6 D. C. pr dz3 00
Taper D. C. pr dz2 00

SAFES



Full line of the celebrated Diebold fire proof safes kept in stock by the Tradesman Company. Twenty different sizes on hand at all times—twice as many of them as are carried by any other house in the State. If you are unable to visit Grand Rapids and inspect the line personally, write for quotations.

SALT

Jar-Salt



One dozen
Ball's quart
Mason jars
(3 pounds each)85

SOAP

Beaver Soap Co.'s 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 bxs.2 40
Black Hawk, ten bxs.2 25

TABLE SAUCES

Halford, large3 75
Halford, small2 85

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Cash Basis
by using
our
Coupon Book
System.

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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

BUSINESS-WANTS DEPARTMENT

Advertisements inserted under this head for two cents a word the first insertion and one cent a word for each subsequent continuous insertion. No charge less than 25 cents. Cash must accompany all orders.

BUSINESS CHANCES.

For Sale—Grocery and bakery doing the largest and safest business in thriving city of 50,000 inhabitants. Excellent location, double room, well equipped with modern fixtures. An opportunity worth investigating. Address P. O. Box 187, South Bend, Indiana. 145

For Sale—A house furnishing business. Our books—which are open for inspection—will show our net profits, averaging over \$165 per month. Located in a manufacturing and railroad town. No competition. Cheap store rent. Clean new stock. Also have new home only one block from the store. Built last summer. For sale cheap. Reason for selling, leaving the State. Would consider the right kind of partner who would take the management of the store and buy the home. Address, for particulars, No. 203, care Michigan Tradesman. 203

For Sale—Building 35x100, solid brick store, plate front, two stories, Brillion, Wis.; good opening for hardware or general store. A bargain. Address Wm. Tesch, Appleton, Wis. 202

For Sale or Exchange—Canadian patent rights (just granted) on valuable invention, long needed; great opportunity. Price, \$2,500. Will trade for stock of merchandise or income real estate. Address Inventor, care Michigan Tradesman. 201

Best Known Profit for Investors of To-day—Is stock in the National Oil Refining & Mfg. Co., Bakersfield, Cal., in operation May 1. Capacity, 1,500 bbls. daily. Stock now 30 cents; will advance soon. Correspondence solicited. C. E. Prouty, Bradford, Ill., Director. 200

For Sale, Cheap—A ten syrup soda fountain and fixtures. Enquire No. 199, care Michigan Tradesman. 199

Wanted—One good second-hand portable engine, six or eight horse power. Address John Besig, Star City, Mich. 198

Our Wines and Champagne—Are best, handiest and cheapest. Want good experienced salesmen where not represented, salary or commission. Severne Wine Co., Himrod, N. Y. 195

For Sale—Our 250 H. P. engine and boilers now in use; can deliver about May 1; they are in first-class condition and repair and can now be seen in operation at our factory; reason for selling, we are replacing them with new ones, doubling our capacity. Price and description on application. Sligh Furniture Company, Grand Rapids, Mich. 194

For Sale—Stock of general merchandise inventorying \$2,500 to \$3,000; doing cash business of \$12,000 to \$15,000. Will reduce stocks to suit purchaser. House, store, two lots and barn all go. Address No. 193, care Michigan Tradesman. 193

Wanted—Second-hand wood working machine for boring or cutting out oil. stone boxes from solid sticks of wood. Address the Pike Manufacturing Co., Pike, N. H. 190

Spring Opening Souvenirs—Unique, popular, inexpensive yet productive of big results. Send for particulars. W. E. Cummings & Co., 458-460 State St., Chicago, Ill. 204

For Sale—First-class stock of dry goods, men's furnishings and shoes. No old stock. Invoices about \$4,500. Good farming and lumbering country. Address Box 36, Central Lake, Mich. 205

For Sale—Stock of merchandise, groceries, furnishing goods and shoes. Will invoice \$2,500 to \$3,500. Natural gas, two smelters, three brick yards, one zinc rolling mill with pay roll about \$25,000 per month. Best town in Kansas to sell goods. Cash sales for December \$98 per day. Reason for selling, poor health. Rent reasonable. If you want to buy good business, clean stock, write. If you don't mean business, don't write. Address Lock Box "K," La Harpe, Kan. 207

Drug Store for sale in Northern Indiana at a bargain. Address No. 181, care Michigan Tradesman. 181

For Sale—Good stock drugs, dry goods and groceries. Poor health. Good chance. Address No. 179, care Michigan Tradesman. 179

For Sale—Davis three-station cash carrier in good condition. Will sell cheap. Address J. L. Curry, Marietta, Mich. 180

A Bargain in Paint—Moyer Bros., Bloomsburg, Pa., offer two thousand dollars' worth of New Era Paint, fresh stock, on basis of \$1.10 for one gallon cans. Write for stock list. First come, first served. 165

Wanted—Partner in established large paying general store who can furnish from \$2,000 to \$5,000 cash or that amount in staple merchandise, and give his time to the business. Address Lock Box 616, Howell, Mich. 178

Attention, Merchants!—Do you want money quick? If so, try my new system of quick money raising sale. Old and surplus stocks disposed of in a hurry. My new method of advertising never fails to attract the largest purchasing crowds. Profit realized above all expenses. I conduct sale personally and have catchy ads with you that insure you good trade in future. Highest of references. Write at once. J. Newman, 391 E. 40th St., Chicago, Ill. 163

For Rent—Established location for bazaar, department or dry goods store in a bustling town of 3,000; store brick, modern conveniences, two floors; immediate possession. Box 492, Howell, Mich. 161

For Sale—Acme Spring Throw and Push Carriers. Cheap to introduce. Acme Cash Railway, New Haven, Conn. 176

For Sale—Restaurant and bakery; no competition; town 1,500; must be sold at once; easy terms. Address Box 135, Grand Rapids, Mich. 174

For Sale—Self-retaining lace and portion curtain pole in new and original design; patented. No pins, rings or clamps needed. Always in place, quickly adjusted, ornamental. Will sell, trade or lease on royalty. C. G. Foster, Patentee, North English, Iowa. 190

For Trade or Merchandise—Farm of 107 acres in Douglas Co., Ill., for trade or merchandise. J. C. Gilbert, Tuscola, Ill. 183

Investigate—An excellent opening for someone who wishes to step into a good-paying, well-established dry goods business. Write for particulars. A. T. Burnett & Co., Charlevoix, Mich. 172

For Sale—Furniture, crockery and bazaar. Located in best agricultural district in Lower Michigan. No competition. Reason, other business. Address No. 187, care Michigan Tradesman. 187

For Sale—Drug store doing good business; well stocked; purchaser can buy or lease building. Lock Box 13, Coral, Mich. 186

For Rent—Fine opening for a dry goods, clothing or general store; corner building; two story brick; 25 by 90 feet; best business corner in the city; population, 5,000; paved streets, electric lights; rent very reasonable. Address Geo. W. Herdman, Jerseyville, Ills. 185

For Sale—Clean new stock of staple dry goods, furnishing goods and shoes in good farming and lumbering district. Only stock in town. Reason for selling, poor health. Address Box 224, Elmira, Mich. 184

For Sale—Small general stock of merchandise; will invoice about \$2,500; located in the best town in Northern Michigan and doing a splendid business. If you want something good, look us up. Address E., care Michigan Tradesman. 170

Free information about life insurance of all kinds; also cash paid for policies. Send your age and full address to Lock Box 166, Grand Rapids, Mich. 169

For Sale or Exchange for Merchandise—733 acres of land in Missaukee county, Mich., on the line of the new Pere Marquette R. R. survey connecting the "Klondike Branch" and making a through line from Toledo and Detroit to the Straits. Heavy soil, very desirable for farming or stock raising; rapidly increasing in value. Address Packard & Schepers, McBain, Mich. 159

For Sale or Trade for Merchandise—Drugs preferred, or Michigan land, 25 acres California fruit lands eight miles from Pasadena, one mile from station. Address No. 144, care Michigan Tradesman. 144

For Sale or Trade—About \$2,500 stock general merchandise; good location; business net profit, in DeKob county, Ind. Exceptionally clean stock. A money-maker. Address No. 158, care Michigan Tradesman. 158

For Sale—Long and well-established furniture business doing both cash and installment trade. Stock invoices \$10,000 to \$15,000. Splendid location. Box 456, New Orleans, La. 153

For Sale—One of the best 50 barrel water power roller mills in the State. Owing to ill health, will sell at a bargain. Address Geo. Carrington, Trent, Mich. 143

For Sale—Small stock of general merchandise in a live town of 2,000 inhabitants. Will sell at a bargain and rent building; good brick, two story building on main street; good reason for selling. Address Box 387, Portland, Mich. 88

For Sale—Stock of general merchandise nine months old, mostly staple dry goods, groceries, shoes, etc.; good town; cash only, no trades. Address No. 140, care Michigan Tradesman. 140

For Sale—Thirteen acres patented mineral ground. Mineral in sight. Address P. O. Box 1064, Cripple Creek, Colo. 132

We are offering for sale a well-established notion store that is a bargain. Good reasons for wanting to sell. City is prosperous and growing. Population 12,000. Address M. V. Kesler & Co., Huntington, Ind. 131

\$12,000 Stock General Merchandise For Sale—Have had a 30 days' sale and sold all my old stock. Make me an offer. W. W. Townsend, Hubbardston, Mich. 141

Wanted—To buy stock of general merchandise from \$5,000 to \$25,000 for cash. Address No. 89, care Michigan Tradesman. 89

For Rent—A good two-story brick store on a good business corner, in a good business town; city water and electric lights. Address P. O. Box No. 298, Decatur, Mich. 115

Wanted—General or exclusive stock of merchandise. Price must be an object. Give full particulars and price first letter if you mean business. Address X. Y. Z., care Michigan Tradesman. 111

For Sale or Exchange—A good drug stock and fixtures, located on good business street in Grand Rapids. Good location. Good reasons for selling. Address No. 109, care Michigan Tradesman. 109

For Sale—Farm implement business, established fifteen years. First-class location at Grand Rapids, Mich. Will sell or lease four-story and basement brick building. Stock will inventory about \$10,000. Good reason for selling. No trades desired. Address No. 67, care Michigan Tradesman. 67

120 acre farm two and a half miles from railroad. Wish to trade for stock of hardware. Lock Box 491, Shelby, Mich. 45

For Rent—Large store building and basement. Good town, fine location. Address No. 971, care Michigan Tradesman. 971

Cash for Your Stock—Or we will close out for you at your own place of business, or make sale to reduce your stock. Write for information. C. L. Yost & Co., 577 Forest Ave., West, Detroit, Mich. 2

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—Rare chance. One of only two general stores in best village in Genesee county. Write for description. Address No. 881, care Michigan Tradesman. 881

Good opening for dry goods; first-class store to rent in good location. H. M. Williams, Mason, Mich. 452

For Sale—480 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

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 Cheap—General stock and fixtures. Will sell store building or sell stock to be removed. Address No. 51, care Michigan Tradesman. 51

POSITIONS WANTED.

Jos. W. Donaldson, window trimmer and card writer; latest ideas; moderate salary; will go anywhere. Address Jos. Donaldson, 417 W. 23d St., New York. 20

SALESMEN WANTED.

Wanted—Shirt salesmen to take orders for custom made shirts. We make a leader of "three \$2 shirts for \$5." Liberal inducements to capable men. Exclusive territory and commissions paid on renewal orders. Samples, order books and instructions free. Cadillac Shirt Company, Detroit, Michigan. 197

Wanted—A first-class, good salesman who thoroughly understands furniture and house furnishing goods. Address No. 196, care Michigan Tradesman. 196

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

We have a first-class profitable sideline for traveling salesmen who have an established trade among the grocery, candy and cigar trade. State territory covered. Michigan Novelty Works, Kalamazoo, Mich. 192

AUCTIONEERS AND TRADERS

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 quick reduction sale that will close out your odds and ends, still leaving a profit, write at once. No better time than right now. Success guaranteed. Best of references. L. E. Vawter & Co., Macomb, Ill. 77

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

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A Good Position—Is always open for a competent man. His difficulty is to find it. We have openings for high-grade men in all capacities—executive, technical and clerical—paying from \$1,000 to \$10,000 a year. Write for plan and booklet. Hapgoods (Inc.), Suite 511, 309 Broadway, New York. 37

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