

# MICHIGAN TRADESMAN

Twenty-First Year

GRAND RAPIDS. WEDNESDAY, MARCH 2, 1904

Number 1067

## Collection Department

**R. G. DUN & CO.**  
Mich. Trust Building, Grand Rapids  
Collection delinquent accounts; cheap, efficient, responsible; direct demand system. Collections made everywhere—for every trader.  
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**EARN MORE MONEY,**  
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that will be guaranteed to  
earn a certain dividend.  
Will pay your money back  
at end of year if you de-  
sire it.

**Martin V. Barker**  
Battle Creek, Michigan

**We Buy and Sell**  
**Total Issues**  
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**State, County, City, School District,**  
**Street Railway and Gas**  
**BONDS**  
Correspondence Solicited.  
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**BANKERS**  
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William Alden Smith, 2d Vice-Pres.  
M. C. Huggett, Secy-Treasurer*

## The William Connor Co.

**WHOLESALE CLOTHING**  
**MANUFACTURERS**

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

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

**Commercial Credit Co.**  
CREDIT ADV. LES.  
COLLECTIONS AND  
LITIGATION  
UNITED  
WIDDICOMB BLDG. GRAND RAPIDS.  
DETROIT OPERA HOUSE BLOCK, DETROIT.  
WE FURNISH PROTECTION AGAINST  
WORTHLESS ACCOUNTS  
AND COLLECT ALL OTHERS

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

Twenty-seven companies! We have a  
portion of each company's stock pooled in  
a trust for the protection of stockholders,  
and in case of failure in any company you  
are reimbursed from the trust fund of a  
successful company. The stocks are all  
withdrawn from sale with the exception of  
two and we have never lost a dollar for a  
customer.

Our plans are worth investigating. Full  
information furnished upon application to  
**CURRIE & FORSYTH**  
Managers of Douglas, Lacey & Company  
1023 Michigan Trust Building,  
Grand Rapids, Mich.

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### GENERAL TRADE REVIEW.

After a couple of days of quite de-  
cided reaction and liquidation in the  
stock market, from no apparent cause  
in the domestic situation, there has  
set in a steady but slow recovery  
with little general interest. It is  
probable that the controlling factor  
in speculative markets is the uncer-  
tainty in the war situation. There  
is nothing in the complications al-  
ready manifest to adversely affect  
trade conditions in this country, rather  
the contrary, but the timidity of  
speculation is enough to keep the  
market very quiet. The fact of con-  
siderable foreign financial disturb-  
ances may have some influence here,  
but the possibility of more extended  
war complications is probably the  
dominant adverse factor.

There is nothing in the domestic  
transportation situation to warrant  
the continued dulness in railway  
shares. The aggregate of business  
comes very close to the record-  
breaking reports for the past two  
greatest years in the history of  
transportation. This indicates that  
business activity is wide-spread and  
general, as many of the leading lines  
of transportation as iron and steel,  
fuels, etc., are suffering the most.  
This argues that as these revive there  
will be resumed a degree of activity  
equal or exceeding any in the past.

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

General business is still affected by  
severe weather conditions through-  
out much of the North especially.  
Interference with distribution in-  
sures a more complete clearing of  
the shelves and a prompt and healthy  
demand in consequence. Uncertain-  
ty as to price situation is limiting  
future business in cotton and woolen  
goods, but there is a healthy increase  
in demand for prompt delivery. Iron  
and steel plants are being put into  
operation to meet the steadily in-  
creasing demand. Footwear factories  
are still busy with the season open-  
ing with several months' contracts  
on hand in most of them.

### One by One the Roses Fade.

Detroit, March 1.—The Manna Ce-  
real Co., Ltd., organized a year and  
a half ago by M. H. Sloman and  
others to manufacture a breakfast  
food called "Uno Crisps," has been  
adjudicated a bankrupt on complaint  
of Boydehl Bros., in whose building  
at 45 Fort street its plant is located.  
The Boydehl claim is for unpaid rent.

Many well-known business men  
"took a flyer" in Manna Cereal stock  
when it was organized, partly on  
account of the craze for cereal food  
companies, and partly because they  
believed that in the formula invented  
by Dr. Francis, head chemist for  
Parke, Davis & Co., the company had  
one of the best foods on the market.

At the outset the company was  
capitalized at \$500,000, of which \$475-  
000 was represented by the formula  
and the other \$25,000 was placed on  
the market. It is now acknowledged  
that the capitalization was excessive  
and the amount of ready capital in-  
adequate to develop the business.  
One of the first difficulties encoun-  
tered was to interest grocers in the  
new food. When a grocer was ap-  
proached on the subject he would  
throw up his hands and yell. All  
the dealers' shelves were covered  
with breakfast foods of every de-  
scription, and the Manna Cereal food  
came as the last straw.

In the second place, when the com-  
pany tried to sell stock at 40 cents,  
fellows who had got in on the  
"ground floor" at 20 cents rushed  
around selling at 25 or 30, which de-  
moralized the company's financial  
plans. In some ways it is believed  
the plant was not economically man-  
aged, and at last the company got  
so far behind on its rent that Boydehl  
Bros. had to put on the screws.

St. Joseph—L. J. Drake, L. D. Wal-  
lace and Jas. Strain have organized  
the Michigan Novelty & Manufactur-  
ing Co. to engage in the manufac-  
ture of novelties and souvenirs from  
wood, steel, leather and also in the  
building of boats. The capital stock  
is \$20,000, which is held in equal  
amounts by the stockholders.

### AN ARGUMENT FOR WAR.

Newspaper readers will recall the  
incidents connected with the Vene-  
zuela trouble of comparatively recent  
date, toward the settlement of which  
United States Minister Bowen and  
his Government contributed so  
largely and so acceptably. There  
was an attempt on the part of foreign  
nations to make collections, and  
among the creditors were the United  
States, England, Germany, Italy,  
France, Spain, Belgium, Holland and  
some others. With South American  
indifference to obligations Venezuela  
showed no very earnest desire to  
make good. Then the gunboats of  
England, Germany and Italy burned  
a little powder, and anxiety was ad-  
ded to the excitement. But for the  
good offices of Minister Bowen and  
the United States the affair would  
have been much more serious. Fin-  
ally, after much negotiating and  
hard work, little of which was done  
by Venezuela, the whole matter was  
referred to The Hague tribunal, which  
has now declared that the nations  
which bombarded Venezuela are en-  
titled to preference in the matter of  
payment.

The whole indebtedness amounted  
to something like seven million dol-  
lars. By the terms of the peace pro-  
tocols, 30 per cent. of the revenue  
receipts at La Guayra and Puerto  
Cabello was set aside to liquidate the  
foreign claim. This sinking fund  
now amounts to about a million dol-  
lars, at the end of the year, and as  
the claims of England, Germany and  
Italy amount to two million dollars,  
it will be the third year before the  
non-blockading nations get any pay.  
The plain inference of this decision  
is that a gunboat is the best instru-  
ment for the collection of debts, and  
that it is far and away better than  
the peaceful arbitrament of The  
Hague tribunal. It will have a ten-  
dency to make naval business brisker  
in South American seas. The judg-  
ment is a great surprise in this coun-  
try and as well a great disappoint-  
ment. The Hague court practically  
decides in favor of the belligerents,  
and against the peaceful creditors. It  
is interesting in this connection to  
note that the President of the tribu-  
nal was M. Muravieff, a Russian min-  
ister of justice, who just now feels  
strongly on the war question.

Alma Record: S. Stanard has  
taken a position on the road as travel-  
ing salesman for Ph. Drinkaus & Son,  
of Detroit, manufacturers of picture  
frame mouldings, frames, etc.

Owosso Press: A. E. Westfall has  
resigned his position with Hartshorn  
& Son and will be employed as travel-  
ing salesman for the National Sup-  
ply Co., of Lansing.



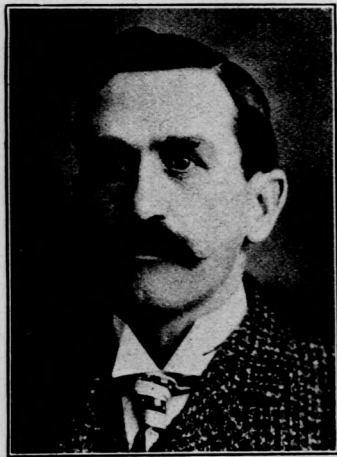
## THE SIXTH TIME

## Grand Rapids Grocers Touch Elbows at Hotel Pantlind.

The sixth annual banquet of the Grand Rapids Retail Grocers' Association, which was held at Hotel Pantlind Monday evening, was by all means the most enjoyable affair of the kind ever given under the auspices of that organization. Each man paid for his ticket in man fashion, so that no assessment will be levied on the jobbing trade in order to meet the expenses of the affair.

The banquet hall was tastefully decorated and, when the doors were finally opened at 7:30 p. m., everyone present was in a mood to do justice to the menu, which was discussed until 9 o'clock, when President Fuller delivered an address of welcome and turned the affair over to Toastmaster Ferguson, who spoke as follows:

"It is gratifying to the Committee to see such a large number of repre-



Fred J. Ferguson

sentative retail grocers, wholesale merchants and their representatives present here to-night as a reward for its effort in getting up this sixth annual banquet. From the time President Fuller appointed the Committee it seemed to be up against difficulties. The matter of location and the place of holding the banquet and the date were all hard to decide upon. A time would be determined upon, when some other banquet or entertainment would bob up to conflict with our banquet, so that the time would have to be set a little further along, until on the evening of Feb. 29 the Committee realized that it was about to have the sixth annual banquet, which it hoped would be successful from every point of view. I think the Committee is to be congratulated on its selection of a location and place of holding the banquet; also on the fine program arranged for our entertainment.

"The object of holding this annual banquet is to get the retail grocers together, whether members of the Association or non-members, for an evening of feasting and entertainment, whereby they can get acquainted with each other and arouse enthusiasm for our Association, thus bringing in new members to strengthen our organization.

"In this day and age of organiza-

tion, if there is any class of business men that needs to organize and do it thoroughly, it is the retail grocers. Come to think of it, we grocers are a good deal like shoes—apt to get pinched if not properly mated and they are well broken in; liable to have trouble if our tongues are not kept in the proper place; to run down at the heel or run over in everything but weights. Some of us are just as easy as an old shoe, but do not wear as comfortably; in fact, many of us are the next thing to old skates (so are shoes). Some of us are down-trodden and others are uplifted by being tied, for some of our wives may be too tight laced, which is, perhaps, all right, providing the men don't get tight, too. Although the shoe may not pinch any of us, we often unconsciously tread upon other people's toes and otherwise put our foot in it. Nevertheless, the most of us have good understandings. We wear well and long may we last!"

Joseph Dean introduced the program of the evening with a song, and was obliged to respond to an encore.

Homer Klap reviewed the history of the Association at some length, setting forth the advantages which have resulted from organized effort on the part of the grocery trade.

F. H. Cobb delivered a recitation, which was well received.

Wm. Judson spoke at some length on the wholesale grocery trade. His remarks were opportune, the suggestions he offered were pertinent and thoughtful.

Fred J. Ferguson entertained the audience with a whistling solo, and was obliged to respond to an encore.

Jas. M. Golden contributed to the pleasure of the occasion with a couple of recitations.

Amos S. Musselman delivered a timely address on the subject of Good Citizenship, which is published verbatim elsewhere in this week's paper. He prefaced his remarks with a sympathetic reference to Samuel M. Lemon, who is now in the U. B. A. Hospital, asking each gentleman present to arise and drink to the health of his brother in trade, which request met with immediate response.

Al. Klaver gave a couple of recitations, after which Walter K. Plumb discussed co-operation at some length, concluding his very interesting address with the presentation of a \$50 check to Treasurer Witters to be used for the benefit of the Association.

The Grocers' Quartette gave a couple of vocal selections, after which E. A. Stowe discussed the Future Grocer. His paper will be found verbatim in this week's issue.

The event closed with the singing of America, and everyone present voted that it was the most dignified and most orderly and the most enjoyable affair of the kind ever held under the auspices of the organization.

A Missouri hog has been made into a sausage a mile and a half long. Some hogs are longer than that.

## Improved Method of Factory and Block Heating.

Although much study and ingenuity have resulted in greatly increased economy in all of the details for the generating of steam power, very little attention has been given to the securing of better results in the heating systems of factories and blocks, although oftentimes great expense has been gone to, to secure economy in the boiler installed, and for factory power; the heating system has been installed in such a manner as to overcome, to a great extent, the economy that the plant is capable of, if it were not for the disadvantage it is obliged to work under when connected with the heating system.

It is on account of this neglect to improve on the systems used for heating by those who should take this matter up that the owners of such systems fail to realize the economical results they should secure, and as a result the loss in economy (and the satisfaction possible with a modern system) continue year after year.

For the benefit of manufacturers and block owners who care to secure the best results in this line, we would state, that heating systems can be installed that, working on the same principles as expansion engines, secure the same proportion of economy for them that the expansion engine does in the generating of power. This is done by working into these systems together with the expansion principle the Vacuum feature, or the feature used in the condensing engine that allows of its securing additional economy over the non-condensing engine.

Their principle, when applied to heating systems, allows of steam at atmospheric pressure, or even below being used for heating, thus allowing of utilizing exhaust steam without any back pressure on the engine and therefore without any loss of power in the engine. Low pressure heating systems that have been installed with steam mains so small that excessive back pressure on the engine is necessary to crowd the steam through the system, or those that are obliged to use live steam direct from the boiler on account of the mains being too small to allow of using engine exhaust, can often be arranged, with few changes, to the Vacuum system and the engine exhaust utilized, as this exhaust has all of the units of heat necessary, even at atmospheric pressure, to do this heating; it is a useless waste to consume additional fuel under the boilers to produce live steam to do the work the exhaust is just as capable of doing.

In some cases all of the water of condensation from the heating system is wasted, while with the Vacuum system, it is all drawn out of the system and used in the boilers again, and as this water of condensation is pure and without any scale forming qualities, and the larger proportion of water from any other source is strongly impregnated with scale forming matter, this is a matter of much consequence and should receive consideration.

The other prominent features of the Vacuum Heating System are: a

thorough and complete steam circulation in all parts of all radiators and heating coils, and a "dry system," all water being removed as fast as formed. When steam at or below the pressure of the atmosphere is used, there is no possible chance of water or steam leaks, either from air valves or leaking joints, as instead of steam or water leaking out, the air from without will be drawn into the system owing to less pressure in the system than outside. A very valuable feature for factory as well as block heating is the ease with which the heat can be regulated in each coil or radiator, when desired in moderate weather. The Vacuum feature insuring the complete drainage of all coils and radiators at all times, it is only necessary to open the steam valve at each heater, to admit only sufficient steam to heat enough of the surface in such, to secure the heat desired in the room. If such valve is opened only a very little, there will be enough steam admitted to heat a very small part of the heating surface, when it will be condensed and there will then be nothing to heat the balance of the surface, causing it to remain cold. This will continue as long as the conditions remain the same.

With any other regular heating system, this cannot be done, as the coil will fill with water and cause trouble from cracking or snapping. Another feature which secures additional economy in block or live steam heating system is that the steam can be carried at a moderately high pressure on the boiler, or such as can be made with fewer degrees of heat than at the lower pressure, and then expanded through a reducing valve to atmospheric pressure or below (the steam necessary to operate the Vacuum pump will be exhausted into the heating system so that no steam is wasted), and the return condensation fed back to the boiler. This insures a constant pressure in the system, irrespective of the boiler pressure, a dry system of great economy, and a system that allows of close regulation at each radiator to meet the weather conditions.

Vacuum systems have usually been installed by using thermostatic valves for controlling the air and water discharge from the radiators or coils. Such have not usually been satisfactory for several reasons, and are an expense that in many cases can be avoided.

Valves have recently been devised that accomplish all and more than the thermostatic valve, and that are not open to its objections.

A simple factory system can be installed oftentimes without any expense for valves, and few changes are needed in changing over the old system to this type.

The general conditions surrounding each plant must be considered to secure for each the best economy and results; and only a person who is familiar with such systems—the peculiarities, arrangements and devices really necessary in each case—is capable of securing the full results possible when such are installed in a proper manner.



## A DOUBLE PROFIT

Royal Baking Powder yields a greater profit to the grocer in proportion to the number of cans sold than cheaper and inferior powders.

The profit per cent per can on cheap baking powders may look big—but if you will stop a minute to estimate the total profits on an equal number of cans of Royal, you will sell Royal every time.

Royal Baking Powder gives greater satisfaction to the housekeeper because it is pure and healthful and always sure in results.

You seldom have complaints about the flour, eggs, butter, etc., from a housekeeper who uses Royal Baking Powder. Why is this?

When you sell Royal you not only please your customers but maintain your reputation for selling only reliable goods.

This increases trade and swells your profits.

You profit doubly when you sell Royal Baking Powder.



## AROUND THE STATE

Saginaw—E. Patrick Austin, grocer, has sold his stock to Rusch Bros.

Marshall—John Keefer has purchased the grocery stock of F. G. Fish.

Big Rapids—Henry Barry has opened a fruit and confectionery store.

Delton—John W. McBain, meat dealer, has sold out to J. & W. Laugh.

Cross Village—J. F. Stein has sold his stock of dry goods to A. D. Loomis.

Newaygo—E. Stevens has removed his grocery stock from Ensley to this place.

North Dorr—J. P. Fetz has purchased the grocery stock of Olman & Harrig.

Coloma—Ellsworth Chorpeneing has purchased the meat market of Simon Hosbein, Jr.

Gowen—H. Paulson has purchased the general merchandise stock of Bricker & Co.

Hart—S. T. Collins & Co. have purchased the drug business of J. H. Nicholson & Co.

Northville—Sessions & Joslin continue the boot and shoe business of Chas. A. Sessions.

Niles—Salisbury & Burns, of Fulton, have purchased the hardware stock of Henry Rennie.

Fairgrove—Wylie R. Kirk, hardware dealer, has taken a partner under the style of Kirk & Furman.

Imlay City—James H. Hallock, general merchandise dealer, has sold his stock to Alonzo H. Ale.

Wheeler—Adam Johnstone has purchased the general merchandise stock of the Buck Grocery Co.

Big Rapids—A. F. Edkins has opened a meat market at the corner of Maple street and Warren avenue.

Central Lake—Dawson & Sisson have succeeded W. H. Clark in the furniture and undertaking business.

Cheboygan—Chas. Heaphy has opened a grocery store near this place to be known as the Handy Cash Grocery.

Omer—Ardis Bros. have closed out their general stock here in order to concentrate their efforts at Lake City.

Hart—Collins & Edwards, druggists, have dissolved partnership. The business is continued by A. L. Edwards.

Sherman—Smahey & Hampton have sold their hardware stock to Willis Wightman & Sons, of Monroe Center.

Elkton—Aldrich Bros., hardware dealers, have dissolved partnership. The business is continued by A. J. Aldrich.

Ludington—J. E. Court has retired from the M. C. M. Co., Limited, dealers in general merchandise, lumber and coal.

Port Huron—W. N. Harper, formerly proprietor of the Economist store, will continue to manage the business for E. A. Everline, who has purchased the bankrupt stock.

Hart—Dr. J. H. Nicholson has sold his drug stock to S. T. Collins, who will continue the business at the same location.

Bay City—Stone & Purser succeed John F. Bailey in the produce and commission business at Third and Saginaw streets.

Charlotte—F. M. Busk has sold his grocery stock on South Main street to Peter Hayes, who has already taken possession.

Bellevue—Allen Havens has purchased the interest of his partner in the hardware and implement business of Sawyer & Havens.

Edwardsburg—Andrew J. Tulesley has purchased the interest of his partner in the general merchandise business of Tulesley Bros.

Woodbury—A change has been made in the elevator business of Smith Bros. whereby the style has been changed to Smith Bros. & Velte.

Sault Ste. Marie—W. L. Betts, dealer in crockery and glassware, has filed a petition in bankruptcy. He asserts that his liabilities are about \$3,000.

Sault Ste. Marie—Jos. McLaughlin has purchased the interests of Eddy & Reynolds in the flour and feed business and will continue the business in his own name.

Rockford—Barton D. Hunting and Lewis M. Hunting have engaged in the agricultural implement, furnace, gasoline engine and other heavy hardware business.

Sault Ste. Marie—Leo Wardwell and Joseph Gibbons have purchased the meat market and grocery stock of Samuel Walker, at the corner of Ann and Young streets.

Mason—Raymond & Hall have sold their hardware stock to E. A. Densmore, a local attorney, and Eber Thompson, of Dansville. The business will be continued under the style of Densmore & Thompson.

Sault Ste. Marie—Leo Wardell and Joseph Gibbons have purchased the grocery stock on Ann street formerly owned by J. H. Walker & Co. The stock has been increased and a meat department will be added.

Blanchard—F. E. Standish has sold his drug stock to Dr. S. Watley, who will continue the business at the same location. Mr. Standish will go West for the purpose of seeking improved health.

Wayland—W. B. Hooker, who has been engaged in the hardware business at this place for several years, has sold his stock to Geo. E. Tubah & Co., of Allegan. Mr. Hooker retires from trade on account of poor health.

Battle Creek—The L. W. Robinson Co. has been organized to continue the dry goods and millinery business of L. W. Robinson, with a capital stock of \$125,000, held as follows: L. W. Robinson, 795 shares; A. J. Robinson, 200 shares, and W. C. Robinson, 5 shares.

Battle Creek—F. B. Coats, of this place, and S. Dobbins, of Marshall, have associated themselves in the hardware business with F. P. Pittman at the old stand at 36 Main street under the style of the Pittman-Coats Hardware Co. A large amount of additional capital has been added to the business.

Traverse City—Jas. G. Johnson, the well-known druggist, died Tuesday as the result of typhoid fever.

Detroit—The American Butter & Cheese Co., capitalized at \$5,000, of which \$1,000 has been paid in, has filed articles of association.

Lansing—F. J. Groat & Co., grocers on Michigan avenue east, have purchased the stock of Wise & Everett on May street and Pennsylvania avenue and will hereafter conduct business at both places.

Ionia—Robert A. Toan, of Ionia, and Charles A. Ireland, of Belding, have formed a copartnership and purchased the hardware stock of Nathan Kenyon, who will remove to California, where he will locate permanently.

Eaton Rapids—S. Manheimer and Charles Vaughan, of Hillsdale, have leased the Frank Hamilton building now occupied by Frank Frost and will open up a line of clothing and men's furnishing goods about April 1. Mr. Manheimer is engaged in the clothing business at Hillsdale, and Mr. Vaughan has for several years been a conductor on the Lansing branch of the Lake Shore Railway.

### Manufacturing Matters.

Jackson—The Jackson Body Co. has increased its capital stock from \$24,000 to \$75,000.

Kalamazoo—The Standard Show Case Co. sustained a loss of \$4,000 by fire on Sunday.

Ionia—Roy L. Burger succeeds H. H. Hamilton in the manufacture of tobacco and cigars.

St. Louis—The St. Louis Sugar Co. has increased its capital stock from \$400,000 to \$450,000.

Detroit—The American Go Cart Co. has increased its capital stock from \$36,000 to \$50,000.

Milford—John Wise has sold a half interest in his cheese factory at this place to Bernard Banfield.

Lansing—The capital stock of the Central Implement Co., Limited, has been increased from \$300,000 to \$400,000.

Wayland—Wallbrecht & Deuel have completed the installation of their new 35 horse power engine in their elevator and feed mill.

Alpena—Wilson & VanNoon, of Hagensville, have purchased the McHarg general merchandise stock and will place the business in charge of Otto E. Urlaub, who has been associated with Mr. Wilson for several years in the vehicle business at Hagensville.

Detroit—D. C. Whitney and J. B. Book, of Grosse Pointe Farms, Chas. Stinchfield, of Birmingham, and A. L. Stevens, of this place, have formed the Superior Pin Co. to manufacture pins, brads and nails. The authorized capital stock is \$75,000.

Detroit—A company has been organized in this city to engage in the manufacture of machinery for pasteurizing bottles, jars, etc. under the style of the Detroit Automatic Sterilizing Co. The authorized capital stock is \$50,000, the principal stockholders and their holdings being as follows: F. Goebel, 400 shares; A. F. Cramer, 10 shares; H. C. Wiedman, 10 shares, and D. H. Kreit, 10 shares.

Detroit—Arthur Pack and G. S. Hodges, of Orchard Lake, and A. R. Welch, of Chelsea, have organized the Welch Motor Co. to engage in the manufacture of automobiles and machinery. The authorized capital stock is \$50,000.

Detroit—The Reliance Automobile Manufacturing Co. has formed a company to engage in the manufacture of automobiles and carriages. The concern is capitalized at \$150,000, the principal stockholders being as follows: F. C. Paige, 1,580 shares; D. O. Paige, 780 shares; H. O'Connor, 500 shares, and G. C. Wetherbee, 500 shares.

Hart—The Board of Trade of this place has agreed to deed the starch factory here to Messrs. Ward and Seager, on condition that the building and machinery be turned over to the East Tawas Milling & Evaporating Co. and that the company move its East Tawas plant to this place and manufacture 50 barrels of potato flour per day for five years. Messrs. Ward and Seager will become members of the new company and Temple Emery, Vice-President and Manager of the old company, will locate here.

Jackson—The Dr. G. W. VanVleet Co. has embarked in the manufacture of patent medicines. The capital stock is \$5,000, held as follows: H. H. Mallory, Chicago, 250 shares; R. A. Oliver and E. E. Badgley, both of Jackson, 125 shares each.

Kewadin—The Kewadin Creamery Association has been organized to engage in the sale of milk and the manufacture of butter and cheese. The capital stock is \$6,000, the principal stockholders being as follows: S. M. Hewett, 7 shares; J. E. Winters, 6 shares; A. Duframe, 2 shares and R. L. Frink, 2 shares.

Saginaw—Mitts & Merrill, machinists and manufacturers of agricultural implements, have incorporated their business under the same style. The authorized capital stock is \$50,000, the principal stockholders being S. S. Mitts, 249 shares, and W. Merrill, 249 shares.

Detroit—Charles E. Cheney is conducting negotiations for the consolidation of all the knit goods manufacturers in the United States. The plan was discussed at a recent meeting of the Knitters' Association at Cleveland, but nothing definite was done. Mr. Cheney has since worked at the scheme and word comes from Milwaukee that four leading concerns in that city have been approached. Mr. Cheney is a member of the Forrester & Cheney Co., which recently built a handsome factory on the southeast corner of Third and Porter streets.

## Commercial Credit Co., Ltd.

Widdicombs Building, Grand Rapids  
Detroit Opera House Block, Detroit

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





Guy W. Rouse (Worden Grocer Co.) is confined to his home with the grip.

Charles Burkle has purchased the meat market of Conzelman & Co. at 293 North College avenue.

Samuel M. Lemon has resumed his desk after a week at the U. B. A. Hospital, where he sustained a minor operation.

Mrs. May Rackard has opened a grocery store at 1202 So. Union street, Traverse City. The Worden Grocer Co. furnished the stock.

Harry C. Rindge is off on a tour of the Southern States in the interest of Rindge, Kalmbach, Logie & Co., Ltd. He expects to be gone about two months.

C. H. Walden (Walden Shoe Co.) has been confined to his home most of the time during the past two weeks as the result of a severe fall which injured his knees.

Wm. Harrison has transferred all his real estate holdings to a copartnership association, which will be known as the Harrison Land Co., Ltd. The capital stock of the company is \$300,000.

Raymond Mancha will shortly organize the Mancha Show Case Co. with a capital stock of \$50,000, of which he will hold \$26,000. He has purchased a factory site at the corner of Eleventh street and the P. M. Railway.

The differences between Geo. H. Seymour and A. E. McGuire, composing the cigar manufacturing firm of Geo. H. Seymour & Co., have been settled by arbitration. Mr. Seymour continues the business at the same location.

Jas. Anderson, Jr., who has been with Carbine & McCallum, of Hesperia, for seven years, latterly in charge of their grocery department, begins business for himself at Hesperia with a stock of groceries and bazaar goods purchased from the Worden Grocer Co. and H. Leonard & Sons.

The G. J. Johnson Cigar Company is now moving its factory into new quarters in the Raniville block, on Lyon street, having leased 24,000 square feet of that block. This will enable the company to more than double its present capacity. The present officers of the company are G. J. Johnson, President; H. F. McIntyre, Vice-President, and J. Dietrich, Secretary and Treasurer.

#### The Produce Market.

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

Bananas—\$1.25 for small bunches and \$1.75 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—Scarce at 3c per lb.  
Beets—50c per bu.  
Celery—25c for home grown; 75c for California.

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 warmer weather brought the expected slump. Local dealers are getting 17@18c, case count, but expect a still lower range of values. Country shippers should not pay over 15c and country merchants not over 14c unless they want to masquerade as philanthropists.

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.

Onions—Strong at \$1.25 per bu.

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 is not quite so strong as a week ago. Local dealers hold at 90c in store lots and 80c in carlots.

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.

Strawberries—Florida, 40@45c per quart.

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

#### The Boys Behind the Counter.

Decatur—Clarence L. Smith, for the past two years pharmacist for E. S. Peterson, has gone to Kalamazoo to take a position as traveling salesman for the Zoa Phora Company. H. B. Walker, of Kalamazoo, will succeed him at Mr. Peterson's.

Ishpeming—W. McFarland succeeds J. E. Dalton as local manager for Nelson Morris & Co.

Fremont—Frank P. Merrill has a new clerk in his furniture store in the person of Joseph Hass, formerly behind the counter in the hardware store of O. H. Heath & Son, at Ithaca.

Adrian—J. W. Kurtz has resigned his position at W. C. McConnell's dry goods store to take a position with the dry goods firm of George A. Ducker & Co., of Waukegan, Ill. He will be assistant manager of the store.

Central Lake—The capital stock of the Central Lake Canning Co. has been increased from \$10,500 to \$21,500.

#### The Grocery Market.

Sugar—Prices remain about as they have been for some time and the demand is seasonable. The fact that sugar is low should stimulate the call somewhat, according to some of the jobbers. They argue that there is small chance of any further declines, as the price is now about on rock bottom and any change must be for an advance. However, there is no telling what the sugar market will do. The manipulation is continually going on and there is no predicting what influence this will have.

Tea—Since the war began the general tea market has probably advanced 2c from the lowest point. There has been no special advance during the past week. Buyers are taking goods freely at full prices. There is no pronounced scarcity of tea, although stocks in first hands are getting low.

Coffee—The movement of the Brazil crop the past few days has again fallen to small figures, and, according to information received from Brazil, the receipts are expected to continue small. The statistical position is expected to steadily improve until at least August, when the movement of the new Brazil crop begins to be felt. Present indications point to a substantial decrease in the world's visible supply of coffee, some authorities estimating that the shrinkage should amount to about 400,000 bags, and that for each succeeding month of the present crop year stocks should decrease. The outlook for the growing Brazil crop has not changed, it being the general belief that the yield of the next Brazil crop will be smaller than the present one.

Canned Goods—Spot corn is very scarce and high. The market is almost bare and jobbers are skirmishing around to get enough to fill orders—which are extremely plentiful at the present high prices. Some slight interest is manifested in this section in the 1904 pack of corn, but comparatively little has been done along that line. Tomatoes are still slow. While they are not as weak as they were, yet the persistent indications of a large pack keep the market from advancing noticeably. Fruits of all kinds are in fair demand. The California reports indicate that there will be a complete clean-up there this year. Locally the call for peaches, apples, apricots and some berries is particularly good. Stocks of all of these in the jobbers' hands are apparently ample to meet demands. Salmon is unchanged. The demand has increased somewhat but prices show no indication of moving materially either way.

Dried Fruits—Prunes are in good demand and unchanged, both on the coast and in secondary markets. The Santa Clara growers are still unsuccessful in preventing sales on the 2½c basis. Peaches are doing a little better, especially the lower grades, which are scarce on the coast. Seeded raisins are dull and weak. Loose raisins are practically unchanged, being firm on spot. The association is still quoting a price which would mean, de-

livered, about ½c above the actual Eastern market, but outsiders are extremely willing to cut under this. Currants are dull and unchanged. Apricots are selling well and stocks are getting low. Prices are firm.

Fish—Mackerel is unchanged, and in light demand. Norway and Irish fish are still weak, but shore mackerel seems to be well held. The situation in cod and kindred fish, as above explained, is very firm, and the available stock is practically all in second hands. Sardines are unchanged and quiet. Salmon is firm, largely by reason of the demand from Japan for war purposes. Alaska red seems to be in a particularly good position by reason of this fact. The domestic demand is quiet.

Syrups and Molasses—Compound syrup has advanced ½c since the last report, due to the fact that the market was below a parity with glucose. The demand for compound syrup is very fair. Sugar syrup has been in heavy demand during the week, both for home and export, and the market shows an advance of 2@4c per gallon. Stock is low all over the country, some of the refineries being closed down. Molasses has been in excellent demand. During the past three weeks low grades have been working up and, all told, have advanced from 2@3c per gallon.

#### Hides, Pelts, Furs, Tallow and Wool.

The quoted market on country hides is a slow one, with little enquiry, while sales are reported much in excess of market quotations. Dealers are strong holders at much higher prices than tanners wish to pay. Stocks are light, with some accumulations. Prices are uncertain, as a half cent is between buyer and seller.

Pelts are scarce and in good demand at fair prices. Enquiries come from outside buyers, who formerly purchased only in large lots. Pelts are wanted.

Furs are dull and dropping and no one knows where bottom is. Even the home demand has dropped out and the question of value is an unknown quantity. Russia does not want furs now.

Tallow has slumped off. The spurt of last week was disastrous to small dealers, who imagined a boom was coming and loaded up. Fairbanks was in the market, but had greater offerings than he could use, and so stepped out.

Wools are a strong article in value. Sales are made in considerable volume, giving good margins. Stocks in sight are small for this time of year. The new clip is near at hand and will be wanted at fair values. The State is well cleaned up, only a few lots being held, and those at values above Eastern quotations. Pressure is being brought by Eastern dealers to create lower values on the coming clip. Wm. T. Hess.

Central Lake—The old-established hardware business of U. J. Ackley has been sold to a newly-organized firm composed of Geo. M. Fisk, Fred R. Kelly and John P. Fisk, all of this place, who will add a tin shop and do plumbing, roofing and general repairing.



## GROCER OF THE FUTURE.

## Wherein He Will Resemble the Grocer of To-day.\*

In the exploration of new and unknown fields, it is customary for each one, in starting out in the dark, to provide his own taper, strike his own match and abide by the results, be the light he travels by brilliant or insignificant.

Therefore, you gentlemen of the Grand Rapids Retail Grocers' Association, who have recklessly appointed me to act as your oracle, must stand by your choice. And whether I prove a good soothsayer or no makes but little difference so long as I grant beforehand and freely to you all the privilege of exercising your right to dissent.

And so, if you will listen to me graciously, I will startle you with that grave and hackneyed commonplace: "Relative values are born of comparisons."

The best way to judge the future is by the past. We only know, we can only guess, as to what the Grocer of the Future will be by utilizing what we know as to the retail grocer of to-day and comparing it with what we have been told of the retail grocer of the past.

There are few of us here, I take it—at least I am myself so young that I do not remember it—so old that we can remember the retail grocer of the fifties who kept teas, sugars, spices, plug tobacco, dried apples, flour and molasses, who never heard of canned goods or a delivery wagon and who sat around the stove with neighborhood cronies swapping politics, religion and miscellany as he waited for a customer to appear. We know by hearsay that in those days, even in season, the average retail grocer dealt very gingerly and doubtfully in green stuff and fruits; that such things as a white jacket and apron for himself or clerks would have been considered as "useless frills" had they been considered at all. We are told that those old-timers bought a dozen "ka-a-gs" of oysters, in those days, with as great trepidation as you of to-day would give your order for a carload of canned goods. In those days the cost of zinc was so great and the processes of manufacture were so primitive and scattered that refrigerators were unknown; and worse than that, the ice of those days was so solid and cold and wet that but few people deemed it worth their while to harvest it for summer use.

We are also told that those merchants of "befo' the wah" were absolutely set and sincere in their views as to how best to conduct a retail grocery store.

"Keep camphene?" said a well known Grand Rapids retail grocer in 1857, having had such an enquiry from one of his most reliable customers. "Not by a jug-full! I can burn up easy enough with the powder and shot and tallow candles I've got. Guess you'll have to go to Lem. Putnam's drug store for camphene."

"Bread? Cookies? Do I keep

'em?" reiterated our old time citizen, Ransom E. Luce, when a customer made the enquiry, and he continued: "Nope, I keep a grocery store. You'll find bread and cake and pies down to Fulton's bakery."

"Milk!" fairly shouted Joseph Martin—whose grocery store was on Canal street just above Crescent avenue—"Milk! bless my soul. Why should I keep milk? My name isn't Van Buren; it's Martin."

"How's potatoes to-day?" was the enquiry made by a farmer from Paris township of Leonard Dooce, whose "Variety Store" was near the head of Monroe street, and when Mr. Dooce responded "twenty cents"—or whatever the lowest price happened to be—he felt secure and certain that he would get them, because the farmer had no great public market with its competitive influence to resort to, and because, also, the farmer felt it worth three or five cents extra to wallow his team and wagon through the mud of Monroe street down to "Grab Corners."

As I have already said, the retail grocers of fifty years ago were set and sincere in their views as to how best to conduct their stores. In this particular, and in this only, they resemble the retail grocer of to-day. In this particular, and in this only, the Retail Grocer of the Future will resemble you gentlemen.

The successful retail grocer of the future, of to-day, of the past, is the one who adjusts himself and his business completely and accurately to general conditions as they are foreshadowed or as they may develop unannounced, and to his own immediate environment. To do this the successful retail grocer of any period must devote his best mental and physical faculties without qualification just so long as he remains in the business and covets success.

It happens to-day that you gentlemen have the questions of multitudinous sources of supply, of strong and, sometimes, puzzling situations in freight rates, of preservation in transit, of combinations of interests, of organizations on the part of jobbers, producers and consumers and of multitudinous phases of competition to contend with and to solve promptly and correctly for yourselves without assistance. Indeed, these problems are more numerous and more exacting, for good or evil to you and your business, than ever before in the history of the world. For this reason the retail grocers of to-day are each and all compelled to prove that they are the most energetic, industrious and far seeing; the squarest, fairest and most intellectual retail grocers the world has ever seen. If you fail to prove this claim in each and every particular, you are not successful, either morally or financially.

Never has there been a time in the world's history when the average successful business man has been as upright and honest as are the business men of to-day. And the retail grocer has contributed a large impetus to this growth in the right direction.

Optimistic? Of course I am. I do not care for the deflections from honesty so freely and picturesquely

exploited by the press of the country. Such examples are not typical of humanity. They are merely incidental fly-specks upon the great sunburst of rectitude, fairness and honest endeavor that is being put forth by the peoples of all nations. We would not be able to travel from Grand Rapids to New York or Omaha or Memphis in twenty-four hours if the people at large were not upright and honest. It would be impossible for the retailer on East street to talk with the down-town jobber, without either one leaving his place of business, if we were living in an age when dishonesty was the best policy. We would not have telephones, telegraphs, automobiles, electric lights, and all the scores of benefits we now utilize and profit by as retail grocers, were we members of a nation, a commonwealth and a municipality where deceit, selfishness, greed and vice were dominant.

But what about the retail grocer of the future? I fancy someone before me is whispering to his inner self.

Just to pacify such an enquirer, I will reply that the retail grocer of the future will be a better business man, a better retail grocer and a better citizen than you are. And he will be more successful than you have been.

I can not do more than to state the general proposition.

Who knows or can imagine the details? Not one of us.

Of course we may all build up ideals. The man with aesthetic bent sees Monroe street, for instance, lined on either side with beautiful buildings, harmonious in architectural unity, with sky lines built to increase the artistic whole and with ten, twelve, and twenty story sky-scrapers abolished as warts on the nose of structural elegance. Another man, whose hobby is prompt deliveries to patrons, sees pneumatic tubes from his place of business to every hotel, restaurant and domicile in the city. Another one, whose strong point is cleanliness and neatness, sees a store with floors, bins, shelves and walls of concrete, with automatic scrubbers, dusters and sweepers everywhere and vermin, insects, dust and rubbish annihilated. Another man figures on transporting perishable stuffs in aerial refrigerators from California to Caledonia in a single night and with no switching fees to pay, no trunk line difficulties to overcome.

Thus we might go on with our dreams about the Retail Grocer of the Future to the end.

But will they end? May they not be realized? We do not know. Certainly we dare not reply negatively.

And yet the retail grocers of the future are already a fact. You will find them, just now, plugging along through the snow and slush on their way to the district school, strong, healthy, earnest, ambitious and determined to get the maximum of learning that is possible to acquire before the "winter term ends and the spring plowing begins."

I can, in my mind's eye, see scores of them all over Michigan and at

this very hour, as they rest in the knowledge that the stock has been fed, watered and bedded down and that everything is secure, turning over in their minds how much money they will have saved up when next fall's work is done, how far that money will carry them along and just how they will work and manage and save until they get where they hope for. You will find the successful retail grocer of the future in our public schools, our high schools and our Universities, you will find them in our cities doing chores for their board as they attend our commercial schools. You will find them behind the counter in our stores and on our streets as newsboys or as messenger boys.

They are everywhere and as a rule you will find them poor, very poor, and with responsibilities already placed upon their broad, brave shoulders. They are adjusting themselves to general conditions and their own individual environments, and they are making headway. Patient, provident, determined, they are learning the lesson of success. What shall be their policy, what their practice, we do not know, specifically. But our hopes, our desires, our ambitions are safe with such people and so, with the greatest of faith in them and the best of good wishes for them, I ask you to join with me in drinking to the good health of the retail grocer of the future!

## How He Worked and What He Made.

A professor who was easily irritated conducted the clinic of nervous diseases at a medical college, Chicago. Remarking about the influence of occupation on nervous conditions, he illustrated by a patient, an awkward Swede, requesting him to be brief and accurate in his replies, as both teacher and students were tired out and time limited.

"Now, sir, what do you do?" he commenced.

"Aw am not vera well."

"No! I say, what do you do?"

"Oh, yas. Aw verk."

"Yes, I know; but what kind of work?"

"Oh, eet ees hard verk."

"Yes, but do you shovel, drive a car, work at a machine, or do—"

"Oh, yas. Aw verk at a masheen."

"Ah! What kind of a machine?"

"Oh, eet ees a big masheen."

By this time the class was grinning broadly, which caused the professor to be angry, and he said:

"Now, look here, sir; I want no more of this. You answer the questions I ask you or go home. What do you make on this machine?"

"Oh, now Aw understand' yo'. Yo' vant to know vat Aw mak on the masheen. Aw mak seventeen cents an hour."

## Sweet Cider.

There are wines of ancient vintage, Amber, white, and ruby red, Whose bouquet is like the perfume Of sweet incense, it is said; But, to me, the sparkling nectar Of the gods can not compare With the cider, made from apples, That our home-tree used to bear. And no joy can ever equal Mine, while stooping down to draw, From the barrel's open bung-hole, Fresh-made cider, through a straw. L. C. Bishop.

\*Paper read by E. A. Stowe at annual banquet of the Grand Rapids Retail Grocers' Association.



# 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. 235 Penholders.....	.30
1 dozen Embroidery Hoops, size 6.....	.35	1 dozen No. 74 Colored Crayons.....	.35
1 dozen 1/4 Loom Web.....	.40	1 dozen Kirk's Assorted Inks.....	.35
1 dozen No. 1503 - 7 Dressing Combs.....	.38	1 dozen Lion Glue.....	.35
1 dozen No. 1106 - 14 Fine Combs.....	.35	1 dozen No. 23501 School Bags.....	.35
1 dozen No. 2067 Aluminum Pocket Combs.....	.35	1 dozen No. 180 Pencil Boxes.....	.38
1 dozen No. 1318 Round Combs.....	.38	1 dozen No. 23641 Papeteries.....	.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. 20261 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.....	.36
1 dozen Tracing Wheels.....	.20	1 dozen 1-quart Dippers.....	.38
1 dozen No. 2241 Locks.....	.35	1 dozen 10-inch Pie Plates.....	.28
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.....	.38	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 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 Enameled 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 Jute Lines, 30 feet.....	.35	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. 2426 Strainers.....	.35
1 dozen No. 20321 Scrub Brushes.....	.38	1 dozen No. 2428 Strainers.....	.40
1 dozen No. 64 Scrub Brushes.....	.35	1 dozen No. 2434 Egg Beaters.....	.40
1 dozen No. 76 Vegetable Brushes.....	.35	1 dozen No. 374 Pants Hangers.....	.35
1 dozen No. 1086 Nail Brushes.....	.23	1 dozen No. 41 Plate Handles.....	.24
1 dozen No. 20241 Tooth Brushes.....	.30	1 dozen No. 53-10 Hangers.....	.40
1 dozen No. 20152 Shaving Brushes.....	.40	1 dozen Sink Cleaners.....	.40

#### GROCERS' SUNDRIES, TOYS, ETC.

Cost		Cost	
1 dozen No. 196 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. 232 Chamoin 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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Largest Wholesalers of General Merchandise in America  
MADISON, MARKET AND MONROE STS.

# CHICAGO





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E. A. STOWE, Editor.

WEDNESDAY - MARCH 2, 1904

**THE COMPELLING HAND.**

It is said—it is presumed with the usual authority and veracity that commonly attend the sayings of those high in popular regard—that when the newly-appointed Secretary of War on the morning after the day of his swearing-in stood before his father's picture—a former war-secretary—he remarked, "My good old governor certainly had a commanding eye. I say nothing about the compelling force of his hand." Then, with twinkling eyes, he added, "I am afraid I'll just naturally have to be good here under that steady and questioning gaze." From the record that the Secretary of War has already made for himself in the Philippines and from the high standard of American citizenship which he has materialized from his youth up, it is a matter of considerable concern to the fathers and mothers of the Great Republic to know how much of the distinguished statesmanship already achieved is due to the compelling force of the paternal hand.

If reliance can at all be placed upon "what everybody says," there is not now and there has not been for generations enough of this compelling force abroad in the land. There has been too much senseless giving way to the mawkish idea that Solomon's "Spare not the rod and spoil the child" is worthy of him and of the barbarous times in which he lived and that the "kindness is better than violence" principle is not the one that should prevail in the bringing up of children. Nobody expects and nobody wants the rod to be kept in pickle. The manly independence, which is the characteristic of the Great Republic, can never be acquired by the child bent in daily remonstrance for ten years across the parental knee. Childhood is wayward and it ought to be. It has its likes and its dislikes and its strong proclivities as maturity has, and to hope or even to want to keep it from struggling with these is to keep it from the attaining of that forceful strength which can come only from just such struggling. Why not, then, let the boy have his way? Let him early begin to be a man. The wickedness of the world is before him. He is born with enough of the I will and I won't for all emergencies, and on entering upon his inevitable fight

with these even while he is learning to talk will make him so much the sooner ready for the life of American citizenship and the tasks, which it imposes.

If the test of the pudding lies in the eating it is submitted that under the present popular methods of bringing up there is not much to hope for when the childhood of to-day enters upon its inheritance. The early development of the I will and the I won't reveal mastery, but never self-mastery. The kingship of the American cradle governs everything but itself and, as the inevitable consequence, the condensed and concentrated selfishness of its heir—a lawless youth and licentious manhood—is not the stuff that genuine citizenship is made of. Restraint is the principle that governs the upright world, the last thing thought of and so the last thing resorted to in fitting the future ruler for his work. What the home believes in and asks for the school and the church, the home agents, faithfully carry out and by and by with corruption exposed the betrayed and outraged world wonders what has become of the compelling hand.

There is more fact than fun in the servant's "The baby's asleep" in reply at the door to the request to see the master of the house, and the "—sh!" which begins with the hour of birth is the baby's pillar of cloud by day and of fire by night from the cradle to the ballot box. There is nothing wrong in this in itself considered; but without the compelling hand throughout the earlier stages of the journey that journey can hardly be expected to be a successful one. It never follows that the "compelling" need necessarily be severe. Gentle as the lullaby that soothes to slumber it attains its purpose and the firm, even thoughtful, hand that directs at first the tottering feet of babyhood never depends on force. There comes a time, however, when the inborn manhood struggling to free itself repels the mother's ever-ready hand and then and there is needed and called for that kind of compelling hand which transmits to posterity as an inheritance the high office of the Secretary of War.

The fact of the case is that parentage is the highest duty of citizenship, and this duty can be best performed by two. An intelligent motherhood should always lead the way. When the time comes, as come it will, when the womanhood has to give way to the awakening manhood, then is the time for the compelling hand of the father to appear, and that boy's future will always be brightest who finds comfort and encouragement in that hand, compelling it may be at times, but always cheering and trusting and inspiring. With such influences at home the church and the school will continue them. Society will be benefitted and the youth so brought up will be ready in every respect for whatever his hands shall find to do and it will do that work well whether it be the worthy winning of a great name to be handed down or the worthy sustaining of an inheritance of public trust—in either

instance a result which may always be expected from what the distinguished cabinet officer has designated as the compelling hand.

**WE NEED A BIG NAVY.**

The one great object of a country such as ours, a Republic in fact as well as in form, is to be at peace with the whole world. In order that we may be at peace, however, we should be strong enough to make it inadvisable for other powers to attack us. It is the weak and helpless country that is always being attacked. Such puny states have no interests which the strong powers feel compelled to respect. The best way to prevent aggression and continue at peace with everybody is to be so strong that nobody will think it worth while to attack.

The policy of our Government from the very beginning has been to maintain an army and navy solely for the purpose of defense. Because of our peculiar geographical situation, with no enemies on our land frontiers, it has never been deemed expedient or wise to maintain a large standing army, it being argued that with no risk from enemies beyond our borders, a large army would only prove a menace to the people's liberties. On the other hand, it was equally well recognized that we have always needed a strong navy, and that need has steadily increased, with the widening of our possessions and the growth of our foreign commerce. No country has so vast a coast line as we possess, reaching as it does for thousands of miles on the Atlantic and Pacific oceans and on the Gulf of Mexico. Along this extended coast we possess more important ports and cities than any other single country. It is obvious that to properly protect these vast coasts and these rich and thriving ports and cities a very considerable fleet is needed. It is not merely sufficient to plant batteries at the entrance to ports, as almost any point of the coast can be attacked from the sea, and troops landed from ships there. A fleet is needed to drive off marauders.

Aside from protecting our coast line, our vast foreign commerce, extending to every part of the world, must be also protected, and in order that it may be protected and the rights of our citizens guaranteed wherever they may see fit to trade, our National flag must be displayed by ships that are able to fight when need be with the best possessed by other countries.

These wants existed in a gradually increasing ratio from the very beginning, but now that we have acquired distant possessions the necessity for a strong navy has increased many fold. As long as our flag flies in those new possessions it must be defended in time of war just as if it floated over our original territory. Ships of war will be needed to convey troops to those distant points to protect the coasts of such possessions and to uphold, with equal firmness, the dignity and power of the United States in the least of its possessions just as it would have to be done at

New York or at any other important point.

Such being the facts, it is rather disquieting to find so prominent a leader in Washington as Senator Gorman opposing further additions to the Navy. Mr. Gorman holds that we have already too many ships afloat, too many sailors and too many guns mounted. When all the battleships, now authorized, are completed we will have only a few more than twenty, yet as far back as the first administration of President Cleveland a Special Board, appointed to prepare a shipbuilding programme for the Navy, recommended that as many as forty-five battleships be built, holding that that number would be needed to properly safeguard our extensive coast. Our needs now are much greater than they were then.

Although we rank below France, Russia and even Germany as a naval power, it is a fact that no other country in the world, except possibly Great Britain, has greater need for a strong navy than we have, because no other country except Great Britain has weightier interests to protect than we have. Logically we should have the second largest navy in the world, yet our naval authorities only ask that the fleet be kept on about an equal footing with Germany or Russia. The late William C. Whitney, who is rightly regarded as the father of the modern American Navy, once said:

"This country can afford to have, and it can not afford to lack, a naval force at least so formidable that its dealings with foreign powers will not be influenced at any time, nor even be suspected of being influenced, by a consciousness of weakness on the sea."

To a great commercial nation the command of the sea is all important, as is being now very graphically demonstrated in the existing war between Russia and Japan. With her ships in full control of the sea routes, Japan is perfectly safe from attack, and she can land troops in any numbers she desires at any point she may select without serious opposition from her opponent.

Unless we build a navy capable of coping with the best we will have sooner or later to abandon the Monroe Doctrine, so dear to the American heart, and our outlying possessions, to which our Government seems so much attached, would be promptly taken from us. Costly as a big navy undoubtedly is, the entire first cost would be a mere bagatelle compared with the damage a bombardment of one of our large coast cities would entail. A large navy is the best guarantee of peace, therefore let us have it by all means.

The United States Supreme Court says there can be no recovery for the injury or death of a person traveling on a railroad upon a free pass. The court holds that there is nothing in public policy to prevent a contract between a common carrier and a free passenger exempting the carrier from liability in case of accident. This decision will in no way affect the demand for passes. Those who want protection can secure accident insurance policies.



**"BOGUS" PATRIOTISM.**

"There are two sorts of patriotism in this Republic of ours," said Prof. Edwin Sparks, who occupies the Chair of History in Chicago University, in a lecture a day or two ago. "One is the patriotism that does, the patriotism of deeds; the other the patriotism of froth of mere words."

And continuing, the Professor set forth his views thus: "We have the My Country patriot, who in time of trouble or the fear of it shouts out, 'My country, may she always be right, but right or wrong, my country.' The same patriot in times of war is so busy telling others what to do and making patriotic speeches that he forgets to enlist. There is another patriot who insists on saving the country and feels in duty bound to make himself heard at election time. This type is what I call the patriot for revenue only. If anyone accused him of looking for office he would be insulted, yet an investigation would probably reveal a few of his relations seeking favors at the public crib."

"There is still another patriot whom we often come in contact with—he is the ancestral patriot and proudly boasts of his traditional patriotism. If you doubt him he will tell you that his great-grandfather fell at Bunker Hill. This type is always looking backward and never sees what's going on in front."

"Just now the country has the worst type of all patriots—the frothy patriot. This is the man who is positive that it is the duty of Uncle Sam to interfere in the war now going on in the Far East. He is aching to pick a quarrel with somebody, whether Japan or Russia or some other country. He's a patriot and wants to show it."

There is a great deal of sound sense in all this. The business of a great nation like that of any individual in its population is to attend to its own affairs, obeying the law and treating other nations with justice. It ought to have only one consideration with regard to war, and that is to defend itself and maintain its institutions and honor against all aggression, but in every other respect to keep the peace and to interfere with nobody.

Unfortunately, there has grown up a notion that since the great American Republic has become a "world power," it must undertake the regulation of other nations and interfere in the public affairs of every other country. Possessed by this pernicious notion, the Government of the United States, with no interest whatever compared with those of the principal European nations, has taken upon itself the task of regulating the war in Asia entirely in the interest of Japan.

The proposition of the United States was virtually to the effect that the Russians must give up the Chinese province of Manchuria in order to insure the integrity of the territory of the Chinese empire, but nothing was said about requiring the Japanese to give up those portions of the Empire of Corea upon which they had seized. The nations of Europe, to whom this one-sided propo-

sition was made, recognized its true meaning, and they insisted that Manchuria be entirely excepted from any stipulations in regard to Chinese territory, thus emasculating and defeating the American interference against Russia.

In the meantime the nations of Europe have virtually taken sides on the great controversy in the Far East. Besides the United States, already the most outspoken partisan of Japan, there is Great Britain, the traditional enemy of Russia, and, therefore, an active partisan of Japan. France and Germany are plainly on the side of Russia, and consequently against Japan. The probabilities are that England, France and Germany will, for various considerations, be drawn into the war, but there is no reason under the sun why the United States should be mixed up in a conflict between two nations which are the farthest from us, and in which we have the least possible concern.

It is a life and death war both to Russia and Japan. If the former should be driven out of Manchuria, she may be driven out of Asia, and at any rate will lose prestige to a degree that will be humiliating in the extreme. If, on the other hand, Japan should be defeated it will mean eventually the subordination of Japan to Russia, if not, indeed, conquest outright. Russia is as much Asiatic as European, and why should the American Republic undertake to interfere between two such nations? But it can not be concealed that at Washington and elsewhere through the country there is a strong desire that we should be mixed up in the Asiatic struggle. There is no telling to what length this "frothy" patriotism, as Prof. Sparks calls it, will push the American nation.

New York's Board of Health has outlawed the feather duster, declaring it a disseminator of germs and a cause of pneumonia and other diseases. Dust, says the Health Board, must be collected with a damp cloth and not aroused; while in repose it is as a sleeping lion.

A thing to please the little girls is a singing canary in a gilded cage, and although the bird is made of polished metal and has its vocal apparatus inside its body, it can warble in so lifelike a manner that a real canary hearing one can't keep from bursting into song.

Here is a way to do something you think is impossible: You can cut a bottle by wrapping a cord saturated with coal oil around it several times. Then set fire to the cord. Just when it has finished burning plunge the bottle into cold water and tap on the end to break it.

A well-written advertisement, a well-kept store and a corps of courteous clerks make up a mass formation that is sure to carry the ball of business to the goal of success. Omit one of them and your play is apt to be blocked.

Accord is necessary to enable boss and buyer to pull together.

**THE COMMERCIAL POWER.**

While theoretically it is the proper American policy to avoid as much as possible all intermeddling in international affairs, it is practically impossible to maintain the magnificent isolation which characterized our relations with the rest of the world for the first century of our national life. During the calendar year 1903 we led all countries for the third time as the greatest exporter of domestic products. Our lead over Great Britain was small, but it was substantial enough to count.

Of course, it must not be supposed that we exceeded the entire British Empire in exports, as that would be incorrect. It is sufficiently to the purpose, however, that we exceeded in exports the United Kingdom. According to the data furnished by the Bureau of Statistics of the Department of Commerce and Labor: "There are only three 'billion-dollar countries,' considered from the standpoint of exportation of domestic products, and they are, in the order of the magnitude of their exports, the United States, the United Kingdom and Germany. In the calendar year 1903 the exports of domestic products were: From the United States, \$1,457,565,783 in value; from the United Kingdom, \$1,415,617,552; from Germany the figures for the full year have not been received, but an examination of the figures of the year for which statistics are available justifies an estimate of \$1,200,000,000."

In 1875 the United States was only fourth among the nations in the value of exports, our total being little better than a third of that of Great Britain. In 1885, or a decade later, we had gained third place and showed more than half as much exports as the United Kingdom. In 1895 we had risen to second place, and our shipments were more than two-thirds as much as those of our leading rival. In 1900 we reached first place for the first time and repeated the experience in 1901. In 1902 we fell behind the United Kingdom slightly, but, as already shown last year, we were again ahead by a moderate margin.

We have not achieved first place by a large enough margin as yet to firmly establish our supremacy for all time. Germany has made almost as rapid strides as we have, and there is every indication that the future will witness continued active rivalry between the three leading commercial nations for the first place.

Considering the immense growth of our foreign commerce, it is not surprising that our people and Government should have shown recently a keener interest in international affairs. In order that we may retain our supremacy in the foreign trade, we must keep open the markets of the world to our commerce. It is this consideration which makes us take so large an interest in the progress of the existing war in the Far East and feel such keen anxiety as to the maintenance of the integrity of the Chinese empire.

The Japs are wise little chaps and exceedingly enterprising in a busi-

ness way. Russia had reserved space at the St. Louis exposition, but probably being unable to think of two things at once, a war and a show, gave up the latter and wrote to the exposition authorities that it would not require the space. As quick as the Japanese commissioner heard of it he straightway took the space which the Bear had relinquished and, accordingly, the Japanese exhibit will be twice as large as it would have been otherwise and Russia will have no exhibit at all. Some may be disposed to look upon this as a little slap at the United States and savoring of resentment because the Americans are very much interested in the success of the Japs and very much prefer to see them win. If the Czar desires to have that construction put on the incident no one will seriously complain. The St. Louis exposition will not refuse to open its gates simply because Russia has given up its space and decided not to exhibit.

We are assured that the snow is a good thing for dwellers in crowded cities for the reason that it deadens the noise of street traffic which the doctors say causes much nervousness. There may be something in this, but it is also to be said that the snow gets on to the nerves of many people. They become timid about venturing outdoors and work themselves up to a state of apprehension that renders them miserable. Probably most people prefer the noise of summer to the quiet of winter.

There are now, it is said, three million telephones in use in the United States. When the Bell patents expired nine years ago, there were only 300,000. The Bell companies have a million phones in connection with their exchanges, while the independent companies claim two millions. The statement is made that over a thousand independent companies were organized last year. Beyond a doubt the telephone business is growing at an amazing rate.

The libraries of the United States are besieged with demands for books on Russia and Japan. The newspapers and magazines are filled with articles concerning the two countries that are now at war. The American people are prodigious readers and before the war ends they will have become thoroughly familiar with the characteristics of the contending nations and the conditions which prevail where the conflict is carried on.

The DeBeers diamond syndicate, which handles more than 93 per cent. of the diamonds mined in the world, has again advanced the price on all grades of stones 5 per cent. People who are poor, but not proud, will not mind if they can only scrape together money to buy black diamonds enough to last until spring.

Some are inclined to believe that the logic of numbers will give the Russians ultimate victory over the Japs, but it is recalled that the logic of numbers did not enable the Russians to win the Crimean war.

If you haven't the goods, better keep quiet.



**CELERY CITY'S BEST.****Fourth Annual Banquet of Grocers and Butchers.**

Kalamazoo, Feb. 26—Only one regret is possible concerning the banquet given by the Retail Grocers' and Meat Dealers' Association of Kalamazoo Tuesday evening, and that is for those who were not present. One must feel truly sorry for those who missed the feast spread by the Kalamazoo gentlemen. It was perfect in every detail. The banquet hall was tastefully decorated, the tables artistically laid, the menu excellent, the music fine and the spirit of good will and comradeship was evident in every one present.

At precisely 7:30 the doors to the banquet hall were thrown open and, after an intricate march to the music furnished by the orchestra, the guests were seated. The invocation was delivered by Rev. C. A. Hemingway, of Kalamazoo. The elaborate menu prepared by H. R. Moerdyk and his efficient committee held the guests' attention until after 9 o'clock. Then came the usual speeches and toasts. Carl Meisterheim, President of the Association, opened this part of the program with an address of welcome to the visitors—so hearty and so cordial that each one present was made to feel welcome indeed. He then introduced the toastmaster of the evening, John Steketee. The Committee on Arrangements were very wise in their selection of toastmaster, as was shown by the happy manner in which Mr. Steketee introduced the speakers. To put each speaker so instantly and so completely en rapport with his audience is an art to be envied.

Chas. Wellman, of Port Huron, responded to the address of welcome. Hon. Samuel Folz, Mayor of Kalamazoo, was to have spoken of Kalamazoo, but, being absent, Mayor Jones, of Dowagiac, was invited to take his place. While he may not have said all for Kalamazoo that Mayor Folz would have done, he spoke very entertainingly.

E. A. Stowe, of the Michigan Tradesman, was to respond to the toast, "Michigan," but being absent on account of illness, C. A. Day, of Trade, spoke in his place.

Fred W. Fuller, President of the Grand Rapids Association, gave a brief but pithy and sensible talk on organization. It is to be hoped those who listened will profit by what he said on this important subject.

James S. Smart, of Saginaw, President of the Michigan Wholesale Grocers' Association, also spoke along the lines of organization and

co-operation, urging harmony in action and oneness of purpose.

"Poetry in our Business" was the subject of an entertaining talk by H. R. Van Bochove, Treasurer of the Kalamazoo Association. He showed how it is possible to have lofty ideals and uplifted thoughts while carrying out such unpoetic details of the grocer's work as drawing oil and weighing pork. He concluded his remarks by reading some very clever verses of his own composition.

One of the very interesting talks of the evening was made by Walter K. Plumb, of the National Biscuit Co., of Grand Rapids. His subject was "Manufacturers vs. Grocers," and by no one could this subject have been more intelligently discussed, because, perhaps, no manufacturer is so universally in intimate touch with the grocer. No grocery so large, none so small but one may find a cracker on its shelves.

E. P. Gros, of Battle Creek, gave several recitations in a masterly style, verifying Mr. Van Bochove's theory that to be a grocer does not preclude the possibility of enjoying and excelling in literature, science and the arts.

H. J. Schaberg spoke on Grocers' Cultured Habits in his usual chaste style. His points were well made and his argument well clinched with cold, hard facts.

During the evening a quartette of colored boys from Grand Rapids sang so well that encore after encore was given. At the close of the program they led in singing America.

This banquet was given upon the occasion of the annual meeting of the State Association of Grocers and General Merchants, in session at Kalamazoo at that time. If no other purpose was served than this coming together at the banquet, this social and friendly meeting of men from all over the State whose business life and interests are one, then the convention was quite worth while. No men as a class have so little opportunity for social pleasures as grocers, and it is this alone that makes them as a class so far behind in the race for success. As is true of most old adages, the one that relates that all work and no play is what made Jack a dull boy is founded on fact. This one evening spent with the Kalamazoo grocers in feasting and gaiety will mark the first step toward progress and success for more than one. Would that some one had offered the following resolutions:

Resolved—That every city and village in Michigan form a grocers' and general merchants' association; that each association affiliate with the

State organization; and be it further Resolved—That the annual meetings of said State Association be held at least semi-annually. E. L. Allen.

**Gold Leaf Marvelously Thin.**

Goldbeaters by hammering can reduce gold leaves so thin that 282,000 must be laid upon each other to produce the thickness of an inch, yet each leaf is so perfect and free from holes that one of them laid upon any surface, as in gilding, gives the appearance of solid gold. They are so thin that if formed into a book 1,500 would only occupy the space of a single leaf of common paper, and an octavo volume of an inch thick would have as many pages as the books of a well-stocked library of 1,500 volumes with 200 pages in each.

**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

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

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

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

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

**Spring Trade is Near**

*We Have a Complete Line of*

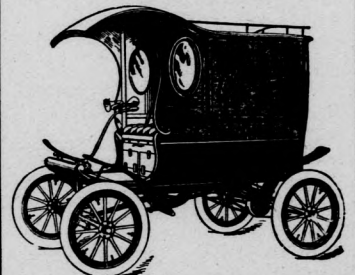
**Light and  
Heavy  
Harness,  
Saddlery  
Hardware,  
Collars,  
Whips, Etc.,**

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

**Brown & Sehler Co.**

West Bridge St., Grand Rapids

*No Goods at Retail*

**THE "OLDSMOBILE"**

**Delivery Wagon, \$850.00**

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

**ADAMS & HART**

12 and 14 W. Bridge St., Grand Rapids

**THIS IS IT**

An accurate record of your daily transactions given by the



**Standard Cash Register Co.**

4 Factory St., Wabash, Ind.

It is strictly business that prompts you to handle the best food preparations, and none is so important as flour. Flour which is always uniform, always satisfactory. That's the flour you want to handle and push. We make it. Its name is "GOOD AS GOLD." There is nothing better. We want one good dealer in every town to handle it and will help you to advertise it. Write us to-day.

**PORTLAND MILLING CO., Portland, Michigan**



### How and When To Extend Credit.

For the merchant to know how and when to give credit necessitates his knowing something about his customer's general reputation, whether he is financially responsible in the eyes of the law, what his salary is, where he is employed and what his reputation for meeting his obligations, and last, but by no means least, what kind of a wife he has. I refer to the wife, because nine cases out of ten, she is the balance wheel in the family machinery. If she is a careful and economical woman, she strengthens her husband's credit, but if, on the other hand, she cares little about the cost of living and buys recklessly, she will often be the means of ruining her husband, who has, at least, the best intentions.

It has been the general custom with me to review the accounts of my customers, and ascertain whether, in my opinion, their purchases were consistent with their income, and when a customer of limited means orders my finest goods in generous quantities without asking the price, I eventually am glad to make a settlement of about 30 cents on the dollar. In our city laborers and farmers make up the bulk of our trade. The business of prosperous farmers requires little attention. Of course in every city there are a number of well to do families whose means are surely large enough to entitle them to credit. This class of trade usually look for a monthly statement and are quite prompt in making settlements.

If I were to divide a merchant's customers into classes, I should name four. The first, the "cash" customers, for whose business we are all anxious.

The second, the man who looks for a monthly statement and who settles promptly. I use the word "promptly" because it oftentimes means much to the merchant to receive his money shortly after his statements are sent out. Suppose you promise a wholesale house \$500 on the 6th of March. On the first of the month you send out statements that aggregate \$1,000 in amount, and on the 3rd or 4th you take in \$350 to \$400, and spend more or less time worrying, lest you are unable to keep your promise. On March 6th you send out a check for all you can raise and state with regret, and no little embarrassment, that you have fallen short of not only your promise, but your honest intentions. Now what has been the cause of all this worry and finally a broken obligation? Nothing but carelessness on the part of some well-to-do people, who could pay their bills at one time just as well as at another.

The third class are those men who are in no way legally responsible and on whose honesty we must depend entirely. It is this class which needs the most attention on the part of the merchant. For instance, a man comes to the town a perfect stranger and asks credit. It is the merchant's duty to find out all about him, and if he is granted credit, get, if you can, a promise from him to set-

tle each month, for later on this promise will be quite an effective weapon to use in case he does not keep his word. Thirty days go by and he pays his bill in full and all looks well, but do not overlook that as yet you have no reason to feel that you know him, for if he intends later on to beat you, this is one of the sure ways he will take to gain your confidence. Wait and the second month he comes in to pay his bill, which is \$30, but he tells you that he must send \$10 back to meet an obligation left in his former city. This gives you a little light on his method of doing business; it looks honest and fair. Wait one more month. He has this \$10 left over and another \$30 to pay. He comes in with another excuse which certainly looks plausible, but at the same time you must not lose sight of the fact that this man, after paying you \$20, still owes you \$20, and at the end of next month it will be \$50. Now, right here is where you need a little courage, and don't be afraid of this man because he owes you. Face the issue fairly and remind him of his first promise. Tell him that you need the money to pay your bills. If he is honest he will respect you.

Too many merchants feel under obligations to the man that owes them. I regret to say that we oftentimes give too little attention to the cash customer, and perhaps less than to the man whom we accommodate.

"Don't let the 'slow pay' customer get the start of you. Better lose \$30 than \$100.

The fourth class is the well-to-do farmer who thinks a settlement once each year is sufficient. Better say to this man that you need the money and that his note, at a fair rate of interest, is not only bankable, but that he will do you a favor by giving it.

Now, in closing, I wish to sum up the question of giving credit in two ideas: One, the continual study of individual customers and their accounts; the other, giving the matter prompt and faithful attention. Each merchant must strive to work with his competitors on this proposition, not against them, for he can hardly afford to trust a man who has been denied by other merchants because he has not taken care of his account.

H. M. Singleman.

### His Nerve Got Him the Job.

A woman who was nearly made frantic by the snow shovelers hung a sign on the door:

"To snow shovelers: If you have any consideration for a woman's shattered nerves, please don't ring the bell. When I want the pavement cleaned my husband will do it."

Soon after the sign was placed the bell rang furiously. On going to the door the woman was amazed to see a man there with a shovel.

"Can't you read that sign?" the woman exclaimed.

"Not without my glasses," was the rejoinder. "I did read in the papers that people who didn't have their pavement cleaned would be fined \$5 and costs."

The fellow got the job.

### 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 Rebate 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% 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

Alba, Mich., 2-16-1904

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



## NEW YORK MARKET

### Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, Feb. 27—The week has been without any particular change in the market for actual coffee. The situation is steady and the demand is probably all that could be expected. Prices seem to be well sustained and sellers are not apparently anxious to part with holdings. At the close Rio No. 7 is quotable at 63½c. This is lower than has been quoted for some time, but seems to be about the correct figure. In store and afloat there are 3,344,765 bags, against 2,623,042 bags at the same time last year. The receipts of coffee at the primary ports of Rio and Santos since July 1, last year, show quite a falling off, being—from July 1, 1903, to Feb. 25, 1904—9,002,000 bags, against 9,593,000 bags at the same time last year. Little has been done in the market for West India sorts and the disposition of buyers is to wait and see what the future has in store. Good Cucuta is quotable at 87½@9c. East India sorts show little change, and prices remain well sustained.

While the volume of business in refined sugar has not been especially large, there is still something doing all the time, and the firmness displayed in raws is reflected in refined. Prices show a tendency to advance slightly, the open market rate for barrels being 4.50c less 1 per cent. cash.

For the time being buyers of teas seem to be pretty well supplied and not much of interest has occurred. Prices are decidedly firm and holders naturally anticipate a steady advance as long as the war news "comes their way."

There has been a fair distributive trade in rice and holders are very firm in their views. Reports from the South indicate that mills are sending more goods to other markets than they are here. The outlook is rather in favor of the seller.

Some quite large transactions have been reported in spices and at the close prices are well sustained. Zanzibar cloves are worth 17½@18c. Pepper is firm and unchanged, as are other lines.

Molasses is firm. Demand all the week has been very good for grocery grades, and with offerings not overabundant the outlook is rather in favor of the seller, although prices show no appreciable advance over last week. A fair trade has been also reported in syrups, which close unchanged.

In canned goods tomatoes are once more becoming the center of attraction and are firmer than for some time past. The consumption during the past six months has doubtless been very large and a vast amount of stuff not regarded as full standard has happily been worked off on the 6 or 7 cent counters. While stocks are still pretty heavy in Maryland, Delaware and Virginia, they are

dwindling and holders are not over-anxious to part with what are left at prevailing rates. In Indiana it is said there are less than 50,000 cases left, out of a pack of over 1,000,000 cases. These figures tend to show that tomatoes at 62½c will not be with us very much longer. Apples are firm, with gallons held at \$2@2.10 N. Y. State as to brand. Corn has been moving with a degree of freedom and futures are 80@82½c for N. Y. corn. Spot, \$1.20@1.25. Salmon is hard to move and nobody seems to want it at \$1.30 for red Alaska here. Peas are steady and really desirable goods are worth 90c for spot No. 2 early Junes.

The better grades of butter are being closely cleaned up and the market is inclined to make a steady advance. Fancy creamery is worth 26@26½c, with seconds to firsts, 19@25½c; Western imitation creamery, 17@19c, latter for extra goods; Western factory, 15@15½c; renovated, 14@18@18½c, and packing stock, 14@15c; rolls, 14½@15½c.

There is not a bit of change to be noted in quotations for cheese, but more and more confidence is being felt as stocks become more and more reduced. Exporters are working off some cheap lots and, upon the whole, the market is getting into pretty good condition. Full cream small size are still quotable at 12c.

Eggs have taken the looked-for tumble, and yet the fall might have been rather greater. The supply here and on the way is large enough to indicate that a further drop may be looked for at any time. Western firsts are worth 24c; seconds, 23c, and from these figures the range is down through every fraction to 17@18c for checked lots.

### Turning Eggs in Storage.

The idea of turning eggs when storing no doubt originated some time ago when comparatively high temperatures, ranging from 35 to 50 degrees, were in use for the storage of eggs. When stored at these comparatively high temperatures, the yolk of the egg, being of an oily nature and lighter than the albumen or white of the egg, will rise and stick to the shell, causing the egg to decay. At present eggs are generally stored in a temperature of about 30 degrees Fahrenheit. At this temperature the albumen of the egg is of a heavy consistency so that the yolk can not get out of place to a sufficient extent to cause it to stick to the shell. This will answer a question often put. It is not necessary to turn or vary the position of eggs in storage providing the temperature is held at about 30 deg. Fahrenheit. It is better for the eggs if they are not moved. Eggs will not keep well in a temperature higher than 35 deg. Fahrenheit. If the yolk does not stick to the shell, higher temperatures result in a shrinkage or evaporation and mould, or must in some cases.

Madison Cooper.

Make your advertisements big enough to attract attention, but not bigger than the thing advertised. Making mountains out of mole hills is sure to cause some one to be disappointed.

## 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.

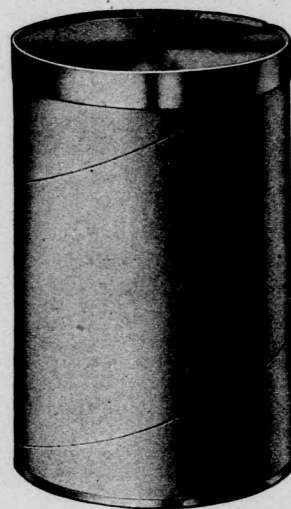
Catalogue mailed free describes steam, spring and hand power Peanut and Coffee Roasters, power and hand rotary Corn Poppers, Roasters and Poppers Combined from \$8.75 to \$200. Most complete line on the market. Also Crystal Flake (the celebrated Ice Cream Improver, ¼ lb. sample and recipe free), Flavoring Extracts, power and hand Ice Cream Freezers; Ice Cream Cabinets, Ice Breakers, Porcelain, Iron and Steel Cans, Tubs, Ice Cream Dishers, Ice Shavers, Milk Shakers, etc., etc.

Kingery Manufacturing Co.,

131 E. Pearl Street,  
Cincinnati, Ohio

## We Save You \$4 to \$6 per 1000

If you use this 1 lb. coffee box



Gem Fibre Package Co.

Detroit, Michigan

Makers of

Aseptic, Mold-proof, Moist-proof and Airtight Special Cans for

Butter, Lard, Sausage, Jelly, Jam, Fruit Butters, Dried and Desiccated Fruits, Confectionery, Honey, Tea, Coffee, Spices, Baking Powder and Soda, Druggists' Sundries, Salt, Chemicals and Paint, Tobacco, Preserves, Yeast, Pure Foods, Etc.

## MORE BUTTER MONEY

In buying Salt for butter making, there are just two points to be considered—economy and the quality of the product.

The Parma Butter Co., Parma, Mich., recently made up a churning with different kinds of salt, including Diamond Crystal, using the same quantity in each lot, and asked a customer to decide which was the best. Without knowing the brands used, he reported that the butter made with Diamond Crystal contained the most salt, and was the best in quality.

Diamond Crystal Salt is used exclusively by a majority of the largest creameries in the country—and none of them has any motive in the matter save interest.

If these creameries find it profitable to use the Salt that's ALL Salt, grocers ought to find it profitable to sell this kind of salt to the country trade which furnishes the butter the grocer sells.

We've just published a book of letters from Diamond Crystal Salt users of National Reputation, which we are very glad to send free to any address on request.

**DIAMOND CRYSTAL SALT COMPANY,**  
St. Clair, Mich.



### Advertising Men Who Are Kept in the Dark.

Many department stores, employing advertising-men, keep them working in the dark. This does not apply to the majority of the truly great and important stores of the country. They know better—their advertising-men are intimately in touch with the details of the business. It is this knowledge that has schooled and developed many men until they stand as shining lights in the advertising-writing profession, and the stores which benefit by their services are recognized all over the land as successful advertisers in the fullest sense.

It is sad to relate, however, that there is a "darkness" existing in the advertising department of a large number of big stores who are trying to be progressive and who, although doing a certain volume of business and maintaining an establishment of some magnitude, yet are falling short of being a truly up-to-date and well-organized store. Somehow they are missing the mark and one of the causes of this failure is the practice of keeping the advertising-man at work in the dark.

In these stores there is usually a head book-keeper, who is often heartily disliked by all the managers, and this individual and the firm are the only people in the store who know just how the different departments stand in sales, expenses and profits.

The department managers in these stores are forced to keep a set of books themselves if they want to know anything at all of how things stand, and the advertising-man, perhaps, keeps a memo. of each department's advertising; but that is all he can do.

The advertising-man knows nothing except what may be vouchsafed him by a friendly manager, and as that naturally only applies to one department, any information he might receive from the same source about another department would probably be distorted and incorrect. The advertising-man knows in a way, of course, what the departments and store, as a whole, are doing, especially if he is one of those sensible advertising-men who are in the departments a good deal and thus keep posted. He is guided in laying out his advertisements and the apportionment of space either by direct

dictation of the firm, or by information of a negative character. Thus he is told not "to give so much space to millinery," or that "shoes are running too heavy," or that "hats can't stand so much," and this leaves him with the fear that something is wrong and that he is blamed for it in a way. But the fact is that in such cases the firm, or one member of it, accepts all the responsibility and simply looks to the advertising-man to prepare the copy.

The writer has seen these stores with the "dark" advertising rooms. He has heard proprietors of these stores defend their position. They have said that they doubted the wisdom of allowing any one outside of the firm to have definite information regarding the standing of the departments. They considered such a policy "shrewd," and would not have even allowed the book-keeper to be "next" if it were possible. To this the writer has answered: "If the advertising-man is not competent enough, if he is of too small caliber to be trusted with this important information, then he should be let out. He ought not to be an advertising-man; he should go back to the counter, the newspaper, or wherever he came from.

"On the other hand, if the advertising-man is a good one, and worthy of confidence, then by all means extend it to him and permit him to share in the detail knowledge of the business—it is necessary to intelligent and forceful advertisement-writing.

"Departments here and there are lagging, but the advertising-man has no positive information as to this fact. Other departments might be successfully boomed at certain times and the correct figures bearing on the department's business would help the advertising-man to gauge the possibilities of a series of sales and what they could be expected to produce. Not that the firm should leave all of this important headwork to the advertising-man, but he should know as well as they the exact conditions, and be in position to co-operate and suggest with an understanding of the situation. But when these facts are denied him, his efforts are constantly hampered and nullified by the absence of this knowledge."

One or two store proprietors have been converted by the writer with an argument like the above and in one

instance he knows that advice along these lines was worth thousands of dollars to a certain firm who saw their mistake and gave their advertising-man the necessary light to work by.

The writer has also had experienced and competent advertising-men complain to him in a brotherly, professional way of the "dark" state of affairs in stores they were employed by. He has seen good men held down in this way until they became utterly discouraged and discontented and for no other reason they have sought other positions. In one special case a man left one of these short-sighted stores, where his relations were extremely pleasant, but where the firm failed to realize what an advertising-man should be to them. After going to the other store, where all possible light was given, he made a great personal success, although handicapped by some conditions that were less favorable than in the first store. Yet here he had all the light needed to work in, and surmounted difficulties which would have been fatal to good advertising had this second house kept him in the dark also.

This added knowledge into the figures and details of each department brings added responsibilities and far more mental labor, but no ambitious advertising-man will dodge these. The fact is, that the "dark" store is the softest snap, because usually anything goes and the advertising is conducted on the hit-or-miss principle. There is an atmosphere of indifference which is fostered by this lack of directness in the advertising

methods which permeates throughout the store.

Let in a full flood of light for the advertising man to work in—he will be a better advertising man and bring the store nearer to perfection.

Ben S. Jacobs.

If you want to know why Eve ate the apple, watch a customer before a "please don't handle" sign.

An egg is best when fresh. But the same is not true of the office-boy.

## Insure Correct Results in Your Book-keeping

By installing one of the up-to-date systems devised by our auditing and accounting department. They will save you time, trouble and possibly many petty losses. Write to-day for particulars.

**The Michigan Trust Co.**  
Grand Rapids, Mich.  
Established in 1889.

## "Viletta"

The queen of "Bitter Sweet" in chocolate.  
A delicious confection.

Manufactured by

**Straub Bros. & Amiotte**

Traverse City, Mich.

Practical Candy Makers.

All The Good Things We Could Tell You About Our Show Cases Would Make

# A LONG STORY

And it is sometimes hard to make a long story short if the story's good, and our story—well, we put about half of it in our catalogue. Let us send you that and you can judge for yourself. If the first half pleases you, we will send our salesman to tell you the other half, and we will leave the sequel to you.

**Grand Rapids Fixtures Co.**

**Show Case Manufacturers**  
Bartlett and South Ionia Streets, GRAND RAPIDS, MICHIGAN

New York Office, 724 Broadway; Boston Office, 125 Summer St.



### Weekly Market Review of the Principal Staples.

**Fancy Worsteds**—Naturally the outcome of fancy worsteds is one of the most interesting questions of the hour, and it seems to be a recognized fact that notwithstanding the tendency towards worsteds, which has been evident in the buying, the production of worsteds appears to be more than sufficient to satisfy the wants of the trade, but it is a question whether there has been enough bought to allow the manufacturers to keep their machinery running full at all times until the duplicate business comes to hand, and all eyes are turned in this direction with much interest, yet it must be some time before this develops. It is comforting, however, to note the number of lines that have secured enough initial orders to feel pretty secure in regard to the duplicates. Perhaps the manufacturer is somewhat to blame for this condition. Certainly the clothier, as the time approached for the opening of the various lines, expected to pay at least last year's prices for his woolens and worsteds. He had studied the wool question pretty thoroughly, and had compared the cost of the production this year with last and he could not see wherein the prices would be any smaller. On the contrary, he saw that the prices of some wools were higher than last year, and consequently the cost of fabrics might show some advance. If, when he came to the market, his calculations had been borne out by the facts, he would have been satisfied, and very likely would have purchased normal quantities. Any upsetting of calculations could not help retarding business, which it did this time most effectually. The fear of manipulation produced undue conservatism on the part of many, in spite of guarantees to the contrary. The result was that the buyer for clothing houses did a lot of shopping and a lot of picking up here and there, but the total has disappointed the trade in general.

**Mercerized Worsteds**—The influence of mercerized worsteds upon other lines must not be underestimated. It is a fact that where a house has made a specialty in mercerized worsteds, its sales have been unusually good and the majority of these lines are now considered as in a very satisfactory position. These goods have been severe competitors of the all-worsted fabrics, and where the buyer has shown a tendency to put in a line of these goods, the all-worsted fabric has suffered. The finish and feel of the mercerized goods have been attractive, and the buyers have felt that the appearance of a suit made up in these goods would make it sell quickly.

**Dress Goods**—The dress goods end of the textile market is moving along in a favorable, and we may say generally satisfactory, manner. The garment makers, however, have bought more freely than others, and are gen-

erally considered the best section of the market for current business. In many cases it has been reported that deliveries can not be made quickly enough to suit the demand, and when lots of goods are received they are reshipped immediately to waiting customers. In fact, there are rush orders awaiting every yard of goods as fast as it comes to hand. The tendency to plain goods, it can not be denied, has shown exceedingly rapid development within the past few seasons, and this is undoubtedly gratifying to such agents and mills as cater to this trade. In fact, there are several mills that devote their entire energies now in this direction to the exclusion of everything else. In looking over the orders, we find the tendency still considerably stronger for plain goods than for fancy effects. At the same time there has been a generous request for a totally different line of goods. What might be called semi-staples are favored by many, while others show a tendency towards wanting more extreme fancies. The manufacturers do not seem altogether pleased at this latter tendency, because it is almost inevitable that an extreme style will have a comparatively short run, and when the demand ceases, it does so abruptly, and any stocks that may remain on hand might just as well be put in the auction room first as last, even although there may be some difficulty in disposing of said style. For this reason manufacturers prefer to accept orders for these goods in a limited quantity and from such houses as are understood to be conservative in their views. In spite of this, however, each week recently has shown an increased tendency towards more pronounced patterns. The fact that some who have watched the style tendencies carefully state that plaids are coming into favor again must not be taken too literally. No one expects them to be favored for the coming fall to any extent, but it is not unlikely that the spring following may see a certain amount of popularity in plaids. If an agent or manufacturer has plaids in stock, it seems as though it would be good policy to hold on to them for a little while. Scotch tweed effects and fabrics on a similar order are not cared for, and although we have looked the market over carefully to see if there is any tendency in this direction, we find the same report true to-day as in the past, they are not wanted. There is, however, a good demand for mannish effects in worsteds, and the cutting-up trade has purchased with fair liberality of such lines for fall. Furthermore, there is a fair-sized duplicate request for immediate delivery. As for such goods as zibelines, they are in good demand, and broadcloths hold their own. Buyers of dress goods have every confidence in the future, and the orders for fall are the best proofs of this.

**Carpets**—Some of the largest three-quarter carpet mills report business as good and they have already booked enough orders to keep them well employed up to the end of the season. Others report new orders coming in more slowly. One thing is sure, the buyer will not gain anything by hold-

## Straw Hats

We have a complete line of Men's, Ladies' and Children's Straw Hats in all the latest shapes.

Also a complete line of Men's and Boys' Felt Hats.

Our prices are right.

Ask our agents to show you their line

**P. STEKETEE & SONS**

WHOLESALE DRY GOODS  
GRAND RAPIDS, MICHIGAN

## Grand Rapids Dry Goods Company

Exclusively Wholesale

Grand Rapids, Mich.



## The Best is none too good

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

**Lowell Manufacturing Co.**

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



ing off in placing his orders; on the contrary, everything points to still higher prices next season. The importers will have to pay more for wool, which will necessitate the advancing of prices on all raw materials, which of necessity means higher prices for yarns, and there will be no alternative left to the carpet manufacturer but to advance his prices. This next season will find in Philadelphia three new concerns who will be in a position to manufacture tapestry and velvet carpets. It is evident that these concerns, who are now all manufacturers of ingrain also, realize that the buyers are purchasing more of the three-quarter goods each season. The large rugs in tapestry velvet and Wilton continue to run well and each season finds more demand. Realizing this fact the manufacturers are also increasing their capacity. Even the Smyrna rug manufacturers who have each season increased their capacity, and have been unable until the past year to supply the demands of the trade, now find the higher grades of rugs taking in part the place of the Smyrnas, especially in the larger carpet sizes, such as 9x12 feet.

**Art Squares**—Manufacturers report business on this line very good and while prices are far from satisfactory, the prospects are favorable for a good volume of business which will last right up to the end of the season. Wool carpets in all lines must be advanced next season owing to the scarcity and high prices for wool, which some believe will be still higher next season.

#### Power in a Woman's Eye.

A woman's eyes are the first objects to attract a man's attention and they are the last things he remembers about her. Long after he has forgotten the color of her hair, the dimple in her chin and the soft, sweet sound of her voice, the look in her eye remains with him.

He may not be able to single her glove out of a pile of keepsakes; he may have cast her photograph upside down into the waste basket with a lot of others; the slippers she made him may have been worn out by his valet, but still some particular turn of her glance, some little trick of drooping her lashes or lifting her brown eyes will be as clear to him as the daylight. Ten years after love has been laid away in his little satin-lined casket that glance will rise like Banquo's ghost at the feast and startle him just at the moment when the man is looking most intently into the eyes of another woman.

It is not the color of a woman's eyes which a man first observes or last remembers. Nine times out of ten a man will turn from the glance of a pair of soft brown, cowlike eyes to gaze into the green orbs of the red-headed girl on the other side of the table, and many a doll-like, blue-eyed beauty weeps because some pugnosed, tawny-eyed woman has lured away her sweetheart.

Ask any man the color of his sister's eyes and he will look at you blankly. "Jove," he will remark, "I believe I've forgotten. But they're all right. There's something about

them that's catchy." And that is positively all that can be gotten out of him.

The fact that Becky Sharpe's eyes were green or that Cleopatra's eyes were yellow never interfered with the machinations of those fascinating ladies, nor dulled their reputations as coquettes. Color, size and shape may make an eye beautiful, but they never can give it that something which so many beautiful eyes lack and so many homely ones possess, the power to make a man break a bank or sell his overcoat in order to give his wife what she wants.

When the world was sentimental men called it "soul." Then they grew practical and apathetic and they called it "character." But no man will ever know what it is any more than he will ever know why he married the particular woman he picked out or why the cook has left. It is a question as subtle and elusive as either of these.

#### Electricity Not Dangerous When Mild Current Is Used.

Experiments on the brain of a living subject with electric currents have been comparatively rare, as there has prevailed among physicians and physiologists the idea that such a course of experimentation was extremely dangerous. There have recently been published, however, records of some experiments carried on by M. S. Leduc, with the object of using the electric current to produce sleep and of studying its effects on the brain generally. In early experiments it was shown that the brain is the best conductor of electricity in the human body, being about 3,000 times more conducting than muscle. It was also observed that when a continuous current was passed through the head from one ear to the other the sensation of giddiness was produced and that objects appeared to revolve in the same direction as the current flowed. However, when the electrodes are placed on the forehead and neck and the current sent from back to front the effects are innocuous so long as a mild current is used, and in some cases may be beneficial. According to M. Leduc, the most satisfactory current is one of four milliamperes at thirty volts, which is broken or interrupted 100 times a second for nine-tenths of the period of interruption. The first effect noted was the disappearance of the faculty of speech, after which followed the loss of the motor faculties. Under ordinary conditions there is no affection of the respiration or pulse unless the current is increased, and then it may cease. The patient is said to awaken instantaneously from the electric sleep and to experience a feeling of refreshment.

#### Not On the Mouth.

Nell—He has been attentive to me, and last night he tried to kiss me.

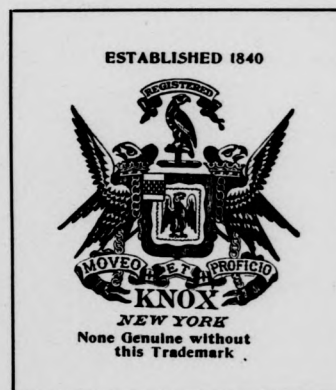
Belle—Well, it's all right to be attentive, but that was over-doing it.

Nell—O, no; he underdid it. He only succeeded in kissing me on the chin.

Few merchants get weak eyes from looking at the bright side of things.

# The Knox Hat Manufacturing Company

If we are not represented in your city  
write to us about agency



## KNOX HATS

*Silk Opera Stiff Soft*  
*Pocket and Straw*

**The**  
**Product of Independent Labor**

Manufactory, Agency and Wholesale Departments:

**Grand & St. Marks Avenues**  
**Brooklyn, N. Y.**

#### Retail Stores:

NEW YORK—

452 Fifth Avenue  
Cor. of Fortieth Street

194 Fifth Avenue  
Under Fifth Ave. Hotel

212 Broadway  
Cor. Fulton Street

BROOKLYN—

340 Fulton Street

CHICAGO—

187-189 State Street, Under Palmer House.





### Notes on Late New York Fashions.

It is some time since flannel and heavy fabric negligee shirts for cold weather wear have taken such a hold on good dressers as at present. It is not the habit of the oft-quoted "smart dressers" so much as it is that of the genteel member of the Stock Exchange and the sensible college man, both of whom go in for comfort and becomingness in dress. The taking up of the flannel and cheviot negligee shirt for business dress in winter by these two important factors in the fixing of modes masculine has given the fashionable shops something to talk about, and they are talking negligees for next winter.

To complete the comfort of the negligee shirts the old-fashioned turndown collar is worn, not only by the elderly men seen on the floor of the Stock Exchange, or in and about the financial district, but by young men noted in their set as sticklers for good form in dress. A string tie of heavy silk is usual, occasionally a four-in-hand about  $1\frac{3}{4}$  inches wide.

The season's flannel and cheviot negligee shirts, as made by the best makers, are so much better in styling than anything previously turned out in the way of a soft-front shirting that it is no wonder the goods have become fashionable. Next year they will be more so. It is but natural that when good taste selects the negligee for business dress the materials should be in keeping with the smart position given to the garment. Fashionable furnishers are showing these well-made negligees for spring, ready for service. The vogue is yet in its inception.

With the advent of bright-colored shirtings for spring, as they are reflected from the show windows on Fifth Avenue and upper Broadway, I observe every now and then a good dresser wearing a bright reddish pink, a light green, slate, pearl or champagne in the newest fabrics, which, to my mind, is indicative of a bright color vogue in shirts for the season of verdant fields and blossoming flowers. It is chiefly significant because the new things have been taken up so soon after they were first displayed. At the shirtmaker's I learned that men are more eager for new shirts this season than usual, on account of the decided style change from the somber to the brilliant.

When men with refined ideas in matters of dress note the things they are favoring displayed in the windows of the popular stores they seek a change. It may concern so small a detail as the size of their scarf knot. A short time ago I noted that the fashionable shops on Fifth Avenue were making an exclusive show of very wide scarfs, with extra long aprons. The popular stores were then showing four-in-hands two inches wide. Men whose taste influence styles called for still wider shapes, which would make larger knots than those worn by most peo-

ple. Now that these wide scarfs have reached the popular trade the fashionables are wearing ascots, tied as four-in-hands, to obtain a still larger knot.

To get a large knot with the regular four-in-hand the end forming the knot is carried around twice instead of once, giving a greater bulge before the end is slipped through the outer lap. With heavy silk cravats the knot so produced is considered swell.—Apparel Gazette.

### Shirts May Go Up.

The high price of raw cotton has made many persons look for an increase in the price of collars and shirts. It was reported a day or two ago that one shirt manufacturer had announced that he would jump the price of shirts \$1 a dozen pretty soon. Several shirt manufacturers who were seen by a N. Y. Sun reporter said that they did not expect an increase in the price of shirts right away. The representative of one of the biggest shirt making houses in the city said:

"There will be no increase in the price of shirts until the manufacturers get together and decide what to do. There has been no talk of that so far. I do not think that any one manufacturer would alone attempt to raise the price of shirts. Of course, if he did and the others held off, he would be in a nice fix.

"I think now that most of the manufacturers have everything on hand they have contracted for. That means that the present price of cotton is not worrying them much. The manufacturers who are short, however, will have to suffer. Just at this time I think that most of us are sitting back and waiting. We want to see what the future will bring. Then there may be some action.

"If the manufacturers have to increase the price of shirts, the retailers will have to make a proportionate increase, and then you see that the consumer, or the man who wears the shirt, will have to fork out the extra cost. But just now it is safe to say that few of us know where we are at, and until we do I do not think that anything will happen."

### At the Dress Goods Counter.

She was a tailor-made young lady of 20 years, who sat at the silk counter with a bit of black taffeta in her dainty fingers.

"Have you some of this same taffeta?" she asked the clerk. "It was bought here, and I want to look at something off the same piece."

Patiently the clerk pulled down bolt after bolt of taffeta, and after ten minutes' searching and matching found the bolt desired.

She looked at it carefully, while the clerk enquired, "How many yards, please?"

"Oh, I don't want any," she said sweetly. "I made a wager with Mae Brown that this taffeta had a red selvedge, and she bet it was a green selvedge. I see it's red, and I'm awfully much obliged to you, and Mae Brown will have to pay me a box of candy."

Patiently the clerk restored his silks to the shelves, and regretted the heavy penalty for homicide.

## 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.

**MACKINAW** **SEASON, 1904.**

**BLUE LINE**

RICHNESS IN APPEARANCE & WEIGHT  
SUPERIOR TO ANYTHING  
BROUGHT OUT IN OUR 18 YEARS  
EXPERIENCE IN THIS BUSINESS.

STRIKING DESIGNS  
THAT WILL BE IDEAL FOR WINDOW DISPLAY.

**THE IDEAL CLOTHING CO.**  
TWO FACTORIES  
WHOLESALE MANUFACTURERS.  
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; Citiz. 1957



**Advantages and Disadvantages of the Credit Business.**

There is probably no question of more vital importance to the merchant than that of cash as against credit. On going into business it is easy for him to determine upon doing only a cash trade, and that it can be done successfully is proven by one or more merchants in every town. Yet, notwithstanding the greater interest a cash business always holds for the merchant in the large cities credit is very cheap and easily obtained.

It is equally true that successes fully as monumental as any built upon a cash system have been erected on credit trade. It has been the stepping-stone for many of the large metropolitan concerns, whose very names are household words.

Although the credit system has many defenders, it does not seem otherwise than that merchants should prefer a cash business if it were possible for them to get along without credit. "Do you think for one minute that John Wanamaker would have made the success he has in New York if he had determined at the beginning to do only a cash business?" enquired a merchant who advocates credits. "No, sir," he continued, "he would not have been in it to the extent he is to-day. His charge customers comprise his best class of trade, they buy the better grades of goods, much better, undoubtedly, than if they paid cash. This is one of the compensating features of charge trade, the people opening accounts, knowing they virtually have their own time in which to pay bills, buy more and better than they otherwise would do.

"Yes, all that is true, that it costs more to do business on long time, since extra book-keepers, collectors and credit men must be engaged to keep these accounts. The merchant who sells for cash can sell closer, give good merchandise cheaper, since he does not run the risk of losses the credit system entails."

A gentleman in the clothing business to-day, who at one time held a responsible position with Best & Co. some years ago, when that house was rapidly building up to its present magnitude, said:

"Mr. Best repeatedly told me that he would never have attained the successful growth he did had it not been for the liberal credits he extended. During my time there we got correspondence from Canada, Australia, and even Africa, from people who had undoubtedly bought of us when they were in New York, requesting us to send on a suit of a certain style. Well, Mr. Best would come to me with these letters and ask what we should do about them. The writers were unknown to us. They had no account with the firm. Yet he would send to each, not only one suit but three or four, so that they could make a choice, and perhaps they may keep more than one," he would say. We rarely got stuck in this way, and frequently these correspondents would take a number of suits instead of confining themselves to the one written for. It was the faith he put in people, his confidence

in their good intentions, that won for him the respect of the fine trade which is to-day distinctive of the house of Best & Co. He never seemed to tire telling of how he grew through trusting others."

"It is unfair to discriminate between the cash and the charge customer in favor of the latter, which is invariably done," said a clothing manager of wide experience. "It costs the dealer more to do a charge trade than to do a cash business. The charge customer has goods sent home on approval and these are oftentimes returned again, and all at the store's expense. Charge customers are also accorded other privileges, not asked for by the cash buyer, and in addition the former are given three to six months in which to pay for merchandise. The interest on these outstanding debts, the cost of collecting and handling the money, the extra book-keeping expense are all paid for by the cash customer, hence I say it is unfair discrimination.

"It would undoubtedly be a difficult matter to ascertain from one of the big department stores figures as to the percentage of expense it costs them to do a charge trade. But we may readily infer that it is a goodly sum, since R. H. Macy & Co. are willing to give depositors 4 per cent. interest on their deposits in order to avoid doing a charge trade. This 4 per cent. may not represent half the cost, since a house like that undoubtedly also figures on the use they get out of the moneys deposited with them. While I do not know that it is done, yet it seems to me that a store like the Macy and the Siegel-Cooper Company, both of which institutions do a banking business with their customers, would not have to use any of their own capital in the conduct of their business. Presuming that a banking business such as is done by these stores is large enough, they would always have on hand funds ample enough to discount their own bills. Yet they would hardly admit that this is done. Of course, you understand, I am only referring to the possibilities in this direction. And if Macy is willing to give 4 per cent. to not do a credit business one can easily estimate that the losses resulting from the charge trade are large. Although I have never heard of any expert accountant who had accurately figured out what it costs the big stores to do a credit business, Macy's offer of 4 per cent. interest figured in with what it costs them to do a banking business is significant of the fact that they are making a big saving by keeping out of the credit business."

"Selling for cash is the only way to do business," said a clever merchant who prides himself upon having successfully conducted a cash business for many years. "With credits a merchant has to employ collectors and extra book-keepers and other expenses are necessary which do not have to be incurred in a cash business."

"Merchants who have started out with the intention of doing a cash business have ultimately fallen by the wayside because they have weakened by opening small accounts which

have increased so that in time their losses have accrued to amounts which have literally swamped them," said a shrewd manager. "There is the best possible opening in New York for a cash business. Few are absolutely so. Macy's, I believe, is a cash store. Yet would they not do a great deal more business if they opened accounts? Of course, they are giving their customers 4 per cent. for the use of their money, and with it could easily discount their own bills. If other merchants could get their customers to deposit with them at the same rate of interest they would not need capital on which to do business."

A clothier took the same view of the matter, and added: "I have in mind one of the most prosperous department stores in Brooklyn, the proprietor of which has a bank on the same street, and is he not in a position to use the deposits to carry on his own business?"

"To my mind the doing of a strictly cash business is not so difficult a matter as is the question of how to change from a credit to a cash business without losing your credit trade," said another. "As a business physician, if I were one, what would I advise? There is but one way to do business so that the ghost of bankruptcy does not become an actual nightmare, and that is to sell for cash only. It requires an unswerving determination, a stiff backbone, and an amount of stick-to-it-iveness as adhesive as a porous plaster to accomplish it.

"According to modern merchandis-

**Made on Honor**

and

**Sold on Merit**

Buy Direct from the Maker



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

Ellsworth &amp; Thayer Mnfgr. Co.

MILWAUKEE, WIS.

B. B. DOWNARD, General Salesman

**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.**



ing methods the retailer must, to do a cash business, sell goods cheap, cheaper than his competitor who gives credit. He must let the people know that he is selling cheaper than anybody else in town, but doing it strictly for cash. Give them goods at a real saving to them. He must infuse new life and snap into the business; be as anxious to take down the shutters in the morning as he was reluctant to put them up at night on a record day of sales. Successfully plan and execute schemes to get more business. He will have to hustle more for all this, and then people who didn't know and those who forgot he was in town will wonder how they overlooked him so long. This won't happen, however, unless he gets out and looks for new trade.

"People will go far to trade and pay cash if they learn that they are saving money. Make them think so, even if it becomes necessary to reduce the profit on some things. If there is stock to clear out and the retailer is willing to take a loss on it, let them know that you are losing money. Afterwards keep everlastingly at them with special merchandise, bought in small quantities for special sales. The cash business will stand it.

"The market is an open one and full of opportunities. To do more business you've got to 'fire up,' get up more steam. The higher the pressure the more intense the fire must be. The retailer is at once the fireman and engineer, the brains and the executive, and the consumption of his gray matter in such efforts is dollars and cents logic. He may have to sell some goods at cost, even at a loss. But he must remember that successful merchandising, according to modern methods, is not so much a matter of selling goods cheap as it is a matter of making people think you do. Lose some money on a few things and make money on a lot of things."—Apparel Gazette.

#### Women Are Not Meaner Than Men.

Are women meaner in giving than men? It can not rightly be urged that they are. Women, after all, in buying or in giving, are commonly making use of money that others have earned. They have been trustees of other people's money for 2,000 years, and long use has made them careful of their trust.

Of course the petty meannesses of a certain kind of women have afforded opportunities for men's jests and contempt; but those petty meannesses are nothing in comparison with the great meannesses of really sordid men.

#### Taking No Chance.

"If you had a million dollars, what would you do?"

"I don't know that I'd do anything," answered Mr. Ardloc. "I'd probably wake up and find it wasn't so."

#### The Office Boy's "Break."

Business man—Look here, boy; you've been in this place only half a week, and you've broken four chairs!

New office boy—Yes, sir; you advertised for a strong boy, sir, if you remember, sir.

#### THE HIRED MAN.

##### He Describes the Wearing Qualities of Boots.

James Milker, the regularly ordained hired man, and Peter Clover, who was assisting by the day, had paused in their labor.

They sat each on a tolerably soft bundle of corn which raised the patches, that were on their overalls where they belonged, slightly above the cold barn floor.

Their laps were covered with corn stalks, husked and in process of husking.

The pause was occasioned by the circumstance that Orin Earlap, who was the employer, because he worked the farm, owned by the Medderland girls, on shares, had taken a few soft, rustling corn husks and a fork and gone out into the barnyard for a few moments, and as Orin paid the wages, very naturally the husking bee paused for a time.

James Milker wiggled the feet which stuck up out of the pile of corn stalks and regarded them critically. "Pete," he said, after a few moments' consideration, "I'll be got blinged if I ain't got to go an' git some new boots."

"Looks 'sif 'twas either that 'r go barefoot," answered Mr. Clover, facetiously.

"Well," continued the hired man, "it's dum whanged near time I bought some. How long you s'pose I've had this pair I've got on?"

Mr. Clover regarded the wiggling boots, which came up through the rustling stalks, for a few seconds and then from force of habit reached for another unhusked ear—happened to think in time, dropped it—and replied, "Twenty-two years."

"Well, Pete, you was tryin' to be cute, but you come a dagged sight nearer it than you thought you did. I bought them boots to old Ab. Hyde's store sixteen years ago come the ninth day of February."

Mr. Clover shifted a large cud of tobacco in his cheek with a comical wink of his eye, leaned over and expectorated with great precision through an augur hole in the floor which had been providentially placed close at hand, and said nothing.

"Don't b'l'ieve it, do you?"

"Oh, yes, sir, if you say so. But that ain't nothin' much. The boots I've got on was bought by my grandfather before he moved from Vermont in 1868. The old man died that next winter, my old man wore 'em off an' on until he was laid up that time he cut his foot loggin', an' then he give 'em to me an' I've worn 'em winters ever sence. We don't git no such good stock in boots nowadays."

"No, we don't, but they was blaggy good stock in them boots I got right there, I tell you," and the hired man raised one foot and swung it around toward the day help for inspection.

The day help patted the old wreck a little on the instep, and then twisted the hired man's leg suddenly around and pinched the back of the boot vigorously above the counter. "They was split backs at that," he said.

"Well, by gosh, they wa'n't split

## 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.

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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.

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## For \$4.00

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5,000 Bills  
5,000 Duplicates  
100 Sheets of Carbon Paper  
2 Patent Leather Covers

We do this to have you give them a trial. We know if once you use our Duplicate system you will always use it, as it pays for itself in forgotten charges alone. For descriptive circular and special prices on large quantities address

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105 Ottawa Street,  
Grand Rapids, Michigan



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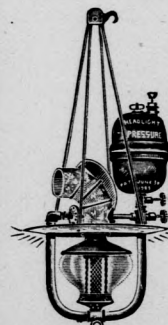
It is the one gasoline lamp that never fails. Always right and ready, are in daily use in thousands of homes, stores and business places all over the world, taking the place of gas, kerosene and electric lights, as they can be run for less than 1/4 the expense and don't cost much to start with.

100 C. P. Light for Less Than 15c a Month

They are so simple anyone can use them, are safer and less trouble than a kerosene lamp, and give ten times the light. Every lamp guaranteed. One in use in your office or home would sell a lot more at good profits. Write for new catalogue and agency.

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Headlight 500 candle pr.  
Combination gravity and pressure.





backs. Them boots was warranted hull stock, back an' front, by ol' man Hyde himself, an' I remember I asked ol' Jimmie Tapley when I had 'em soled, 'Jimmie,' I says, 'you know what luther is,' I says; 'now I want you ti tell me what you think of that pair o' boots.' An' Jimmie he picked 'em up an' squinted through his spectacles at 'em, an' squinted over his spectacles at 'em, an' pinched 'em, an' smelled of 'em—"

"An' dropped dead," ejaculated Mr. Clover, who was quick at reparation and saw his chance.

"An' he reached inside of 'em," continued the hired man, with not the slightest notice of the interruption, "an' turned the tops down so's he could see the grain of the luther an' he set 'em down on his bench an' he says, 'Mr. Milker,' he says—you know how respectful he always was—'Mr. Milker,' he says, 'I ain't seen a piece of boot stock like that,' he says, 'sence I left the old country.'"

"What kind is it?" I says.

"It's 's good a piece of French kip as I ever see," he says.

"Well, now, them boots o' mine—" interjected the day helper.

"I'll fix 'em for ye," he says, 'half sole an' heel 'em,' he says, 'but ye can't expect I c'n give ye any such sole luther as they was on the bottoms of them boots in the fust place,' he says."

"Well, take them boots of mine—" broke in the day help.

"But he tapped 'em, an' heeled 'em, an' I went on wearin' of 'em, but they didn't wear, sure enough, like the first ones did, an'—"

"Yes, like them bots o' mine—"

"An' sence then that there pair o' tops right there has wore out nine pair o' double soles an' heels, an' if—"

"Like them boots o' mine, I—"

"—I hadn't been a dum fool an' put 'em in the oven to dry, when I got 'em wet slushin' it home from the postoffice last Saturday night, they'd lasted me all winter. Like —"

"Now, my boots—"

"Like a dum fool, I say, I put off greasing 'em 'till I could git some good mutton taller. They wa'n't none in the house, only beef taller, an' my dad allus told me to use nothin' but mutton taller on luther. I—"

"Fur my boots—"

"Mutton taller on luther,' my dad says, an' I allus used it. Melt 'er up in a little sasspan on the stove, an' pour in a little neat's-foot ile, an' a chunk o' beeswax an' pound up a piece o' ruzzin an' stir that in, an' color it with 'bout a half a spoon o' lampblack, an' you've got a boot grease that is a good grease. Why, I've—"

"On them boots o' mine—"

"I put that boot grease on once when we had water in the cellar, an' I sloshed around down there from supper 'till dum near bed time, gettin' preserves an' things off the swingin' shelves an' gittin' the butter off the cellar bottom an' one thing an' another an' my stockin's was jest as dry as ol' Bill Hodge on election day, yes, sir. I—"

"Speakin' o' boots, them—"

"Jest a minit. I got them boots wet, like I tell you, last Saturday

night, sloshin' home from the post-office, an' 'twas all me an' a boot-jack, an' a chair, an' ol' Orin could do to git 'em off. I—"

"I got these boots wet once, that—"

"As I was sayin', I thought one spell I'd have to cut the dum things off'n my feet, but finally we fetched 'em an' when I went to get some oats to put in 'em to dry the wet out—"

"I allus use—"

"But there wa'n't a darned oat in the house 'ceptin' some the old lady Earlap had some eggs packed in, an' I knew 'twas no good to ask her for them, an' I didn't have nothin' to wear out to the barn, an' ol' Orin had gone to bed, an' he wears such a small boot I couldn't git his'n on, anyway—"

"I wear number—"

"So the ol' lady says, 'Put 'em in the oven,' she says, 'they'll dry out, an' 'twon't hurt 'em none. Leave the oven door open,' she says, 'an' when you go to bed the fire'll go out an' the boots'll dry out gradule, an' they won't take no harm,' she says, so I done it, though I knew when I done it I ought not to done it. Well—"

"I did that with these boots once, and—"

"But let me tell you. Everythin' would 'a' been all right, just as she said, 'f ol' Orin hadn't got up in the night with a rip tearin' dose of wind on his stummick that was doublin' him all up, an' he had the ol' lady up an' they built the fire up like a barbecue to heat water an' cloths an' things an' never thought a word about my boots until about midnight. I woke up with all their tearin' round, sleepin' jest off the kitchen like I do, an' the first thing I woke up dum 'f I didn't smell them boots, an' I come tearin' out into the kitchen an' snatched—"

But just at this moment Mr. Earlap was heard returning to the barn and both men snatched up fresh ears and began to tear the husks from the golden ears with suspicious energy while the wary employer looked at the bushel basket, which held exactly as many ears of corn as it did when he went into the barnyard, and his very manner made conversation languish for a time.

Some days after this, on the occasion of a visit to the village, the hired man bought a new pair of boots, but that is another story.—Boot and Shoe Recorder.

Senator Beveridge, of Indiana, the author of a book entitled "The Russian Advance," which has been much quoted of late, was asked the other day if Manchuria was worth fighting for. "Both the Russians and the Japanese think so," he said. "Almost any nation would think so. Manchuria is an empire in itself. Do you know how big it is? It has grain growing territory enough to feed the whole of Japan's forty millions, and it is so rich in coal and iron that the Japanese would have made it a beehive of factories. The country is as big as France and Germany combined. It is twice as big as New York, New Jersey, Pennsylvania and New England combined, and quite as rich in natural resources. Its value can not be estimated."



## The First Step

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

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

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

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

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

*Save three Pennies*

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

Ask Dept. K for catalogue.

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

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



Moneyweight



## EPOCH-MAKING FICTION.

## Influence of Popular Novels in Effecting Social Reform.

In the evolution of modern thought the novel is coming to be a distinct factor, to be seriously reckoned with. No one who would keep pace with current thought or catch the first whisperings of coming events can afford to ignore or leave unread those tales of fiction whose sales are phenomenal and whose titles are in the mouths of all intelligent people. The day when novel reading was relegated to sentimental schoolgirls, weak-minded women and lovelorn youths, if it ever existed, has passed away; and while it is necessary to exercise nice discrimination, to escape being mentally swamped by the flood of worthless trash that is annually on the increase, scholarly men and women regard it as necessary to be acquainted with the contents of the latest notable romance as with the latest scientific discovery or invention, or the latest political events at home and abroad.

The novel seems to have made its formal bow in the English language in the time of De Foe. Although "Robinson Crusoe" is undoubtedly lacking in artistic handling and finish, and in many of the qualities that are considered essential to a great work of fiction, it must nevertheless be conceded a place of importance in the ranks of fiction. Read by every English and American youth for upward of two centuries, its very recollection has not only served to keep boyhood's springs alive in men's hearts, but it has implanted there a hankering after strange climes and far countries which in mature years has developed a zeal for exploration. This, more than any other one cause, has probably led to the opening up and development of lands far from civilization. It would perhaps not be fair to charge that our great English and American explorers have started out upon their voyages with a copy of Crusoe under their arms, but is there any one who doubts they read the book in boyhood and resolved to emulate the hero's example?

The novel of romance was born in English literature after De Foe's time, and during its first century of existence ran the gamut of human experience, from a sickly morality and maudlin sentimentality to high heroics and faithful pictures of life. The novel with a purpose was undreamed of, save as the common drift of reputable fiction was to lay emphasis upon the fallacy that in this world virtue may be assured of its reward and vice of its punishment. Sir Walter Scott stands out as the first writer of romance possessed by a fixed idea, and although he failed in his ambition to rekindle the dying embers of feudalism, he has succeeded more than any other author in impressing upon successive generations of readers lessons of chivalry and courage and the value of honor—honor of race, honor of family, personal honor.

The foremost among British novelists to put forth books which have remolded society and worked reforms of vast importance is the man most

widely loved, most mercilessly scored by critics—Charles Dickens. Dipping his pen in the deep well of human sympathy within his own heart, with no ambition to meddle with the law's administration, and little or no hope of overturning or reforming existing laws, he succeeded in bringing about radical reforms that centuries might not otherwise have achieved, in the sluggish course of British politics. His pictures of the Marshalsea led to the abolition of imprisonment for debt in England. His affecting stories of the abuse of the young and the sufferings of aged paupers incited investigation of public institutions and reformed the orphanages and work-houses of the United Kingdom.

Thackeray was a novelist with an unproclaimed mission, an ambassador in disguise. It is only after the lapse of years that his admirers are beginning to see the serious and sober purposes beneath his light raillery. It has been said of him that he held the mirror up to society; but, looking closer, one sees the snobocracy reflected in its depths. War, war to the knife, upon the empty-headed aristocrat and the snob! This is the slogan of his novels, and they have undermined the influence of the hereditary title and freed intelligent minds to an independent valuation of their fellows, a species of spiritual enfranchisement of moment in a convention-ridden society.

Many novelists have taken their tilts at politics, but the first to have a hand in a great political movement was an American woman, Harriet Beecher Stowe. By North and South it is conceded that "Uncle Tom's Cabin" was the spark which kindled the fire of conflict in the deadly struggle waged between the two sections of this Republic, more than forty years ago, and which resulted in the freeing of the slaves. Throughout the country the evils of slavery had been discussed and the vexed question had been debated in the forum of Congress, but its settlement was still afar off when her book saw light. The story was in no sense remarkably written. Now that all of the facts embodied in it have become frank and open history, the romance, to the most casual eye, is overwrought, overdrawn and biased. Yet it brought to the minds of the North a realizing idea of the actual and potential evils of slavery, and aroused a popular demand for its suppression that could not be denied.

Strangely enough, after the lapse of a half century, another epoch-making novel has been put forth on the opposite side of the question. "The Leopard's Spots," by Thomas Dixon, Jr., first brought out in 1902, which a year ago passed the sale of its first hundred thousand copies, and has been steadily mounting upward ever since, has brought even the old-time abolition sentiment to a sudden halt. With its vivid exposition of present conditions in the South, told in the form of an interesting romance, it has swung back the pendulum of public opinion, appalling all who read with a sense of the wrong done the South and the menace to the Nation in the mistake which put the power of the franchise into the hands of

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Total Adder Cash Register  
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### "What They Say"

Owensboro, Ky., 4-4 '03  
Century Cash Register Co., Ltd.,  
Detroit, Mich.

Gentlemen:—The Century Cash Register we bought of you on Feb. 7th has given us such universal satisfaction and we were so well pleased that we ordered another Century Register on the 20th of March, and now have both in use. They are certainly ornaments in our store, and as to their accuracy must say, that it would be impossible for you to make any improvements. We have carefully examined other registers that were bought from other factories at six times the cost of yours and could not even find one point that was an advantage over yours, which only cost one-sixth the price. In fact, if prices were equal, we would prefer the Century over all others that we have examined. No doubt you will feel conceded over the compliment that we are paying you, but we feel that you are justly entitled to it, and at any time that we can be of any service to you for reference in regard to the Century Register, we shall certainly be delighted in recommending it with the merit it deserves.

Yours very truly,  
Meyers & Moise,  
Queensware, Glassware, Cutlery, Notions,  
Fancy Goods and Bar Goods.

The writer of the above is a leading Kentucky merchant and a very large dealer, rated in Dunn and Bradstreet at \$20,000, amply able to have purchased high-priced machines had he considered them better than ours; ordered the second Century after giving the first a hard test of a couple of months' use. We are daily in receipt of similar letters from many other responsible merchants too numerous to print, which we will be pleased to send on application. Endorsements from reliable merchants like the above are the best argument that any manufacturer can advance to prove the merit of his goods. Every machine sent on seven days' trial and guaranteed for five years.

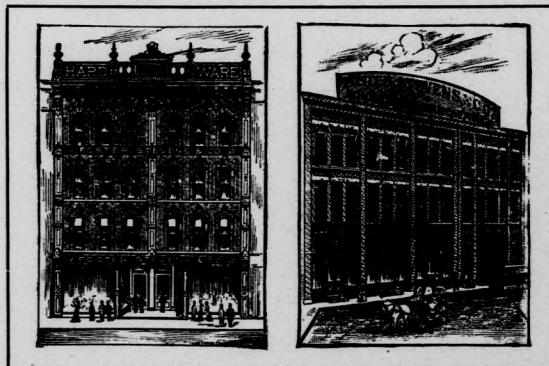
**SPECIAL OFFER**—We have a plan for advertising and introducing our machine to new trade, which we are extending to responsible merchants for a short time, which will put you in possession of this high-grade, up-to-date Twentieth Century Cash Register for very little money and on very easy terms. Please write for full particulars.

Address Dept. F.

**Century Cash Register Co. Detroit, Michigan**  
U. S. A.

656-658-660-662-664-666-668-670-672 and 674 Humboldt Avenue

## Foster, Stevens & Co.



**Grand Rapids, Michigan**



the newly freed, ignorant and unprepared negro. Whether the efficient remedy for the ghastly abuses that have resulted is only to be found in deportation, as the writer seems to believe, or in the reformation of the black malefactor by means of industrial education, on Booker Washington's plan, which seems to be receiving the indorsement of some of the wisest heads among Southern men, Mr. Dixon's book has certainly served to awaken the Nation to the perception of a great peril.

Religious books are found in most libraries, but except in the case of clergymen owners, the dust accumulates thick upon them as a rule. An audacious American woman, an ardent disciple of the orthodox school, Elizabeth Stuart Phelps, now Mrs. Ward, was the first to scatter theology broadcast throughout a little story, and such a very charming story at that, as to command the attention of critics and readers. "The Gates Ajar" was followed by two other books of the same cast, all beating down the barriers of the stern old theology and making religion sweet and companionable and near to human kind. In England Mrs. Humphry Ward, a little later, in a much more pretentious way in her lengthy and prosy novel of "Robert Elsmere," argued for the broadening of religious faith. These two women, across seas from one another and commanding circles containing several millions of readers, are accredited with having done more for the broadening of creeds than a thousand preachers in their pulpits.

This is the age of trade, under the rule of Mammon. Throughout this country of ours men are building up fabulous fortunes by adroit manipulation of stocks, countering and defeating the machinations of their fellow speculators. The battles of commerce are none the less bloody because the gore does not ordinarily besmear the field. Luxury, position, power, these are the fetiches worshipped by those who hold in their grasp the noblest potentialities of life. Only the gifted novelist, holding the mirror up to society, can bring a realizing sense of these ignoble careers and possibly turn into new channels the waste of human energy. Frank Norris, consciously or unconsciously, had taken up this mission, and David Graham Phillips, who promises to be his worthy successor, may complete it. Some day a great novel dealing with the labor question will educate the masses to an understanding of present tendencies and cause or avert a great industrial revolution.

Taine has charged that English-speaking peoples make of the novel an instrument of enquiry, education and morality. Future history will be compelled to give it a place as a powerful agent in "that democracy which knows how to restrain, govern and reform itself."

#### Recent Business Changes Among Indiana Merchants.

Auburn—Schaab & Murphy, clothiers and furnishing goods dealers, have dissolved partnership, the former succeeding.

Decatur—Jacob Atz has taken a

partner in his harness business under the style of Atz & Steele.

Greencastle—G. F. McDonald has removed his notion stock to Vincennes.

Indianapolis—The style of the Centerville Condensed Milk & Creamery Co. has been changed to the Condensed Milk Co.

Indianapolis—The capital stock of the Gem Garment Co. has been increased to \$75,000.

Majenica—Gill & Downey, general merchandise dealers, have dissolved partnership. The business is continued under the style of Gill & Son.

Peru—Geo. C. Miller & Son succeeded Geo. C. Miller in the dry goods business.

Sheridan—The Sheridan Hardware Co. succeeds Sedwick & Hickson in the hardware and implement business.

South Bend—Prell & Moore, grocers, have dissolved partnership. E. K. Moore & Son continue the business.

Augusta—R. Corn, general merchandise dealer, has filed a petition in bankruptcy.

Elkhart—A receiver has been appointed in the case of the Garden City Stationery Co.

Lynnville—Scales & Baldwin, general merchandise dealers, have petitioned to become bankrupts.

#### Ether Ignited by Electric Light.


Every surgeon thoroughly appreciates the danger of an open lamp anywhere near ether vapor, but it is generally supposed that an electric incandescent light is perfectly harmless. To be sure, accidents from this cause are extremely rare, but Dr. D. H. Murray reports an instance in which the ether vapor about a cone by which a patient was being anesthetized was ignited when an electric light was turned on nearby. The patient's hair was badly singed but no serious injury resulted. As there was no exposed fire or blaze in the operating room at the time it was concluded that the ignition resulted from the spark in the electric light, made when the contact took place in turning on the light.

#### Spanish Sherry Growing Radically Less.

The production of sherry wine is confined to the district of Jerez, Spain. Since 1890 the vintage has decreased so enormously that unless the new vineyards planted with American vines in the last few years shall be a success in the growth of grapes, the existence of this great industry is near its end. In 1890 there were produced 6,000,000 gallons in the district of Jerez. The vintage has fallen off from year to year, until the product of 1903 only amounted to 445,848 gallons.

A foggy day in London is said to cost from \$250,000 to \$500,000 for artificial illumination. A Sunday fog costs less, because all places of business are closed and the consumption of gas is materially reduced.

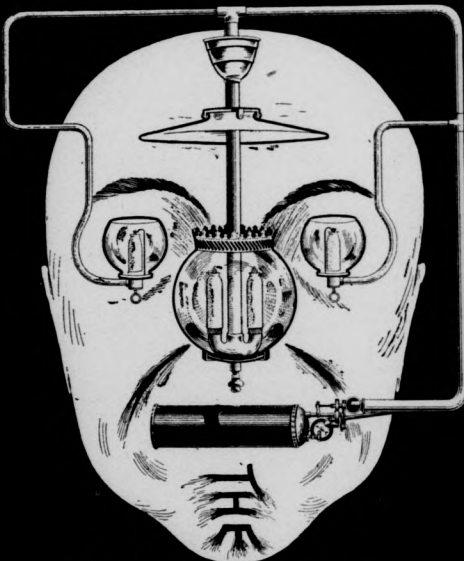
A cheerful, happy, optimistic disposition is a valuable trade asset. Many a shoe man thinks the business is going to the dogs when the fact is that the dealer's liver is deranged.



**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."

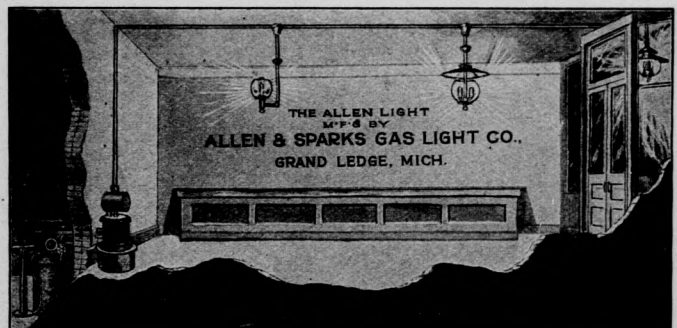
**FOR STORE AND STREET  
'LIGHTING**



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



**THE ALLEN LIGHT  
CO. BY  
ALLEN & SPARKS GAS LIGHT CO.  
GRAND LEDGE, MICH.**

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

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

### How the Farmer Can Make Cheese at Home.

Since co-operation has become so prevalent in manufacturing dairy products, individual butter and cheese makers are becoming less in numbers each year.

Creamery butter grows more and more popular, and usually commands a higher price than that made on the farm. Not so with cheese, for but few people can be found who do not prefer domestic or home made cheese to the article turned out at the factory. If dairymen knew how to manufacture a first-class article many would engage in the business, to their great advantage. All such should possess a thorough knowledge of the methods of scientific cheesemaking.

But very few farmers can afford the apparatus for making cheese which cheese factories, experiment stations or state agricultural colleges have, and must therefore labor at a disadvantage to obtain as good results.

It is interesting and instructive to study the bulletins issued from the experiment stations on cheesemaking. I was especially impressed with one I received from Geneva, New York, regarding the curing of cheese; however, farmers' wives can not make or cure cheese according to the directions given there.

It would not pay the average dairyman to go to the expense of fitting up a cheese factory at home, but it has been proven that good cheese can be made and cured on the farm with but a small outlay at the beginning. When farmers live at too great a distance from the creamery, cheese factory or milk car to carry their milk it is often a question how to get the most income from the amount invested in the dairy herd.

Without doubt our method of making cheese will be considered old fashioned by up-to-date makers. And so it is. We have never visited a cheese factory and know but little of the modern way of manufacturing cheese.

The method we learned and use is the same in principle as was used by our ancestors half a century ago or more, no doubt, but the results were fairly satisfactory and, having no opportunity to learn a better mode, we have continued in the same way, trying to improve by experience each year. The cheesemakers in our vicinity all work on the same principle, varying in minor details, and the many premiums bestowed on the products prove the method a good one if old.

Formerly all cheese were kept for a year or more before being placed on the market, but now new cheese is in great demand, and it yields more profit to the maker.

At all the principal fairs in the State it is noticed that nearly, if not all, the dairy cheese exhibited are from the southern part of Grafton county. This should not be. There is no good reason why cheese should not be made and exhibited by farmers in every county, and many of them.

When the housewife learns that she can convert the milk raised on the farm into cheese that will pay her from 30 to 50 per cent. more than for

her to make cheese she will be ready for a change. She is always glad of any opportunity to earn extra money for her own use, for most farmers are about as willing their wives should share their pocketbook as they are the ballot box! Here is an opportunity of which few have availed themselves.

Butter is usually low in summer, and especially in late spring. We have always had as good success with cheese made in May as any other month. One must expect some failures, but do not get discouraged. Watch the process carefully and note what effects certain conditions of the milk or curd have on the cheese. Avoid making the same mistake twice, if possible.

Oftentimes cheese made as nearly alike as may be will differ much in flavor and texture. Many attribute this largely to the curing, and it seems the only way of solving the problem. We should be glad to learn the true reason for it.

The whole process of making, given in detail, may interest some and benefit others:

The utensils used can often be found in some attic where they were placed years ago, and whose present owner will either give away or sell for a small sum. If one can not afford to buy new these can be renovated to answer very well.

As with all good dairy products, the foundation is a healthy cow in sanitary surroundings, well fed and well cared for, yielding her milk to a clean milker into clean utensils. This costs but little comparatively and should never be neglected. Cleanliness is an all-important factor.

As soon as the milk is brought from the stable it is strained into a large tub, preferably tin, and stirred until of the right temperature, from 84 to 86 deg.

The rennet such as our grandmothers used has been almost entirely superseded by rennet tablets, which can be bought by the dozen or hundred and are always of uniform strength. The present way is much easier and safer. Dissolve these tab-

lets, using one number 2 tablet, for each 100 pounds of milk, in cold water and pour the solution into the milk, stirring vigorously for two or three minutes. Cover the tub with cheesecloth, letting it stand until firm, which should not be over 40 minutes. If the milk thickens too quickly add less rennet.

When firm cut with wooden slicer into 2 inch squares and leave covered over night, or until the whey rises on the top.

Place the draining basket, which may be of wood or tin, over the whey tub and dip the contents of the milk tub into thin cheesecloth placed thereon. Stir occasionally until quite dry, after which it is cut in thin pieces into the milk tub and warmed with water or whey to 98 degrees. The length of time for scalding the curd has been a point much discussed, but it is generally conceded that 25 to 30 minutes at 98 degrees, or 15 minutes at 100 degrees, will give the best results.

After the scalding it is again placed in the basket and drained, then chopped with knives or cheese grinder and salted. The amount of salt used is also a much-discussed question, some makers claiming that too much salt will make cheese hard and poor in quality, others that an extra amount should be used in very hot weather to prevent the cheese from melting. Experience has taught us that about 5 ounces salt to each 100 pounds of milk is a good rule, using a trifle less in cool weather and a little more when very hot and sultry.

After the salted curd is placed in

## 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

BEADLE'S  
CUSTOM-MADE HARNESS



## 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



the hoop to press no weight should be used for at least an hour, after that a gradual pressure for several hours, the heaviest weight the last twelve hours. We usually have the cheese in press about 2 p. m. and take them out to turn just at night. The work can be finished in less time, but at a loss in the quality of the cheese.

I find the thinnest bleached sheeting the best for press cloths. Care must be taken that these and the draining cloths are kept clean and all utensils scalded daily. The hoops may be of tin or wood and the presses as cheap or expensive as one wishes.

I often use prepared sage to flavor a cheese, but green sage leaves and coloring are used for premium cheese.

When taken from the press, usually in 24 hours, the cheese must be carefully rubbed with butter or lard before placing on the shelves. Each cheese must be turned and rubbed daily, using enough grease to keep them from drying too fast and cracking. If very soft bind with thin cloth to keep them in shape; but usually this is not necessary. Some makers use Cottolene, others whey butter for rubbing.

A small cheese, from 8 to 13 pounds, can be cured enough for home market in from three to six weeks and is usually more profitable, considering the work of caring for them; but larger ones are better if kept several months. Most of our cheese sold in summer are cut to suit the wants of the consumer.

Whey should be soured before feeding to swine.

Don't make the mistake of thinking that any milk will make good cheese. Keep cows that give good rich milk; and put all the cream into the cheese. Skim milk cheese will soon ruin a maker's reputation and will prove a poor investment. Make a good article to sell or none.

Special attention should be given to the curing room, for the quality of the cheese depends largely on the temperature at which they are cured. When the cheesemaker can afford it a curing room similar to those used at factories is advisable, where the temperature can be kept uniform and as low as 55 degrees. Experiment stations claim that cheese cured at 55 to 60 degrees show the most perfect flavor and texture. Our experience proves the same, although ours were not scored, the knowledge coming from satisfied customers and an increased demand for the product. If one can not have such a room as mentioned very good results may be obtained by lining the room used with building paper and ceiling it. Very thin cheesecloth tacked carefully over the ventilators will admit air, while excluding all insects and rodents. A better way to keep the room at a low temperature would be to add a cold air duct. This duct should be placed deeply enough in the ground and made long enough to cool the air decidedly before entering the curing room, thus reducing the temperature materially. This could be done at a small cost and the cheese would be of enough better quality to secure

an advanced price, so that the gain would probably pay the expense. I have used to good advantage tubs of ice placed in the room during a very hot period.

As we can not control the weather, my advice to those having no artificial means of cooling their curing rooms would be to sell the melted cheese as young as possible. Many people prefer cheese from three to six weeks old. Nearly every town in the State has its summer visitors, and progressive farmers make it a point to cater to their needs. Fresh fruit, vegetables, poultry and dairy products find a ready market and add materially to the former income of the farm. I have failed to find any summer—or permanent—residents who do not prefer our farm cheese to that to which they are accustomed, and they are usually ready to buy at a good price. By beginning to make in May the cheese will be ready to sell in July, thus saving much time and labor in caring for them until late fall or winter. A home market is preferable on this account, although no doubt many city markets would be ready to handle them if once acquainted with their good-selling qualities.

In conclusion: If one is willing to use his time, strength and good judgment in making cheese throughout the summer months he will realize more profit from his dairy than in any other way.

Mrs. Nathan B. Cox.

#### Archaeology of the Mince Pie.

The archaeology of the mince pie is somewhat lost in its obscurity. However, it is certain that it was customary in the earlier times, when a "crib" was a normal accessory to the Christmas ornaments of the household, for the good housewife to provide imitations in pastry of the "crib," to be handed round to the children as edible tokens of the meaning of the day. These pastries were made small and round, somewhat of the shape of an early cradle, and the paste in the middle represented the Christ child. In order to render it more palatable some minced fruits were secreted under the upper layer of the pastry, and it was regarded as most unlucky for any one to cross the threshold without accepting one of the religious emblems. It is very curious to what a closeness the fashionable mince pie of to-day perpetuates the original shape; it is equally curious that the mince pie should have retained a shape which is not possessed by any other pie. The large round pie is a modern device, and in it the original meaning has been entirely lost. It has been stated, however, although the evidence is not very conclusive, that the larger pie has come down to us from the days of revolt against the abuse of religious emblems. It is rather peculiar that they altered the shape of the pie merely. We can readily understand why mince was not given up altogether.

It is not words, nor type display, nor picture, nor top-of-page position that pulls the business. It is whether or not the customer believes in you and what you are saying.

### 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

### "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 you 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



Our Assortment of

## Easter Goods

is larger than ever

*Easter Eggs in Every Variety*

*Easter Rabbits*

and other novelties

**Putnam Factory National Candy Co.**

Grand Rapids, Mich.

## KEEP THE GOODS

## People Want or They'll Send Off for Them.

Believing in buying at home when it is possible and also believing in patronizing the merchants of the neighborhood for all the needs of the household, not long ago I went in search of an article in common use in every family, although so little used that one will last for many years. I visited five local dealers who should have had something of the sort on hand and in four of the places was met with the information that everybody in the locality always went down town to the big stores for them and they couldn't be carried in the small stores where I asked. The fifth place, the smallest and least stocked of the lot, had the goods on hand, and the proprietor volunteered the information that he found it paid very well to have a few, for he had a very good demand. He also said that he would carry more if he had the room and the capital.

In only one of those stores did the proprietor offer to obtain for me what I wanted and suggest to me that I go to the wholesale house, select what I wanted and have it charged to him, upon which he would make a fair price. Naturally I bought of the small dealer, whose goods I could inspect and whose prices I knew without having any guesswork as to what they might be after buying.

Do you wonder that people go down town in the large cities and that they go to the large cities from

the outlying towns for many thousands of dollars' worth of goods? If you were a consumer and a customer of dry goods and general stores, would you do otherwise, after you had been met a few times with the information that such and such goods were not in stock, and no effort was made to get them?

The situation is this: Consumers are generally very easy to please, and the difficult ones cut very small figure in the bulk of your trade. There are some things that are either too expensive for you to carry for your locality, or for which the demand is too small to permit a complete stock. Under such conditions you may have to lose some trade, but you do not have to allow the customer to go to the cities and the big stores themselves and thus get away from you with their money and their larger trade. You can save to yourself much trade that now goes to the big cities either through the personal visits of the customers or through the medium of the mails, against which you inveigh so much and so loudly.

To my mind, it would have been a most excellent scheme had one of those merchants on whom I called have said to me that he couldn't carry a satisfactory stock, but that he would pay my car fare down town to the wholesaler's, give me a letter to the house or to some salesman who took care of his account, with instructions to give me certain close prices on the goods I wanted, such prices being sufficient to clear him and make a small profit; that the ar-

ticle would be delivered to my house and I could pay him when the bill was received. I have no doubt but that he would have caught me, as he would catch almost anyone else.

Better still would have been the proposition to go with me, but as that is seldom possible the other plan would have worked all right. The customer likes attention of the close kind, whether that customer be you, or I, or someone else. The customer likes to be made to feel that the business on which he enters your store is important business not only to himself but also to you. He knows at once whether you are at all indifferent and feels such indifference to have reference to the belittlement of the mission on which he is bent.

Any customer likes to be made to feel that he is gaining something through your accommodation of him and his accommodation of you. If you take pains to find for him what he wants and find it at a figure that is an advantage to him in compensation for his concession to you, you will have made a good customer who will not necessarily expect that everything you sell him has got to be obtained at a like advantageous figure.

The principle that governs all store keeping and all good handling is the gaining of the confidence of the people about you. It makes all the difference possible if that confidence can be gained with the belief on the part of the customer that you have really put yourself out in some way to please and satisfy him. Despite all appearances to the contra-

ry, customers are not ungrateful for favors granted, and, when they appear so there is some reason for it that is very plain and easy for them to understand.

It is not a part of this argument to advocate the carrying of stocks that are either too expensive, too little in demand, or unsuited to the classes of trade to be supplied, but it is the part of common sense as well as of business sense to understand that people will go elsewhere, or send elsewhere, for the goods they cannot buy in your store, and that such buying will almost invariably cause the habit of permanently going out of town for many goods.

The days of easy communication of all sorts have brought the world closer together, and it is not a matter of ten or twenty years of change. The change is going on every day under your very eyes, and so long as you can't see it and understand its import you will lose business and blame the people, who are most natural in their inclinations to go where they can find the goods they want. The days of easy substitutes have gone, and people will have nearer to that for which they enquire than they were prompted to insist upon a decade ago.

Find less fault with the people who do not buy what you desire so often to substitute, and find more fault with yourself for not seeing an opportunity to make or retain a customer who knows what she wants when she enters your store and asks for it.—Drygoodsman.

## YOU CAN'T FOOL A BEE



When it comes to a question of purity the bees know. You can't deceive them. They recognize pure honey wherever they see it. They desert flowers for

# Karo

CORN SYRUP

every time. They know that Karo is corn honey, containing the same properties as bees' honey.

Karo and honey look alike, taste alike, are alike. Mix Karo with honey, or honey with Karo and experts can't separate them. Even the bees can't tell which is which. In fact, Karo and honey are identical, except that *Karo is better than honey for less money.* Try it.

Put up in air-tight, friction-top tins, and sold by all grocers in three sizes, 10c, 25c, 50c.

Free on request—"Karo in the Kitchen," Mrs. Helen Armstrong's book of original receipts.

CORN PRODUCTS CO., New York and Chicago.



### History of a Successful Cash Store in the Soo.

Written for the Tradesman.

There has been much discussion of the cash retail proposition in trade papers for many years back. While many dealers claim a strictly cash business can be conducted with success, a majority of people seem to take it for granted that no man can be very successful by following such a course, unless he be located in a very large city. Most of the "little fellows" are afraid to tackle the problem, believing that, in the face of the fact that the people have grown so used to getting trusted that many of them never think of paying for goods when they get them, it would be foolhardy to refuse credit. They think that it would simply drive them away. Therefore they watch closely for dead-beats and wait a week or a month for their money.

It has remained for a grocer in Sault Ste. Marie to demonstrate that the "cash store" can do a successful business, so good, in fact, as to be able to give the credit fellows an uneasy feeling. This gentleman was out of business for a time, but a few months ago decided to again get into the harness, and stocked a medium sized store with goods. He announced that he would trust nobody, no matter how good their credit nor how large their bank account. The other fellows smiled. It couldn't be done, they said. No man doing a strictly cash business could live, because the people would not patronize him. It is safe to say that not one person in ten expected to see him succeed. They argued that money was not plenty enough in the city to justify such a course. It might work all right in boom times but not now. The new store would have to come to the credit basis sooner or later or go out of business.

The gentleman who embarked in business, however, is a keen student of human nature. He noticed that the grocers of the city paid little attention to advertising: Those who did advertise did so with such carelessness that it is probable they realized little benefit from it. But when the cash store opened a new brand of advertising appeared in the evening paper. It was a single column, and in it the people were told that the new store wouldn't trust anybody, but would sell its goods for less money than any place in town. To prove its assertion the greater part of the space was taken up with prices. This advertising has been kept up ever since, and the store has been successful from the start.

Advertising experts claim that a man is foolish to refer to competitors in advertisements, but this man didn't follow this course. As soon as the other fellows saw that he was doing business with a "big auger" they, too, commenced using newspaper space and quoting prices, so that at the present time the evening paper has on Friday afternoon an entire page filled with grocery advertising, most of which is price quotations. The new store then began roasting the other fellows for trying to steal its thunder and played up

the fact that it had driven them all to advertising in self-defense. Of course, the statements were generalizing in nature, no names or particular stores being mentioned. Still he kept announcing new things. One original idea was to lead the people to believe that he had cornered the fresh egg supply by contracting with a number of farmers for their entire output. Eggs are worth several cents apiece up here this winter, even those of such ancient vintage that the flavor has lost its pleasing features, so this reaching after the fresh ones was a good stroke of business.

One of the arguments put forth by those who cling to the credit idea is that a cash store, to be successful, must be located in a central place, where people will be sure to notice it. This may be true, but the cash store in question is located nearly half a mile from the central business section, in a locality that has been considered by many a hoodoo district, from the fact that in years past there have been numerous failures in it, all attributed to the location. The cash store, however, does an increasing business.

I heard a leading merchant, a man in another line of business, by the way, ask the proprietor of the cash store if he always stuck for cash. "Yes, sir," he replied, "I won't trust anybody, I don't care who it is. If a man is going to be successful with a cash business he must use all alike. My delivery men are instructed to return the goods to the store if the money is not ready when they arrive at the house. We have very little trouble, and I am doing the most satisfactory business I ever enjoyed. It took quite a lot of nerve to start in, but I'm glad I tried it. I like it better than the old way of doing business."

There is no getting around the fact that good advertising did the work for the cash store. If this man had advertised simply that he sold goods lower than the other fellows because he didn't trust anybody, and accorded all "fair and courteous treatment," he would probably be "broke" by this time. It was the quoting of prices that attracted the people. People in distant parts of the city traded with the new store. They walked past other grocery stores, that they had always patronized, for the sake of saving a few cents. Even leading business men have been known to walk several blocks out of their way to trade at this store.

Some of the other fellows have learned a great deal about human nature since this dealer started. They have learned that it pays to advertise judiciously, if you are able to back up what you say. As said before in this article, when the cash store became known all over the city through its advertising the other fellows began to follow suit. What is the result? Almost every one of the new advertisers is doing an increased business. Some of them don't realize yet that they must quote prices if they would be successful; but those who have taken time to think the matter over seriously and are quoting prices are doing more business than formerly. If it hadn't been for the adver-

tising of the cash store they would all be out of the newspapers now, the same as they were before the change came over them. One of these newly-converted advertisers said, a few days ago, that he never had any idea that there was so much to advertising as he has discovered since he commenced quoting prices. "I don't see why I didn't start in before," he said. This seems to be the verdict of all of the new converts.

Now the question is, Where does this new business that these advertisers are getting come from? There are just as many stores here as formerly. Of course, the fellows that abhor printers' ink as nature does a vacuum all claim that business with them is just as good as it has been. The other fellows are paying a lot of money out for advertising, and are doing it cheerfully. If it didn't pay them they would grumble. It is reasonably plain, then, that the people are buying more groceries now than formerly, or the fellows who advertise are taking business away from those who don't.

The success of the cash store furnishes considerable food for thought. If it could be so successful away off at one side of town, what could have been done in a more central location! It might be that such a store could not succeed everywhere. It is likely that the man located where he couldn't advertise very well would have more trouble than the one located where he could reach the people often in a newspaper. I know a man who tried to run a cash store and failed; but he never told anybody about the

bargains he offered. While the credit men advertised he kept his mouth shut. It wasn't long before his store was shut, also. All these things go to show that the right kind of man can run a cash business; but it takes more hustle. However, a cash business has its rewards.

Raymond H. Merrill.

Wetzell Mercantile Co., Wetzell: Your paper, in our estimation, is the best of the kind in the country and we have nothing but admiration for it and also for its able editor.

## 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

## Facts in a Nutshell

# BOUR'S

## COFFEES

### MAKE BUSINESS

**WHY?**

**They Are Scientifically PERFECT**

129 Jefferson Avenue  
Detroit, Mich.

113-115-117 Ontario Street  
Toledo, Ohio



### The Commission Man in the Butter Trade.

The position occupied by a commission merchant in the butter trade is not generally appreciated by the shipper. There are exceptions, but in the course of our business, it seems as if the average shipper tolerates us only because he is unable to market his product in any other way. Why this should be is not clear. We maintain expensive business establishments, create demand, carry heavy lines of credits, and pay whatever losses we may have. We also secure, for the shipper, stable prices and more money for his goods than he could get by selling them to the trade direct. It is a pretty safe proposition that the price secured by the seller is enough greater than he could get for himself, to pay the cost of selling, and that therefore he secures the services of the commission merchant without cost.

The cost of selling is not paid either by the shipper or the producer. It is a generally accepted economic fact that the consumer pays the tax. By no process of reasoning can we get around this fact and it follows in a natural sequence that the shipper secures the services of the seller free of charge.

If this is so it follows that the charge for selling, like the charge for freight, is a fixed one, that both of them are paid by the consumer, and that therefore they can not be regarded as a tax on the producer. In support of this we state that it is a fact that the markets receiving goods mostly on commission average higher prices for the year than those markets whose receipts are chiefly on a contracted basis.

There is one thing that we should keep in mind, and that is, that we are taking it for granted that as a shipper you are sending your product to a butter house with an established trade. There are many houses that solicit butter shipments, who have no regular outlet for them and who have to shade their prices in order to sell their goods. This shading of prices is usually borne by the shipper, but it is not a necessary one, for the reason that there are plenty of butter houses to handle the entire product and if all of the goods went into such channels it would be better for all concerned. For the shipper because he would get the benefit of the best facilities, and for the butter house because they would not have to meet the prices made by those that have no regular outlet for the goods.

Butter is perishable, it must be sold quickly, there must be regular channels for the output. The first suggestion then is: Send your butter to a butter house and do not consider the charge for selling any more than you do the transportation charges.

One of the very worst abuses that has crept into the butter business, from your standpoint, is the practice

of contracting and the paying of apparent premium. The practice is fair from the standpoint of the man who makes goods that will barely grade extras, and radically wrong when applied to the men who make better goods. It puts the maker whose goods score 97 on an exact level with the man who has a score of barely 93. Everything above the latter is an extra, and under such a system the buttermaker who is trying to improve his product might better put his time to some more useful purpose.

It is a self evident fact that the product of such a factory should be sold on its merits. You get below extras and the goods vary in price according to the quality. A first may be a first, a good first, or a commercial extra, all on a few points of variance. The price on the second also varies according to the quality.

What a proposition it is, then, that an extra, our best grade, is an extra only. I believe that the creamery making strictly fancy goods will get more for their goods the season through, if sold on commission, than they would by contracting. We, I know, have factories shipping on consignment which are doing better, making more money and paying higher prices, than their neighbors on a contract basis. Every butter house can cite you such cases. The second suggestion I would make, then, is for the factory making strictly fancy goods to have their goods sold on their merits.

My third suggestion would be, that in business matters you display at all times promptness. When you receive a letter calling for a reply, answer it. You would feel hurt if your letters or enquiries went unanswered. The other man is entitled to the same treatment you expect.

When forwarding goods, always send advices. When you have a shipment containing goods not up to your usual standard, always mark such and advise the dealer. Never under any circumstances use a tub showing even the slightest speck of mold. Put your tins on evenly. Do not put a pound of salt on the top of your butter and expect it to sell for butter prices. In hot weather the salt is a good protector against the heat and it is a good plan to use it.

Be prompt, be courteous, and you will be treated with promptness and courtesy. Remember that in all walks of life, in all vocations, in all lines of business there are chances for improvement and advancement that come to those who are diligent and patient and that your success, my success, the success of all, will be measured by faithfulness and ability.

E. I. Burr ridge.

### Embarrassing.

A noted "sister" of the Methodist Episcopal church once had a large tea party, at which were present most of the prominent ministers of that denomination in America, including the local pastor, who was a little hard of hearing. When all were seated she, wishing to honor him, whose birthday it happened to be, said, in her blandest whisper: "Brother —, will you ask a blessing?" And

the pastor replied in a loud voice, to the great injury of the gravity of the company: "I take milk, ma'am, but no sugar."

Yeast is of very ancient discovery. The compressed yeast has been known here about forty years. It is liable to injury in its dry state, the vitality of the article being destroyed by falls, blows, bruises, also by excessive cold or heat or by chemical re-agents.

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

## EGGS

## EGGS

## EGGS

*Do You Realize that BOSTON is the Best Market in this Country for EGGS?*

Make us a trial shipment and we will convince YOU as we have OTHERS.

Wire for stencil at our expense.

HARRISON BROS. CO., BOSTON, MASS.

References: Faneuil Hall Nat. Bank, Any Mercantile Agency.

## 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.

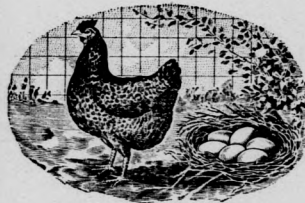
Smith G. Young, President

S. S. Olds, Vice-President

B. F. Davis, Treasurer

B. F. Hall, Secretary

H. L. Williams, General Manager



The hens will soon commence to lay Eggs. We want the names of all the parties in Michigan who will have Eggs and Butter to offer this season.

Write us at once so that we can keep in close touch with you

LANSING COLD STORAGE CO. LANSING MICHIGAN

# Butter

I always  
want it.

E. F. Dudley

Owosso, Mich.



**Value of "Straight Talk" in Advertising.**

As the public represents a wide range of taste and temperament, not all can be best appealed to by any single style of presenting the store facts. But while this is true, if any advertising-man shall undertake to compass all moods and fancies he will fall short of most effective appeal to any.

Assuming that this is true, it would seem good management to adopt a style likely to secure the thoughtful attention of the greatest number. And what could more certainly accomplish this than a daily conservative telling of store facts? The "reading columns" are depended upon for the fun and general information and all this is prepared by writers trained in their line. Advertising-men should not compete here, it's clearly out of their beat and they must suffer by comparison.

What then? Shopping news only—real news—reliable information—statements so carefully true that there is no doubt of finding conditions as represented.

Does any advertising-man deceive himself with the idea that ridiculous superlatives win trade?

Does he believe best results are secured when he advertises "\$3 shirt waists, reduced to \$1.75," and forgets to add that they are window trims, or in extra sizes or whatever the fact may happen to be? If the truth is told the waists will sell on their merits.

If he advertises "boys' \$6.50 reefers at \$3.85," does it bode good to the business when the busy mother breaks away from pressing duties and seeks the needed coat only to find the "\$6.50" article the identical one previously priced to her at \$5, and the few left-overs confined to 4 year and 16 year sizes? The damage will not be repaired by telling the would-be patron that while the price had been only \$5 the coat was "really worth \$6.50," and that you had "no way of knowing that her boy happened to be 10 years old, instead of 4 or 16." If there are no "fair warnings" of real conditions there are disappointment, righteous resentment and an impression of bad faith that no advertising-man can undo with weeks of the most faithful work.

This advertising office may be going wrong, but it is the daily practice to take the public into its confidence; to relate to it a collection of store news; to do this in a manner as careful and faithful as if related to a trusting friend whom we must meet at the sales-counter when they have paid us the compliment of believing the things we have told and come for the goods.

And with this commonplace style of publicity our store has prospered. Our announcements simply made—just as we would talk to our customer—find liberal public response.

Unfortunately many able and faithful advertising-men, who properly appreciate the value of truthful advertising, are powerless to establish the public faith because the public is constantly imposed upon by unscrupulous managers and salespeople.

There must be harmony of action;

mutual faith in right principles and those principles rigidly stuck to in spite of the daily temptations to laxness and little overreachings.

**SALESMEN!** If you are in earnest to be valuable in your position you will "back up" the store's advertisements; you will be so uniformly sincere with your customer that the public faith will grow strong.

Avoid the little impositions, for by these you are stamped upon the mind of your victim and upon your own consciousness an impostor. A conscience "void of offense" begets an open frankness and earnestness that are valuable in winning the confidence and the patronage of your customer.

T. C. Greene.

**What a Catchy Headline Can Accomplish.**

In many cases—far too many—the value of a catchy headline is underrated.

In the first place, what is this headline for? To catch the eye, of course. And to catch the eye and hold the attention it must necessarily be different from those immediately surrounding it.

By catchy, I do not mean funny or freakish. Far from it. People who like to read funny advertisements read them for the amusement they get out of them, not for the goods that are being advertised. Catchy and funny are two different things.

The catchy line is the one that is worded in a way that compels attention, and causes the reader to become interested at once—the one that leads the bargain hunter on to finish the entire advertisement. There's another element of the catchy headline that must be given much thought, too. If you would have the reader finish the whole advertisement you must infuse into the headline that which causes it to sound truthful and reasonable.

Don't be pert. Make it short as possible, but write it in that friendly, matter-of-fact way that leads people to think you are a good fellow. Write it in a cheery, good-natured fashion, same as if you were in conversation with a friend, and were asking him as to his health and the welfare of the family. This is the style that appeals to people nowadays. Yes—and they will judge the entire store-force and management by the wording of the headline and the advertisement in general.

C. F. Robinson.

**Value in Old Rubbers.**

Rubber shoes have a value that they never had in the past, even if there does happen now to be a hole in the heel that lets in the rain and snow that they are intended to keep out. The scarcity of rubber has made the demand for it so great that a good price is paid for old rubber which formerly would have been thrown away. A shrewd young woman was boasting the other afternoon that she had that day received \$1.25 for the accumulation of disabled rubber shoes that had hitherto been thrown away.

Don't employ clerks who don't take at least a co-operative interest in the publicity end of your business.

**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.

**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.

**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

**L. STARKS CO.**

THE LARGEST EXCLUSIVE DEALERS  
IN POTATOES IN AMERICA

Michigan Office, Houseman Bldg., Grand Rapids, Michigan

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

**BEANS**

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

**BROWN SEED CO.**

GRAND RAPIDS, MICH.

**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.**

**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.



### Withering Blow to the Sunday Night Courtship.

Written for the Tradesman.

Who was it that said that the law was an ass?

Whoever he was—and his middle name must have been Solomon—he advanced an opinion in which all women will feel like concurring after reading that a Brooklyn judge has just decided a Sunday night courtship is not valid, and that a proposal of marriage made on the Sabbath day is not a binding contract. This is a solar plexus blow at love making that knocks Cupid out of the wedding ring, for the Sunday night beau has ever been the prop and stay of the marriage institution, and, with him eliminated, the majority of girls can see the Spinsters' Retreat looming up dark and forbidding on their horizons.

Naturally, the calamity of this decision will fall heaviest upon maidens in the rural districts, where Sunday is the one day set apart by custom and convenience for "sparking," but its baneful effect will be felt through all the ramifications of society, from Newport to Newton Center, for it is on the holy Sabbath day that the heart of the billionaire no less than the bumpkin "turns to thoughts of matrimony."

No statistics are obtainable upon

the subject, but if married men would only own up, we should find that it was on Sunday that it first occurred to them that they were lone, lorn bachelors, and that they had it on Biblical authority that it is not good for man to be alone. At any rate, women will bear cheerful and veracious testimony that nine-tenths of



The Lonesome Sunday Feeling.

all the proposals are made on Sunday. Nor is this hard to explain. Man has never been able to distinguish between religion and love. The workings of grace in him he has always mistaken for the fluttering of his heart. When he is pious he wants to propose, and when he is uplifted by the Sabbath calm and peace he feels that he can love his neighbor as himself, especially if she is young and pretty, and he forthwith asks her

to marry him. Moreover, there is in Sunday evenings a certain homesick quality that every man has felt, but no one can account for, that makes club cooking suddenly turn to dust and ashes in his teeth, and men's society, no matter how brilliant, palls upon him, and that sends him forth in search of some nice, quiet, sympathetic girl, to whom he can explain his beautiful emotions, and whom, in the process of time, he finds himself escorting to the altar.

Women are perfectly aware of this. They know that Sunday is the psychological moment when a man will propose if he is going to propose at all, and so when a man, who has been casually calling upon a girl at any old time during the week, moves up and begins to make Sunday night dates, she realizes that things are getting serious, and that it is time for her to decide whether she will be a sister to him, or be married in church, with flower girls and a choral service.

Of course, men call upon other nights than Sunday, and girls joyfully receive their visits, for just as one swallow does not make a spring, so one swallow-tail hovering around in her vicinity does not make a girl the belle she desires to be. She does not enjoy the less the attentions from men that are without intentions, but she knows them for what they are. They may, or may not, mean business, but the Sunday night beau is a sure thing.

Fortunately, men are not cognizant of this occult connection between the days of the week and their senti-

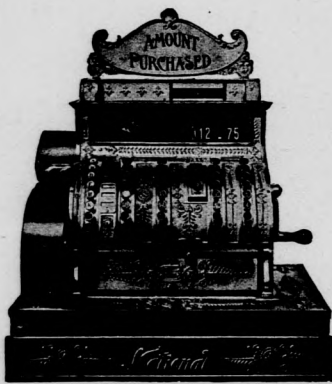
ments. Indeed, they may even go so far as to deny that such a connection exists at all, but women, who know a lot about men that men do not know about themselves, know it. Any fairly popular girl can make out a calendar of her beaux, from the nights they come a-visiting, and tell you with almost exact certainty what they will do. And there you are, as Mr. Henry James says when he digs up the unexplainable.

For instance, the Monday night beau is almost invariably the old family friend. He is somebody you



Love Your Neighbor as Yourself.

went to dancing school with, and made mud pies with, and he calls you "Mamie," or "Sadie," and criticizes the way you do your hair, and wonders why you let that young fool Snigsby dance with you six times at the Gargoyle's the other day. He



Our 1904 models are now ready. Prices, \$25 to \$650

## The Best Are the Cheapest

For twenty years the National Cash Register Company has made the announcement that it could sell a *better* cash register for *less* money than any other concern in the world. We have *never* failed to do this in a single case.

We are the originators of cash registers and have naturally been the target of all other cash register companies. In the face of this competition we did a larger business last year than ever before. This was because our 365,000 users were well satisfied with their "Nationals."

Over two hundred concerns have failed in the cash register business because they could not furnish a cash register without infringing some of our 895 patents.

Some merchants are led to purchase low-grade cash registers by misrepresentation. Later they find they will not give satisfaction. If you are interested in a low-priced machine, don't buy till you see our agent. We guarantee to sell cheaper than anybody else.

FIVE THINGS TO REMEMBER. A "National" takes care of

1. Cash Sales. 2. Credit Sales. 3. Money Received on Account. 4. Money Paid Out.
5. Changing Money.

We employ 1,400 salesmen. If you would like further information, send in attached coupon. Our agent will then call. This puts you under no obligation whatever to buy.

N. C. R. COMPANY,  
Dayton, O.

Please have your agent call when next in my vicinity. This puts me under no obligation to buy. I saw your ad in MICHIGAN TRADESMAN.

Name \_\_\_\_\_  
Address \_\_\_\_\_

CUT OFF HERE

National Cash Register Company  
Dayton, Ohio, U. S. A.



comes to see you for a variety of reasons—force of habit; because he was tired and wanted somebody to talk to him; because he was hungry and wanted some home cooking, or because he has quarreled with his best girl and wants somebody to sympathize with him and tell him how to square himself. The Monday night beau regards his Monday night girl as a sister, without a sister's fatal candor, and is so little sentimental that the family never think of getting out of his way and giving him a chance. Occasionally he does propose, but when he does, it is more from a dread of having the present pleasant relationship disturbed than from ardent passion. If the girl says "yes," she goes through life with a husband who is like a nice, companionable, indulgent brother, but if she says "no," he sinks, without reproaches, back into his old position, and if the girl marries and he does not he may keep up the Monday night calling habit through life. The Frenchman, who refused to marry his fiancée because if he did so he would have no pleasant place to spend his evenings was indubitably a Monday nighter.

The Tuesday night beau is the duty beau. He calls upon you because he must, because he owes you a dinner visit, or an opera box call, or because he does not want his name scratched when you make out your invitation lists for the winter, or the week's end in the summer. His visit is absolutely impersonal. He would just as soon talk to your mother, or your school girl sister, or a store dummy, and the conversation is nice and unexciting, and what they call "elegant" in Female Seminaries. You discuss the weather, whether it has been a gay season or a dull one, were you at the Blank reception, the sensational engagement of your dearest enemy, the last new ball, and the last new play, and then he tears himself away and goes on his heroic round of duty. Sometimes you may fancy for a moment that he is about to get sentimental, but he thinks better of it and decides to wait until he can look your papa up in Bradstreet.

The Wednesday night beau is the candy and violets and theater beau. Life would not be worth living without him, and sometimes it is pretty hard to live with him, but he is generally more interested in a girl's appetite than he is in her heart. He is generous and whole souled and jolly, and he adores making women happy, and giving them a good time, but he has no deep designs on your heart. You never find sentimental notes hidden in his roses or candy, or have him whisper impassioned words of love over a lobster. He loves the sex as a sex, but not as individuals. If he could marry a hundred wives he would be a marrying man, but as he can not he is rather apt not to marry at all, so when the Wednesday night beau bobs up with his invitation to do something amusing and entertaining, a wise girl takes his attentions at their face value and saves her heart for somebody else.

The Thursday night beau is what may be called, for want of a better

term, the rusher, and his attentions are equivalent to a certificate of acknowledged belledom. There are certain men who never pay a girl any attention until they have to fight their way to her theater chair, and who would not dance with her to save her life until she is so besieged with partners that she has to cut every dance into homeopathic particles. Once let that happen, however, let her arrive, let her be celebrated for beauty or wit, or grace or money, and they camp in her parlor and are hot on her trail from morning to night. The Thursday night beau belongs to this class of sheep. He is frequently very fascinating, and always dangerously flattering, for he has in turn passed upon succeeding generations of debutantes, and he does not hesitate to intimate that you are the queen of all the rosebud garden of girls. He is an adept at making love, at breathing vows that just stop short of a proposal, at whispering words that might mean anything and mean nothing, and if Mama knows her business she takes her knitting and stakes out her claim in the back parlor on Thursday evenings.

The Friday and Saturday night beaux are the universal beaux, the sort of young men to whom a peach, whether it is on the top of a tree, or in a basket with a piece of red mosquito netting over it, a simple peach is, and nothing more, and who may be trusted to make love to every woman under seventy that they meet. They do this not because they are in earnest, but because they are under the impression that you have to make love to a woman, as you have to shake a rattle before a baby, to keep it quiet. Also their conversational repertoires are limited, and whether they come to see you and

spend the evening, or you sit out a dance with them under the palms in the conservatory, they are safe to murmur the same passionate things about life being a howling desert without you, and you, putting your little hand in theirs, etc., and it always seems to me that no woman who was not a mean grasping creature would take a man up on such a proposition, unless he came and repeated it the next morning at 11 o'clock in the bald light of day.

How different from these is the Sunday night beau, and how he shines by contrast! Perhaps he begun by being a Monday night beau,



It's all over but the Wedding.

or even a frivolous Thursday-nighter, but he has gradually worked up to Sunday night, and even a blind woman can see what is coming. At last the climax has arrived. You have spent a nice, quiet, calm, uplifting hour in the back parlor, with the red shaded lamp throwing its benediction over your complexion, and you have talked of soulful things and worked up to the crucial point and he asks you if you won't sing something and you go over to the piano.

Thank Heaven that on Sunday coon songs and rag time are barred, and so you idly turn over the music until you find "Blest Be the Tie That Binds," and you sing a versé and break down, and he clears his throat and—

And yet the law says that the Sunday night courtship is not valid. Dorothy Dix.

The man who buys within his means never dreams of the sheriff.

### 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.

### 40 HIGHEST AWARDS In Europe and America

### Walter Baker & Co. Ltd.

The Oldest and  
Largest Manufacturers of

PURE, HIGH GRADE  
**COCOAS**  
AND  
**CHOCOLATES**

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

**Walter Baker & Co. Ltd.**  
Dorchester, Mass.

Established 1780.

The Trade can Trust any promise made  
in the name of SAPOLIO; and, therefore,  
there need be no hesitation about stocking

# HAND SAPOLIO

It is boldly advertised, and  
will both sell and satisfy.

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

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



### Leaves from the Experience of an Expert Shoeman.

If there is anything in the old saying, "Start at the bottom and work up," I certainly should be proficient in the shoe business. I not only started at the bottom—I commenced in the cellar and it took me two or three months to get to the first floor.

A music teacher can have better success with a pupil who can not play a single piece by ear—he prefers to work on him in a crude state, as it were, that he can be made to respond more readily to the fundamental teachings.

So it is with a salesman. It's a science, whether natural or acquired, and that theory applies more to the shoe salesman than to any other department of merchandise. A man may be ever so proficient in groceries, hardware, or dry goods, but put him in a shoe store and he will be as much out of place as a bull in a china store.

I was always anxious to be a shoe salesman. I had been a grocery clerk, a hardware clerk, a country book-keeper, etc., but always wanted to break into the shoe business. And then the prestige the position carried was worth a great deal to a young man of an ambitious turn of mind. I had always observed that they dressed better, went in better society, closed up at 6 p. m., instead of 9, and were always referred to as "salesmen." Never offend the dignity of a shoe salesman by calling him a "clerk," for he'll never forgive you. Why this "uppishness" I could never understand, for the longer I stay in the business the more I am impressed with the mentality of the position.

It seems to me that a shoe man should be more meek and humble than any one else who toils, for isn't most of his time spent on his knees before prince and pauper alike? He can never keep his hands clean, the "crease" won't say in his trousers, and he must always be alert to keep himself presentable, to say nothing of the offensive odors to which he is subjected, and if he, by chance, should elevate his olfactory organ his customer would feel highly insulted—but I digress.

Well, I finally had an opportunity to get acquainted with the shoe business and I eagerly took advantage of it, and from the day I began I commenced to find out that I was an ignoramus. I had always been considered pretty swift at weighing sugar and coffee or selling nails or padlocks, but when it came to shoes I saw I was up against the real thing.

The man for whom I worked was a personal friend, else I would not have lived to tell the tale, and for his many kind indulgences I have never ceased to be grateful. He started me to washing windows and sweeping out the store, which grated on my pride not a little, but I was determined to learn the business and

knew I would not always have to be a porter.

For six months I was kept running errands, putting on buttons, doing the cleaning and dusting, etc., before he would allow me to wait on trade. All this time I was chafing under the restraint and longing to get on the floor and show what I could do.

By the end of six months I had come to know the stock pretty well and had developed into a pretty fair stock-keeper. But when I first commenced to put away stock I was bewildered. I remember the first spring-heel shoe I ever saw. I grabbed it up and, running to one of the salesmen, asked him what was the matter with this shoe, it had no heel! He looked at me with tears of pity in his eyes and explained. Every time I would look at one of them I would think of a muley cow. And rights and lefts bothered me for a long time. I would have to pick up a shoe, turn the sole up and "sight" along the bottom to tell which was which, and, when I finally got so I could simply feel of a shoe and tell whether it was a right or left I thought I was a-flying.

But some of the blunders I made in mating up shoes were fierce, and called down upon my head numberless anathemas from the other salesmen. For instance, one of them would take one shoe out of a carton and after an hour's work succeed in fitting a lady's foot and head with it, turn to the carton for the mate and find to his consternation it was two sizes larger and a man's shoe at that!

He would call to me the first thing, and I always could tell by the ominous frown on his face what was coming. I would then have to hunt up the "pardner" (as the Dutchman calls it) to the one he sold, and by the time it was located the lady would be out of the notion of that shoe and want something else, causing the salesman another hour's work. Of course, I was guilty in nine cases out of ten, but I have seen old experienced salesmen make the same mistake.

Well, I was finally given permission to wait on trade, and my heart swelled with pride as I realized that I had passed the probationary period and was now a full-fledged salesman.

My first customer was a man and he wanted a pair of congress shoes. I had been a close observer of the other salesmen and had my little piece down fine. I had it all figured out what objections would be made and just how I would overcome them, but before I got through with that fellow I found out that theory was one thing and practice another, and was fully convinced that if I stayed in a shoe store forty years I would not know how to wait on a customer without first learning by actual experience. Well, I found out the size he wore and proceeded to bring down a \$3.50 shoe.

I neglected to note that he was wearing a \$1.50 shoe, and, in fact, if I had thought of it, I couldn't have told a \$1.50 shoe from a \$5 one. He tried to try it on, without asking the price, but it was comparatively new and the goring was very stiff. I saw

## 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. 131-133-135 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.

## 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 Top, 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

## The Celebrated Woonsocket Boots

BEST ON EARTH

You need them now. Spring is about to open.  
Send in your orders.

WALDEN SHOE CO., Grand Rapids



it was going to be a difficult task to pull the goring over his instep and I happened to think of a few pair of congress, the rubber of which had rotted, and they could be pulled on over the head as well as the foot, and I trotted one of them out with the remark that "Here was one that would go on much easier, as the rubber was already stretched." He looked at the shoe and then at me.

I don't care to recall the unpleasant things he told me—they will always remain a painful memory. One of the other salesmen heard his outburst of indignation and succeeded in pacifying him.

That was a pretty tough starter and it nearly crushed me to think I had displayed my imbecility so early in the game, but the store was crowded, all the other clerks were busy and I was called to the front to wait on a young lady. And oh, with what feeling of trepidation did I kneel down to unlace the dainty boot! But I managed to get it off without manifesting my embarrassment.

"A No. 2½ A, please," said she. I neglected to look inside the old shoe to see what size she was wearing, taking it for granted that she knew what size she wore and I accordingly took down the proper size and commenced to put it on her foot. She could just barely get her toes in it, while I heaved and tugged until I got black in the face, but to no avail. Finally, marshalling all my strength, I gave one last desperate pull, and the settee on which she was sitting toppled over.

It is needless to describe the scene that followed. Suffice it to say that I made tracks for the basement, where I could commune with my thoughts in solitude. After an hour's time I screwed up my courage and went upstairs. The excitement had by this time subsided and I edged up to one of the other salesmen and asked him if the young lady bought any shoes, and he informed me that he managed to get her seated again and fitted a 5 B on her, which fitted very nicely.

Well, I felt all done up and decided not to try any one else that day, and began to busy myself putting away stock, but fate was against me and I was again called to sell a pair of baby shoes.

A lady with a beautiful little cherub was waiting for me and the first thing I asked her was, "Do you want a black baby shoe?"

She gave me a look that froze the blood in my veins and indignantly replied, "Does this very much resemble a black baby?" I hastened to assure her that I meant did she want a black or a tan shoe, and operations were resumed. I was determined not to make a mess of it on this occasion, and, having faith in the old saying that the "third time's the charm," I proceeded to pull down six or seven styles of the size she required, tried them on and each one was met with some objection. Finally, selecting the one I thought was the best in the lot, I tried it on again, buttoned it up and awaited her verdict. "The vamp is entirely too

long," said she. "Madam," I replied (I was getting desperate), "I have been selling shoes for seven years and that's the first time I ever heard a lady object to a long vamp."

She bought the shoes and I was complimented by the boss and the other salesmen for getting through with the job so nicely. I was now filled with renewed confidence and the rest of the evening gave a pretty good account of myself for a novice. But I was more tired that night than ever before in my experience, and visions of shoes floated before me until morning, and my room-mate said I talked all night of "Goodyear welts," "hand turned," "Fair stitch," "McKays," and all the other jargon usually heard in a shoe store.—Shoe and Leather Gazette.

#### The Young Man in Business.

It is a matter of common observation that the business of the country is more than ever before in the control of young men. There are occasional examples of vigorous old men who retain their grip because of unusual ability and capacity, but they are the exceptions and do not disprove the rule.

The prominence of the young man in business is the result of changed conditions. The invention of machinery has revolutionized every industry and the introduction of improved methods of transportation and communication have tremendously broadened the commercial horizon. The modern business man must keep a steady finger on the world's pulse, and daily observe the changing symptoms of two hemispheres. He is compelled to dictate and sign as many letters in an hour as his grandfather wrote in a week, and the number and variety of important questions he decides during an ordinary day would have corrugated the brow of his forbear for a week.

This strenuous life is wearing and the average man is worn out at 50, not from age, but from overwork. It is all a question of method. A horse, a machine, a man, is capable of so much labor which can be expended moderately for a long time, or immoderately for a short time. Under the present high pressure methods a man is developed at 20 and exhausted but rich at 40.

The modern system is not without its disadvantages. Many individuals are unable to stand the pace and early deaths cut short too strenuous lives. Learned medical specialists, who also have been forced like December strawberries, describe the disease in scientific language, but the homely diagnosis would be correct, "They burned the candle at both ends." But the world of stocks and bonds, of buying and making and selling, is too busy to consider the cost of overstimulating nerves and brains. Funeral corteges are driven at a trot these days and the mourners hasten back to watch the ticker and dictate letters, and so invite their own early death or incapacity.

From a sociological viewpoint it is curious to observe that while medical and sanitary science is preaching lessons of longevity, commerce, industry and finance are closing the

doors of opportunity to the man of 40.

In view of the shortening of the expectancy of business life, should it be cause for wonder that business men are demanding greater dividends and employes larger salaries during their few productive years?

#### A Freshman's Essay on the Mouth.

The mouth is the front door to the face. It is the aperture of the cold storage of anatomy. Some mouths look like peaches and cream, some like a hole in a mud fence. The mouth is the hot-bed for the toothache, and the bunghole for oratory. The mouth

is the crimson aisle to the liver; it is patriotism's foundation and tool chest for pie. Without the mouth the politician would be a wanderer on the face of the earth and go down to an unhonored grave. It is the grocer's friend, the orator's pride and the dentist's hope. It has put some men on the rostrum and some in jail. It is temptation's lunch counter, when attached to a maiden, and tobacco's friend when attached to a man. It is the home of the unruly member, the tongue. Without it married life would be a summer dream and a dude would lose half his attractiveness.



## Strength and Comfort

are what a man wants when he buys shoes for hard, every day wear.

Sell him a pair of Hard Pans

**With Our Trade-Mark on the Sole**

and you will give him in fit and wear not only the solid shoe satisfaction he is looking for, but also a little bit better value for his money than he can get anywhere else.

Our Trade-mark on the sole of any shoe is always a guarantee of superior quality.

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

# Write for Prices



Where we make them.

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.





### The Turning Point in the Career of the Clerk.

Written for the Tradesman.

There was a difference of five years in their ages and on that account Tom Bailey felt that he had a perfect right to play the part of elder brother to Jim Barnard's Prodigal Son. Then there was another and a stronger reason: he liked him. From that Monday morning away back there when the black-eyed and red-checked fifteen-year-old took his place on the perch at the wrapping counter Tom Bailey's heart had gone out to him. It may be that the hint of a resemblance to his brother Carl was the foundation of his growing fondness, for in addition to the resemblance there were certain traits which the two youngsters had in common and which made the elder more than ever convinced that he was and ought to be his brother's keeper.

In the whole realm of restraint and control there is nothing quite so repulsive to the youth with his feet on the threshold of manhood as this "elder brother business," and no sooner did Jim Barnard see what that Tom Bailey was driving at than he made up his mind that he, Jim, would give that fellow Tom as lively a time as he, the said Jim, could put up and whoever looked into the depths of the black eyes when their owner said this knew there were lively times ahead.

There was nothing, however, in Bailey's treatment at all offensive. He didn't, as Jim frankly stated, try to take him by the hand and go down Sixteenth street with him after dark to prevent him from getting lost; but there was a—a confounded something in his manner that signified appropriation and that he wasn't going to have. So after the first six months there was a gradual throwing off of the invisible bonds and Jim Barnard in the strength and pride of his sixteen-year-old manhood(!)—he was six feet high now—was ready to make the most of his age and experience!

So in the common vernacular of the day he "sailed in." Men smoke and he smoked. True to the real manhood within him he struck and kept to the cigar and "the Barnards never indulged in the two-for-five racket." He had an uncle who was a regular cracker-jack at billiards and Jim determined to be worthy of the relationship. He early learned the wide difference between the ace and the deuce and the far-reaching applications between the two extremes. He was on hand at the races. The theater could always depend on him to hold down a chair and there was a certain bar-tender whose establishment was just around the corner on Curtis street whose familiar, "Hello, Jim!" had ceased to grate upon the sensibilities of the Barnard prejudice.

It must not be supposed for an instant that all this business was going

on before the face and eyes of Tom Bailey without his knowing it. His experienced nose detected the lingering evidence of Jim's first cigar and from that time on he was a great deal busier than he wanted to be in sticking a pin here and another there in the hope of some day averting the inevitable, or what he feared was the inevitable "day of wrath, that dreadful day," which was going to dawn upon the young fellow whom he was determined to shield, if the thing was in any way possible. He had to admit that he was obliged to stick a good many pins, a task all the more detestable because with his influence amounting now to nothing he had to ignore what he could not prevent—a fact which made him all the more determined to bring Jim Barnard out all right.

He had been for a long time considering the best way of accomplishing this when he was called into the front office. Supposing that the summons had something to do with the management of his department and wondering where the weakness had appeared, he was not at all prepared for what followed. Generally the department manager's reception in that office by the senior member of the firm was not of a character to make frequent interviews desirable, and when that gentleman turned from his desk and in his most affable manner asked Mr. Bailey to be seated, Mr. Bailey concluded that the world was coming to an end and that Gabriel had his trumpet already at his lips.

"I have asked you to come to me, Mr. Bailey, because I need your help. Mr. Wetmore tells me that you probably have as much influence over Barnard as any one, and in that case I hardly think it necessary to tell you that the young man must change his course if he remains with us. He has got into certain habits—I am afraid they are habits—which will prevent his promotion if he stays with us, and you are aware that we do not want men who are not in that line of promotion. The whole matter is in a nut-shell: He must stop if he stays. I am willing to say to you that I think kindly of him and want him to stay. If you can induce him to stop certain practices which are interfering directly and indirectly with our business I shall be very glad to have you. You like him and so do we and we shall be glad to help you in any way we can. Can we depend on you?"

"You can depend on my doing everything I can, Mr. Montgomery," and Tom Bailey left "the presence," not half as hopeful as the senior member of the Montgomery Bros.

For the next week Bailey had something on his mind. He went around with his head down or if it was up there was a far-away look upon his face which meant that he was seeing only distant things. It need not be said that the distant object in his field of vision was Jim Barnard, and that this was an instance where distance did not lend enchantment to the view. He saw, too, that this was a distance that must be overcome, and that soon if he was to accomplish his purpose

How could he get Jim Barnard near enough to him to influence the boy in the right direction? and that "How" hung over him and settled around him until he could think of nothing else. Finally when the gloom was dense enough to become tangible he heard on his way home: one night Jim's whistle and later Jim's step behind him, and turning around he waited for the laddie to come up.

There were the usual "Hello's!" hearty enough, and both went on together.

"What a beautiful thing that is you were whistling, Jim, 'Ah! I have sighed to rest me!' If the whole world of song should be dropped out and that were left I wouldn't care for the rest," and Tom Bailey, in the richest of baritones, struck into the musical gem so delightfully set in the opera that contains it.

"Yes, and to think that Calve is to sing it right here in Denver next week and I can't go!"

"Can't go! I've two of the best seats in the opera house for just that opera and you can go by just saying the word. I was thinking only the other day that I am seeing too little of you and here's a chance where I can make up for my indifference. The fact is, Jim, I've been too busy to be decent to anybody and when I was at your age I didn't want anybody fussing around as if they had a right to and I guess that's one reason why I haven't been around. 'Ah! I have sighed to rest me!' Come on in and let's sing that over. I remember now how you like music and your old way of reciting 'The man that hath no music in himself,' and so forth. It isn't late and what if 'tis? we're both of us equal to that," and as they were then at Bailey's door it was the most natural thing in the world for Jim to go in and for Bailey to make the most of his opportunity after he had his old friend in there.

"My! such magnificence! A piano and fine upholstered furniture and three rooms! You are putting it on! Gee! but I like this! Pays to be at the head of a department, doesn't it!"

"The point is that it doesn't cost so much as it seems. The suite of three rooms comes to no more than one or two—I engage them by the year—and I'm going to have a roommate when the right fellow comes along. Let's go at that prison song, 'Ah! I have sighed to rest me!' Sing it, Jim. Your voice is better than mine for it," and he struck the magnificent chords.

It is impossible here and now to explain it—perhaps it can not be explained—but sweet and tender the splendid voice came out and the melody—music is always divine—laid its heavenly influence upon the singer and upon the fingers that kissed the keys. Il Trovatore, or that part of it was never more effectively rendered than then and when it was over in a silence that meant everything to both the young men took the easy chairs that were waiting for them.

"And to think that I'm going to hear it next Wednesday! Tom, you are a good fellow and I've no end

of thanks! I don't know why but that song has always influenced me strangely. My mother loved it so and since she died it seems to try to keep me away from what she would call the bad and bad influences. 'Ah! I have sighed to rest me!' Tom, let me come in here with you. I want to come. Let me stay here to-night and bring over my stuff in the morning. Say I may!"

"What are you talking about! Didn't I tell you I was waiting for the right fellow?"

"I'm the fellow!"

"No, you're not. We couldn't live together a week. I used to think that we were built up a little alike, but that was a mistake. You smoke—is it fifteen cigars a day? I smoke one. You—but what's the use of running over the rest? I can't do my work at the store unless I sleep and no all-night bird can room with me. No, Jim, that one item fixes it and there are something less than a hundred others. You got it into your head a good while ago that I was trying to run you. I wasn't, but the fellow who comes in here has got to be near enough like me to want to do what I want to do. You don't and that's all there is to it. 'Ah! I have sighed to rest me!' I shall be singing that all night. I hope Calve will be at her best and that we shall have something to remember as long as we live. I'm glad you're going with me," and seating himself at the instrument he played the melody so dear to them both.

"Tom, I might as well out with it. I've been sighing for over a year 'to rest me.' I want to be elder-brothered. I'm not sixteen years old any longer and I want—I want it so much!—to get back as quickly as I can and as closely as I can to the old influences. I thought they were dull and stupid and hay-seedy. I was wrong. Help me to get back to the right. Let me have that room. Let me come back to the music that my sixteen years old called womanish. Let me stay here to-night. Let's sing it again and then let's go to bed. Come, Tom!"

It took a good while for the answer. Tom Bailey always took time in settling questions. He looked straight into Jim Barnard's eyes and those eyes pleadingly looked into his. Then with an "All right, Jim!" he went into the sleeping room, until now unused, to see that it was "all right" in there and coming out soon after he said, "Let's go to bed." Tom went to sleep first and the last sound he heard was in Jim Barnard's subdued whistle, "Ah! I have sighed to rest me!" and the subdued whistler is still in the employ of the Montgomery Bros.

Richard Malcolm Strong.

### Big Egg.

Talking about big things in the egg line, it is said in the Government exhibit at the World's Fair there will be an egg of the apyornis, found in Southern Madagascar, which measures 10x12 inches and has a shell one-quarter of an inch thick. One of these shells would hold about 150 average hen's eggs.



The purpose of our Porcelain Plan is not chiefly to persuade customers to buy **MORE** goods, but to induce **MORE PEOPLE** to buy **YOUR GOODS**

## OUR ADVERTISING PROPOSITION

is a mode of education to the people of your community, by which the knowledge of your having consumable goods is increased. It sets forth the excellence of your stock, keeps in the public mind the merits of each article in your store, and thus creates a demand for your goods in preference to your competitor's. It enables you to do away with newspaper advertising, as well as catalogues, placards and signboards. **Its success is measured by the amount of buying which it stimulates.**

Any business man will recognize the fact that intelligent advertising will increase his sales by increasing the people's familiarity with his goods and methods of transacting business. By successful advertising the public is made familiar with his convenient and economical methods of conducting his store.

Our new method helps you to quickly adjust yourself to changing conditions. It continually forces your values upon the public attention. It influences your competitor's customers. It makes them think and see as you desire. It utilizes all those forces which produce impressions and crystalize opinions. It creates prestige—that quality which causes the consumer to accept your statement without question.

An opportunity to form a new habit—to be converted and successfully advertise—is open to you.

Will you send us your name on a postal card that we may explain our new plan?

**ROBERT  
JOHNS**

**200 MONROE ST.  
CHICAGO, ILL.**

**ASK FOR SAMPLE NO. 81**

DRY GOODS  
GROCERIES  
PROVISIONS  
BOOTS  
SHOES  
CLOTHING

L. H. WELDMAN

L. WALDORFF

L. A. PACKER

**L. H. Weldin & Co.**  
General Merchandise

HATS, CAPS  
CROCKERY  
WALL PAPER  
CAMERAS  
PHOTOGRAPH  
SUPPLIES

Lawton, Mich., Sept. 21, 03.

Robert Johns,  
Chicago, Ill.

Dear Sir:-

In reply to your favor of the 10th inst. we are well pleased with the Semi porcelain premium plan.

The strongest endorsement we can give the plan is the order which accompanies this letter.

Please send us some more coupons at once.

Yours truly,

L.P.

3.

*L. H. Weldin*



### Necessity of System in Shop and Store.

I believe a small business, one composed mostly of small transactions, such as the retail hardware business usually is, can be systematized to death. What is usually termed a perfect system requires the same amount of clerical work, the same checking, billing and posting, whether the sale be five cents, five dollars or five hundred dollars. This would, perhaps, be the other extreme, from the case where each clerk used his pockets for a cash drawer, and with others dumped the contents uncounted into a box at the close of each day's business to be paid out by the proprietor or some one else as occasion requires, and take stock at the end of the year of the cash on hand as net profits of the business for that year.

The proper amount of system required depends on the kind and volume of business, the number of employees required, whether cash or credit, and also the class of customers you are dealing with. If with good, substantial, reputable citizens who are anxious and willing to pay their honest debts, about all they want to know is about what they got and how much is the bill, and in most cases among such people an item charged

as merchandise or repairing furnace, fixing roof or soldering ice box, so much, is sufficient and satisfies all concerned, but when a large percentage of your customers or a very small percentage sometimes are "professional men," and especially lawyers, where charges to their clients have no other explanation other than professional services rendered, so much, then your system must be so complete that you can prove the size, color, shape and date of delivery and by whom delivered, of every article of merchandise on the bill of items, and if labor is performed and forms a part or all of the charge, be able to show by your records by whom each article was used, etc., and that perhaps from two to four months after the performance of the work and delivery of the goods. A system simple and easy of comprehension is one most likely to be carried out by employees.

An intricate system, while perfectly easy for the head of the house to understand and carry out in detail, very often, like a complicated piece of machinery in the absence of the chief engineer and in the hands of a novice, gets out of line, the belts slip, the cogs get out of mesh, with the result a wreck, which costs more to put back in running order than to build anew. However, it should be at all times such as to prevent the ordinary every-day mistakes and to discover those that are occasionally made and not so common. The mistake, or oversight you might call it, the most common to clerks and the most disastrous to the profits of

the business, is the delivery of goods on account without charging.

To guard against that we have found very satisfactory a ticket  $3\frac{1}{2} \times 6\frac{1}{2}$  inches, consecutively numbered, made from manila cardboard, to stand the hard usage usual to loose records of this kind, printed in blank as follows: "Name, address, ordered by, to be paid by, number, date and date to be delivered;" also rules for recording the order as given, also space below for remarks, if any; and the date and by whom delivered. If C. O. D. the ticket is so marked and deposited in the cash drawer with the amount paid. If charged, then it follows the charge slip to its destination, and when one is assorted from the other it is easily seen whether all deliveries have been charged or accounted for or not. In regard to goods sold and delivered over the counter a close attention and careful observation are the only safeguard.

These same tickets, only of a different color, are used for all shop work, with this difference:

All shop tickets are entered on a book kept for that purpose and are entered at the time of taking the order. This book is also consecutively numbered and the tickets entered opposite the corresponding number on the book. This book is a three-column journal and after the completion of the job the ticket is handed in on which is a record of all material used, the number of hours worked and the name of the workman in charge of the job. The charge for labor is entered on the first column, the material used on the

second, and the sum of both or the total charge on the third. The footing of the labor columns at the end of the year, when compared with the wages paid, will show your stand with a 35c man at 50c per hour. Try it. The second column will show the amount of merchandise handled through the shop, and the other the total.

This we find a very short and easy method of separating the shop and the store without the long and tedious method of keeping separate accounts for each. To systematize our labor charges, to satisfy the most exacting patrons, some of which, without good and sufficient proof to the contrary, would testify under oath where two hours' work was charged that the men were not there to exceed fifteen minutes, we have a card similar and which when folded is about the same size as the one previously mentioned, which is divided into six spaces, each one headed with the name of the working day, Monday, Tuesday, etc. These cards are filled out each Monday morning with the name of the workman, date, etc. Each day the workman takes the labor tickets representing the different jobs finished, or partially so, that day and enters thereon under the day of the week on which the work was done the number of each ticket and the hours' work opposite the number, which when footed up must show the hours wrought that day and no more.

By this method it is easy to trace from the charge ticket, which bears the number of the labor ticket, all

*...of helping our agents in a small manner added to their success*

**A Big Force of Salesmen**

*Entertained by their Employers—A Banquet at the Hollenden Hotel.*

Cleveland has been the scene of many a gathering from outside points, but last evening the Hollenden Hotel banqueted as jovial a party as ever sat down to their tables.

The occasion was a banquet given by The Forest City Paint & Varnish Co., to their salesmen who had been in session for three days, discussing the general business of the Company.

The meetings were certainly of great value to the salesmen, as the exchange of ideas was helpful to both management and travellers alike.

The growth of The Forest City Paint & Varnish Co.'s business has been almost phenomenal.

Beginning in a modest manner fifteen years ago they found their policy of good goods has well repaid them for their determined efforts to make Forest City Paints unequalled in point of finish, reliability and durability, while their progressive methods of helping their agents has in no small manner added to their success.

*...a Big Forest*

## Forest City Paint Methods

Our interest is in our Agents, we bring our Road Salesmen to our annual meetings. They watch your interests—they personally voice plans that tend to help you sell more

## Forest City Paints.

Our success depends largely upon your success. We want you to be successful, and we know of no better way than to talk with the men you talk to—the men you give suggestions to.

If you're not a Forest City Paint seller we want you to join with the successful. Send for our "Paint Proposition," it'll tell you how.

**THE FOREST CITY PAINT & VARNISH CO.**  
CLEVELAND, O.



the information required by the most exacting and prove to them that their fifteen-minute proposition will not hold water. F. F. Porter.

### A Few Don'ts.

Don't wear clothes; they retard the free movement of the body.

Don't eat anything. Your stomach may get out of order.

Don't drink. You'll get thirsty again.

Don't remember anything—especially your debts.

Don't work. It is very bad for the health to tire yourself.

Don't lend—borrow.

Don't want anything. If you should want anything, don't buy it; beg or steal it.

Don't try to say anything when you talk. It consumes brain power.

Don't marry young. Don't marry old. Don't marry at all. If you are tempted to marry, attend court on a divorce day.

Don't get sick. If you think you are sick, whistle or turn somersaults. This is Nature's cure.

Don't go to law. Choose the lunatic asylum.

Don't get excited. Keep ice in your mouth.

Don't read; it may affect your eyesight.

Don't fret, don't cry, don't laugh, don't buy, don't sell, don't grieve, don't love, don't play, don't humor yourself in anything, don't breathe.

Don't ever be displeased. If your favorite corn is stepped on say, "Thank you."

Don't be dissatisfied with anything. If your bank breaks, be thankful you didn't have more in it. Don't lose your temper. Nobody will pick it up and bring it home, even if they stumble over it.

Don't do anything but die!—Life.

### Little Known About Fish.

During the year 1903 there was the largest run of salmon in Irish, English and Scottish waters ever known, and this came right upon a general assumption from the records of preceding years that the fish were gradually disappearing. This shows how little is understood about the ways of fish.

It is recognized that last year in England was phenomenally rainy. It broke every known record for precipitation. That is an intimation that this superabundance of fresh water may have had its influence in inducing the salmon to go upstream. The Spectator says that many salmon stay around in the sea and refrain from going into fresh water. It says, too, that it has been proved by marking the fish that within the space of five weeks and two days a salmon of ten and one-half pounds has been found to grow to twenty and one-quarter pounds. Nothing else grows so fast.

The same journal refers to the story that salmon in our Western rivers push each other ashore in their upstream rush, and casts a doubt on this. But perfectly trustworthy persons, of high intelligence and universally respected, will vouch for it that they themselves have seen the banks of rivers in British Columbia packed with dead salmon

which produced such a disagreeable atmosphere by reason of their disintegration that it was almost unbearable for people who had to pass that way. In the push of fish there is not room for them in narrow parts and they are crowded right up on the banks. There is no doubt of this, and it is among the smaller anecdotes of the kind that one will gather in a trip in that part of the world.

### Trains That Never Stop.

A railroad whose trains never stop throughout their journey is projected in the plans of a Belgian scientist who has recently proposed a new transportation scheme. The plan is decidedly revolutionary, and aims to save the time consumed, in the case of ordinary railroads, in letting off and taking on passengers at stations. The new trains, as planned, will consist of cars propelled by separate motors, and will work in the following manner:

When a station is approached the passengers and baggage for that station are moved into the rear car, which is cut off just before the point is reached. The passengers desirous of boarding the train take their places in a car on a siding at the station, which proceeds to the main track at full speed and catches the passing train, to which it is coupled, and the passengers and baggage transferred. Those for the next station are then received, and in turn the car is duly dropped. The scheme is most fantastic and at present impracticable, yet it must be admitted that many of the elements necessary, such as the separate motors which can be controlled together or individually, are already developed.

### Discovery of an Adhesive Gum.

How many valuable inventions have been the result of pure accident, while, in other cases, men have puzzled their brains with study for a lifetime and brought forth nothing.

It happened one night that a big starch factory on the banks of the Liffey, near Dublin, took fire and great puddles of starch and water were left outside.

Some calico printers, who had been out all night and were quite tipsy, came along toward morning and one of them stumbled into one of the puddles. He found it so sticky that all his clothes stuck to him so fast that he had to stay in bed next morning until his wife soaked them out.

The man knew, from his trade, that the starch and water had formed a very powerful and valuable gum. He went back to the place of the fire and investigated, and the result was the discovery of the adhesive gum now used in sticking postage stamps and which has made many rich. But temperance lecturers need not know it.

### Food Exuded Through Pores.

Physiologists tell us that five-eighths of all the food we consume, liquid or solid, is exhaled through the pores of the skin.

Never insert an advertisement without explaining to every salesman what it is and why you are using it. The best advertisement needs help.

## RUGS FROM OLD CARPETS THE SANITARY KIND

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

Petoskey Rug M'g. & Carpet Co. Ltd. Petoskey, Mich.

*You have not seen the catalogue of the Michigan Business University. Grand Rapids. You are not yet familiar with the best Michigan has to offer in the lines of Business Education, Scholarship, and Scholarship.*

## AUTOMOBILES

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

Michigan Automobile Co. Grand Rapids, Mich.

USE BARLOW'S PAT. MANIFOLD SHIPPING BLANKS. BARLOW BROS. GRAND RAPIDS, MICH.

They Save Time

Trouble

Cash

Get our Latest Prices

## Moore & Wykes

MERCHANDISE BROKERS

Office and Warehouse, 3 N. Ionia St.

GRAND RAPIDS, MICH.



## JAR SALT

The Sanitary Salt

Since Salt is necessary in the seasoning of almost everything we eat, it should be sanitary

JAR SALT is pure, unadulterated, proven by chemical analysis

JAR SALT is sanitary, encased in glass; a quart of it in a Mason Fruit Jar.

JAR SALT is perfectly dry; does not harden in the jar nor lump in the shakers.

JAR SALT is the strongest, because it is pure; the finest table salt on earth.

JAR SALT being pure, is the best salt for medicinal purposes

All Grocers Have it—Price 10 Cents.

Manufactured only by the

Detroit Salt Company, Detroit, Michigan

## 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



## 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.

## Of Interest to Hardware and Agricultural Implement Dealers

### The PINGREE Potato Planter



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.

## GRAND RAPIDS FIRE INSURANCE AGENCY

W. FRED McBAIN, President

Grand Rapids, Mich. The Leading Agency



### Spring Styles in Clothing and Furnishings.

No one denies that a fancy waistcoat is a desirable addition to any man's wardrobe and that several waistcoats are still more desirable, particularly if they are worn with discretion, although they should first be selected with discretion. The trouble with most men is that they see a waistcoat that pleases them, they like the colorings and the pattern, and they buy it. They do not, however, give consideration to the garments with which they are going to wear it, and I have seen men wear a waistcoat in which bright blue predominated with a brown suit and a pink striped fancy shirt. It seems to me that there can be no excuse for such combinations. There is a fitness to all things, which should be observed, and simply because a waistcoat is fancy and different from a suit does not mean that it can be worn without discretion. You have to be just as careful of the combinations here as elsewhere, for this matter of colors is all-important in a man's dress. If you can only afford a limited number of cravats, waistcoats, shirts, etc., be careful that they are such as will harmonize; you can not afford to dress in too striking a manner or to be too daring in your selection of colors. The man with an unlimited pocketbook and big wardrobe can afford to take some more liberty, but even he must never pass the line of good taste by inharmonious colorings. He can assume a greater variety of combinations by reason of a greater variety in his wardrobe, but he can no more put blue and pink together than his less fortunate neighbor. In fact, some men's only safety lies in their inability to have a great variety, and for this reason they choose such lines as are the most sensible, which naturally are dark tones for their suits and equally dark tones for their neckwear and other articles of haberdashery.

It is a peculiar thing to note that with the advent of hard times color schemes are apt to run riot. The more prosperous the country the more quiet the tones for suits and overcoats. In proof thereof witness the run of grays and blacks for the last few years. Back in '96 and around that time big checks and plaids in cheviots were evident everywhere. The flannel shirt of green and yellow plaid made its appearance and tan shoes were at the height of their popularity. Just why this is, we are unable to state, unless it is because by the lavish use of dyestuffs the manufacturers are able to conceal the poorer quality of the goods in the cheaper grades which are demanded. This has been true in every era of business depression as far back as the oldest clothing men can remember.

Why is it that an advertised article is easier to sell than one not advertised? Why is it that a suit of clothes is easier to sell made by a concern that advertises its own make in various periodicals? We do not think that the advertising value comes as much from the broad publicity and the fact that people know

of it, as it does from the confidence people are apt to place in an article that the manufacturer is not afraid to stand behind and state that it was made by him. The manufacturer's confidence in his own products engenders a confidence in the public mind, and that is why so many people are more ready to look at a suit made by Blank & Co., who advertise, than another suit made by some other concern. There may be some people who will hunt around to find a store selling a certain make of clothing—there probably are a good many who do this—but most people have their own favorite clothing stores and everything else to equal, and will go there; yet if a sign in a window says a certain house sells certain clothing, and this clothing has been brought to his attention, through some magazine or newspaper advertisement, he is very apt to go there and look at a suit at least; if he does this, the battle of competition is half won. The manufacturer's name becomes a sort of trade mark and is a talisman for business; that is why certain makes of hats always sell well and easily in spite of a higher price.

It looks to me at the present time as if outing or two-piece suits were to be even bigger factors for this summer than heretofore. They have become an accepted staple as the proper apparel for the hot weather. Men don't wear them as much to business, perhaps, but they wear them under almost all other circumstances, and we see many of them in business. Practically the same fabrics will be worn during the coming summer as last summer, particularly the very rough homespun and the smooth worsteds, cheviots and serges of the thinnest weave. The coats are either unlined or quarter-lined and the trousers made as usual with turn-up bottoms and belt loops.

The English walking suit for the spring promises to be exceedingly popular and in very good taste for business wear. These suits are made from cheviots, tweeds and worsteds and show a great variety of very smart patterns. The English walking suit on a man of good figure is especially pleasing and especially well adapted to the dignified business man.

Both single and double breasted sack suits will be worn, although the latter has given away to a considerable extent to the former. Both are made from black, blue and Oxford cheviots, serges, tweeds and worsteds, the double breasted being largely made up in the darker fabrics.

The nobby little top coat still holds its own in our wardrobes, and is cut short and boxy, as it has been for many seasons past. There is really very little difference in these from season to season in recent years, except in small details, but these little details are enough to make each season's styles typical and make a last year's coat look out of date.

This coat, cut long enough to cover the bottom of the frock coat, is a far more useful garment than the short top coat for most men, for it can be worn to business or on dress

occasions, morning, afternoon and evening.

There will be another effort this spring to make the brown derby popular. This has been a good shade in London and a year ago it was tried in this country, but without very marked success. Just how consumers will take it this year is as yet uncertain, but the manufacturers in this country predict that it will be successful. The black derby has held supreme sway for a considerable time now, and perhaps a change is due. If colors are going to be worn in hats let the colors harmonize with the color of the suit—a brown derby with a brown suit, a gray derby with a gray suit, and a black derby with a black suit. This is the only proper method of dressing, if we are going outside of the simplicity of black.

Look out for colors in neckwear. That is a more important feature than the shape. We do not like to constantly drum on the matter of harmony, yet it really is a most essential feature of good dressing.

The shapes for spring will show more silk than usual. For the early part Ascots and English squares, and very broad four-in-hands will be one of the most important styles. Later in the season, however, when warm weather begins. We expect to see the narrow derbies and graduated ties.

### Results of the Midwinter Clearance Sales.

The retail clothiers all over the country are holding their clearance sales and have been for some six weeks and, so far as we can judge, they have been pretty successful; and it looks now as though the opening of the spring displays would find very little stock left; considerably less from present indications than is usual at this time of the year. Another month will see spring displays in every haberdasher's window, and from the purchases which have been made from the wholesale houses and manufacturers these displays promise to show a universal brilliancy.

The larger patterns of the cravats will admit of handsome window effects and the promise of greater variety than for some seasons past. The retail buyers state that they believe a reaction is due in these lines and have prepared accordingly. They say that black and white and various combinations, dark blues, etc., have been worked to death and that people are tired of them, and as a consequence new shades have been devised to meet the expected demand.

The sales of neckwear have been conspicuous by their absence. There have been no more reduced price offerings than during the regular season when we will always see collections offered worth so much but selling for so much. The broad styles prevail, yet there is a large percentage of smaller shapes included.

The underwear end of the business has been a lively one; but the sales could have been larger had there been better stocks from which to draw. There has certainly been a scarcity in the retailers' lines of underwear; we do not mean to say that

there has not been enough underwear such as it is, but the most desirable lines have been in very short supply and were sold out comparatively early, and right here let us say that the prospects for next fall and winter at the present time look even harder than they did for the past season. Higher prices may be expected and the wise retailer will get in his order as soon as possible if the price appears to be anywhere near reasonable; and another word of caution—don't place too much confidence on the order that is placed at a really cheap price. If the price is too low and the knitting mills can not make them at a profit there is great danger of the goods never being delivered at all.

During the sales in the retail shops shirts have been prominent, yet it is very evident to the initiated that many of the collections were prepared especially for this occasion, not all of them to be sure, but a large number. Representatives of the Tradesman have taken particular care to examine the shirts that make up a number of the offerings, to see just what the qualities were, and the great majority proved to be worth no more than the price asked. Where genuine reduced price sales of standard makes were offered they were, for the most part, the patterns that did not sell well during the regular season and were, of course, reduced in a legitimate manner.

A retrospective view of the fall and winter season of 1903-4, while it does not show "the biggest season ever experienced in the retail haberdashery trades," can not be said to be otherwise than eminently satisfactory. A larger business would have been done could the goods have been secured, but there is probably no line that did not receive generous attention.

### A Story With Two Morals.

A Macomb, Ill., dry goods merchant recently advertised that he would give a prize of \$10 for the largest number of ladies from outside the city who came to his store in one vehicle, to be driven up in front of his establishment and unloaded.

Rising swiftly to the occasion, Bert Monger, of Good Hope, drove up "kind of careless like" with four horses hitched to a wagon on which was a hay rack. Upon the rack were comfortably seated forty-one women, thus giving Monger the prize.

It is presumed of course that the prize winner "loosened up" sufficiently to give the forty-one fair ones a lunch which would cost him at least 25 cents per. Then after feeding his horses and taking account of wear and tear, he doubtless retired to the tall and uncut to figure out just where he came in on the deal.

Moral: Some fellows would spend \$50 in order to rope in a \$10 prize, but there is nothing to it.

Moral No. 2: A well advertised prize scheme is a good thing—for the advertiser.

You may sell a woman something she doesn't want—once. That doesn't make a customer of her.



## A Good Store Policy.

There is at least one store in this country that is conducted along the lines that meet exactly with our ideas. The firm is Charles White's Sons, of Cumberland, Md. It gives us pleasure to reproduce the statement that appeared in their advertisement on the first of the year. It outlines a store policy that any firm might do well to adopt.

Stores have a character and personality of one kind or another, and in time they become known to you just as you learn to know persons.

You can select your business friends just as you select your personal friends—for their quality of character, or their loyalty to your interests—their faithfulness and dependability under all conditions, measuring up to a satisfactory standard of service and efficiency.

There always will be careless buyers and careless stores will suit them—these people always pay dearest for what they get. They are slow to learn differences.

The fact that this store has firmly welded itself to the principle of selling only worthwhile and satisfaction-giving merchandise is now very widely known.

Our responsibility never ends with a sale.

It ceases with nothing short of complete satisfaction to the customer.

There's unusual safety in that.

The store's ideals are never wrong—its people sometimes make mistakes (we are only human); if anything should happen to go wrong, you may be sure the store is just as anxious to make it right as you are to have it right.

Its printed statements are as carefully and conservatively framed as is its spoken word. No word juggling. No fictitious or imaginary conditions—created by and existing only in the brain of the advertisement writer—are conjured up to mislead or deceive.

The plain truth tersely told is strong enough for our advertising.

## Some Things to Remember.

That the price card is one of the most effective means of attracting attention to the goods in the window and selling them. That the price card should never be placed on the instep of the shoe, as it hides the most essential part in the display. It should be put either beside the shoe or on a display pin and set in the top of the shoe at the back. That is if separate cards are to be used. If one card includes several shoes the judgment of the window dresser will have to suggest where it will be most effective, only never allow it to hide any part of the goods. That the "number" system is a good one to use in connection with a window display. A customer may have difficulty in describing the shoe he has fancied in the window and it will facilitate matters very much to have just below the price a number for the shoe. In the foreground place a card calling attention to the fact that shoes may be ordered by the numbers.

## 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.	2 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				
No.	Drs. of Powder	Shot	Size	Per 100
120	4	1 1/2	10	\$2 90
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 1/2	1 1/2	5	2 95
154	4 1/2	1 1/2	4	3 00
200	3	1	10	2 50
208	3	1	8	2 50
236	3 1/2	1 1/2	6	2 65
265	3 1/2	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	22 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				
1/4 in. 5-16 in. 3/4 in. 1 1/4 in.				
Common	7 c.	6 c.	4 1/2 c.	
BB	8 1/2 c.	7 1/2 c.	6 1/2 c.	
BBB	8 c.	7 c.	6 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.	net 75			
Corrugated, per doz.	1 25			
Adjustable	dis. 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	dis. 90			
Double Strength, by box	dis. 90			
By the Light	dis. 90			
Hammers				
Maydole & Co.'s, new list	dis. 33 1/2			
Yerkes & Plumb's	dis. 40&10			
Mason's Solid Cast Steel	30c list 70			
Hinges				
Gate, Clark's 1, 2, 3.	dis. 60&10			
Hollow Ware				
Pots	50&10			
Kettles	50&10			
Spiders	50&10			
Horse Nails				
Au Sable	dis. 40&10			
House Furnishing Goods				
Stamped Tinware, new list	70			
Japanned Tinware	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
Dampers, American	50
Molasses Gates	
Stebbin's Pattern	60&10
Enterprise, self-measuring	30
Pans	
Fry, Acme	60&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 1/2 c per lb. extra.	
Planes	
Ohio Tool Co.'s fancy	40
Scotch 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	25
Casing 8 advance	25
Casing 6 advance	35
Finish 10 advance	25
Finish 8 advance	35
Finish 6 advance	45
Barrel 1/2 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 90
Nos. 22 to 24	4 10
Nos. 25 to 26	4 20
No. 27	4 30
All sheets 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
1/2 @ 1/2	21
Solder	
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	10 50
Each additional X on this grade, \$1.50.	
Boiler Size Tin Plate	
14x56 IX, for No. 8 & 9 boilers, per lb.	13
Traps	
Steel, Game	75
Oneida Community, Newhouse's	40&10
Oneida Com'y, Hawley & Norton's	65
Mouse, choker, per doz.	15
Mouse, delusion, per doz.	1 25
Wire	
Bright Market	60
Annealed Market	60
Coppered Market	50&10
Tinned Market	50&10
Coppered Spring Steel	40
Barbed Fence, Galvanized	3 00
Barbed Fence, Painted	2 70
Wire Goods	
Bright	80-10
Screw Eyes	80-10
Hooks	80-10
Gate Hooks and Eyes	80-10
Wrenches	
Baxter's Adjustable, 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 60
25 gal. meat tubs, each	2 25
30 gal. meat tubs, each	2 70
Churns	
2 to 6 gal., per gal.	6 1/2
Churn Dashers, per doz	84
Milkpans	
1/2 gal. flat or round bottom, per doz.	48
1 gal. flat or round bottom, each	6
Fine Glazed Milkpans	
1/2 gal. flat or round bottom, per doz.	60
1 gal. flat or round bottom, each	6
Stewpans	
1/2 gal. fireproof, ball per doz.	85
1 gal. fireproof, ball per doz.	1 10
Jugs	
1/2 gal. per doz.	60
1 gal. per doz.	45
1 to 5 gal., per gal.	7 1/2
Sealing Wax	
1 lbs. in package, per lb.	2
LAMP BURNERS	
No. 0 Sun	35
No. 1 Sun	36
No. 2 Sun	48
No. 3 Sun	85
Tubular	50
Nutmeg	50
MASON FRUIT JARS	
With Porcelain Lined Caps	
Per Gross.	
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 64
Anchor Carton Chimneys	
Each chimney in corrugated carton	
No. 0 Crimp	1 80
No. 1 Crimp	1 78
No. 2 Crimp	2 78
First Quality	
No. 0 Sun, crimp top, wrapped & lab.	1 91
No. 1 Sun, crimp top, wrapped & lab.	2 00
No. 2 Sun, crimp top, wrapped & lab.	3 00
XXX Flint	
No. 1 Sun, crimp top, wrapped & lab.	3 25
No. 2 Sun, crimp top, wrapped & lab.	4 10
No. 2 Sun, hinge, wrapped & labeled.	4 25
Pearl Top	
No. 1 Sun, wrapped and labeled	4 60
No. 2 Sun, wrapped and labeled	5 30
No. 2 hinge, wrapped and labeled	5 10
No. 2 Sun, "small bulb," globe lamps.	80
La 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 25
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. Tilting 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	25
BEST WHITE COTTON WICKS	
Roll containing 32 yards in one piece.	
No. 0, 3/4 in. wide, per gross or roll.	34
No. 1, 1/2 in. wide, per gross or roll.	33
No. 2, 1 in. wide, per gross or roll.	46
No. 3, 1 1/4 in. wide, per gross or roll.	75
COUPON BOOKS	
50 books, any denomination	1 50
100 books, any denomination	2 50
500 books, any denomination	11 50
1000 books, any denomination	20 00
Above quotations are for either Tradesman, Superior, Economic or Universal grades. Where 1,000 books are ordered at a time customers receive specially printed cover without extra charge.	
Coupon Pass Books	
Can be made to represent any denomination from \$10 down.	
50 books	1 50
100 books	2 50
500 books	11 50
1000 books	20 00
Credit Checks	
500, any one denomination	2 00
1000, any one denomination	3 00
2000, any one denomination	5 00
Steel punch	5 00



## TRADING STAMPS.

## Weakness of the Fight Against the Scheme.

"Solomon," says my wife to me as we sat in the library the other evening.

My name is not Solomon, but my wife insists on calling me that, not because I have a bunch of wives, but because I know so much.

"Solomon," she said, "what are these trading stamps I see advertised?"

I swallowed suddenly and sat up straight.

It had come! I had long been expecting it; but somehow I didn't take it any better when it came than if it had found me unexpected.

Up to that time my wife had never mentioned trading stamps and there was no evidence that the trail of the trading stamp serpent had crossed the threshold of my happy home.

"Trading stamps?" I repeated warily. "They are a device of an evil one named Sperry to give the retail grocer sleepless nights."

She sniffed impolitely. I have done my best to improve my wife's manners, but sometimes I feel discouraged.

"Now that you have relieved your mind of that carefully thunk-up epigram," she said, "perhaps you will answer my question."

Well, I told her. I did my best, boys. Don't blame me if anything happens. I tried hard to steer her away. I told her the things she would get for the stamps were cheap and trumpery, and, as a rule, the grocer had to charge more for his goods in order to get back the cost of the stamps, and so on, and so on.

But I'm afraid I didn't make much impression. And I repeat that I do not want to be held responsible if the next few days finds a new wild-eyed female with warm red hair on the hunt for trading stamps.

The woman who had lightly turned my wife's mind to thoughts of trading stamps was the same female who sold her Larkin's oap.

"She showed me a dozen bread-and-butter plates she got with stamps to-day," said my wife, "and asked me whether I collected them or not. I told her no—I hadn't known anything about them. The women at the embroidery class were telling each other about them the other day, but I was so busy hearing about the Baptist preacher and the deacon's wife that I didn't pay much attention."

"What did the ladies say about them?" I asked.

"Oh, they only said they had gotten some things with them," she answered. "One lady said she always insisted on getting the stamps wherever she dealt. Some stores, I believe, don't give them out. This woman said she always threatened to leave if they didn't, and she usually got them."

A woman like that ought to be burned at the stake! That's the sort of female that fixes things so you can't give up the measly stamps, boys.

The weakness of our fight against the trading stamp scheme, gentlemen,

is that consumers want the things. If they were only indifferent about it, it would be a cinch. But they want them and they want them bad, and as long as they do that Mr. Sperry can sit back in his leather chair and cackle with glee at all our schemes to smash his stamps. For he knows that the taste for trading stamps is as hard to slake as the taste for absinthe, and that women once fed with them will always be voracious.

The other day I was in a stationery store—a good-sized place on a principal street. In the window was a sign, "We Give Trading Stamps."

A solid-looking business man came in and bought a solid-looking ledger. He was about fifty-five years old and as bald as I am.

He said he'd take the book with him, and it was wrapped up and handed to him. Then the clerk turned to wait on another customer, but the business man said:

"Why, those stamps, or whatever you call 'em—do I get any with this book?"

"Yes," said the clerk in surprise. "I guess so," and he went to the drawer and began to tear some off.

The customer laughed apologetically.

"It doesn't make any difference to me," he said, "but my wife asked me to get 'em wherever I could and I saw your sign. She does something or other with 'em."

That shows you where the thing has gotten to—when middle-aged females push their husbands into asking for them when they buy their ledgers.

A month or so ago I had a little argument with a woman who had become a regular fiend over the stamps.

"Why, they swindle the life out of you on everything they give you!" I said. "They place their own value on all those premiums. They'll give you a plush album, for example, for five hundred stamps, which represent \$50 worth of goods bought. You scrimp and save to get your \$50 worth of stamps together and then get a cheap album maybe worth 75 cents!"

I got quite excited.

"What difference does it make what value they put on it?" retorted the lady, "or what it is worth? How have I lost anything since I didn't pay anything for it? It's just the same as finding the album, isn't it? Suppose I hadn't saved the stamps at all—wouldn't I be out just that much?"

I got off a lot of warm air—it was not even hot—but it did no good. She was right, you see. There's no argument against the stamps from the consumers' side—they save the stamps and find the goods; that's all.

A grocer told me not long ago that he thought the best way to keep consumers from wanting trading stamps was to "educate them to realize that they embodied a wrong system of doing business."

Ha! I haven't got through laughing at that yet. I can see you educating the average woman along those lines—why, she wouldn't educate a little bit! The more you labor-

ed with her the louder she would squeal for the stamps.

What are we going to do, anyway? I'll be blanked if I know—I wish I did. If Sperry only lived in the South now, we could burn him at the stake.—Stroller in Grocery World.

## Eyes That Act Independently.

Many animals possess more than two eyes which do not act together. A leech, for example, has ten eyes on the top of its head, which do not work in concert, and a kind of marine worm has two eyes on the head and a row down each side of the body. Some lizards have an extra eye on the top of the head which does not act with the other two. A bee or wasp has two large compound eyes which possibly help each other and are used for near vision, and also three little simple eyes on the top of the head which are employed for seeing things a long way off.

## Maxims for Young Men Who Wish to Succeed.

Do to-day's work so well that no one can find a flaw in it.

Look out for your employer's interests first and always.

Don't be afraid to work overtime. Be willing to stand hard knocks and come up smiling.

Don't work with one eye on the clock for closing time.

Live within your income.

Have your rightful ambitions, but work as if to-day's efforts meant everything.

Be fair, honest, frugal and painstaking.

**Make Tidy Packages**

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

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

## Gas or Gasoline Mantles at 50c on the Dollar

GLOVER'S WHOLESALE MDSE. CO. MANUFACTURERS, IMPORTERS AND JOBBERS OF GAS AND GASOLINE SUNDRIES Grand Rapids, Mich.

## PILES CURED

DR. WILLARD M. BURLESON Rectal Specialist 103 Monroe Street Grand Rapids, Mich.

## Good Pancakes

Make the best kind of breakfast food for cold weather. They warm the blood.

Also the "cockles of the heart."

They are nourishing, appetizing, invigorating and satisfying.

They give one a comfortable, well-fed feeling.

After a breakfast of good hot pancakes one can go out into the cold rejoicing

But sell good Buckwheat.

Sell ours

It's the old fashioned kind—the kind that's all buckwheat.

No rye flour, low-grade flour or middlings in it.

Just buckwheat.

Simon pure, "hot off the griddle."

We have lots of it so don't be disappointed or put up with a substitute—get the genuine.

It sells like "hot cakes."

**VALLEY CITY MILLING COMPANY**

Grand Rapids, Mich.



### Manufacturing Matters.

Detroit—M. L. Howland has purchased the interest of his partner in the neckwear manufacturing business of Howland & Mott, and will continue the business in his own name.

Detroit—The American Condensing Equipment Co. has been formed to operate a condensed milk factory. The authorized capital stock is \$10,000, held as follows: H. J. Prentice, 400 shares; Stanton Clarke, 275 shares, and C. S. Burr, 75 shares.

Foster City—The saw mill and shingle mill of the Morgan Lumber & Cedar Co. will start up about March 1, after having been idle for three months. A large amount of timber is being landed at the mills by rail and there will be a big stock on hand next spring.

Albion—The Albion Handle Co. has been organized to manufacture all kinds of shaved and turned goods. The authorized capital stock is \$8,000, held as follows: F. L. D. Groff, 112 shares; F. J. Herrick, 112 shares; W. H. Barney, 112 shares; F. H. Smith, 65 shares, and W. O'Donoghue, 50 shares.

Detroit—Orrin E. Skiff & Co., manufacturers of perfumes and toilet waters, have incorporated their business under the style of the Orrin E. Skiff Co. The authorized capital stock is \$100, the stockholders and their holdings being as follows: O. E. Skiff, 407 shares; W. J. King, 80 shares; Geo. Newton, 12 shares; E. T. Remick, 1 share, and T. D. Reeves, 1 share.

Detroit—Thomas F. Browder, of Greenfield, Ohio, in company with Wm. L. January and Geo. A. Marston, of this place, have engaged in the manufacture and disposal of life saving nets, machinery and tools connected therewith, under the style of the Browder Life Saving Net Co. The authorized capital stock is \$50,000, all of which is held by Mr. Browder with the exception of 20 shares, divided equally among the other members of the company.

### Preparations for Spring Trade.

Although the backbone of the winter still remains rigid, the thoughts of people are turning toward spring and the winter clearance sale grows musty.

The merchant who bought much in 1902 and has been unable to clear out the purchase since must pack away his winter goods and take the lesson to the bar of judgment again.

It is not with any other feeling than that of sympathy in which the editor approaches this subject. All of us had it in 1902. We thought we could not lose no matter what we bought, whether it be a township of Canadian land, 300 cases too much of canned goods, or a surplus stock of twos and threes in the shoe department.

But people were not as crazy to buy as they seemed and most of us should have learned a good lesson by this time.

The past winter has been a fair one for business. Whether it helped much in getting rid of surplus stock depends much upon the merchant and the stock.

But the story is told for another winter season and it is now time to turn to the spring problem. Already the straw hats which typify styles for the coming year are in the furnishing goods stores and the filmy fabrics through which the summer breezes can walk at will are in the big windows of the dry goods stores.

So the seasons change.

Three weeks ago the editor would have thought seriously of purchasing an ulster had he been offered the right thing at the right price. Now he passes it on to another year.

There are thousands like him.

He and they are thinking of the spring clothes. Already the sewing woman is in the house at work on goods for spring garments. The ball has opened in just such manner in hundreds of homes. In some respects therefore the spring trade is on.

The general dealer in the average town should be awake on this spring trade proposition just as early as the dealer in the city. He should be ahead of the first joyful birds and the melting snow bank as a harbinger of spring.

When March 15 is here people will have convinced themselves that it is spring no matter how the blizzards may rage or the weather man may imagine vain things.

So by March 15 the store should take on an appearance of spring no matter what antics the elements may be cutting up on the outside.

This change should go through the entire store from front to back.

Some goods which have been doing duty since last fall can be carefully packed and just as carefully stowed away. There will still be scattering chances to sell winter wear and those lines should be kept within hailing distance.—Commercial Bulletin.

### Born to Blush Unseen, As It Were.

The modern merchant who never advertises escapes a lot of trouble. He may keep out of some of it without intending to do anything of the sort, but he escapes it just the same. He get rid of the trouble of preparing advertisements, and, of course, has no worry about changing them and keeping them fresh and up to date. He is not bothered about the way his advertisements are printed, nor the position they occupy. He can say, with much truthfulness, that it is no trouble to show goods, for he is seldom asked to show any. But his greatest saving of trouble is in not having to sell goods to people who stay away, but who would come to his store if he advertised. Then, as he sells few goods, he has few goods to buy, and there is more trouble saved. He never has the trouble of selecting and paying a large staff of assistants. He gets rid of the trouble of having to pay for advertising. Finally he never has the trouble of enlarging his store, or of removing to a bigger one, and it is very little trouble to count his money.—Retailer and Advertiser.

### Not From a Technical Standpoint.

Advertising men are critical of their own and others' productions. They criticise the advertisement or

booklet from the standpoint of technicalities. Is the language clear—informing—grammatical? Is there an original idea, and is it well worked out? Is the illustrator's work clean-cut and effective? Is the printing all it should be? The reader of advertising is critical, too. But his or her criticism is entirely from the standpoint of the article offered—its quality, utility, price. Good printing, clear language, pretty illustrations and fine ideas are hardly regarded, although readers are swayed by them beyond question, and perhaps criticise them unconsciously. But the proposition set forth is the chief consideration with the reader, and while the advertiser should never lose sight of technical details, he will do well to remember that his opinions of good advertising are quite secondary to those of his readers. To look upon advertising entirely from the technical standpoint is to make a grave error.—Printer's Ink.

### Buyers and Shippers of

## POTATOES

in carlots. Write or telephone us.

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

### 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

## 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.Ry.) Bradstreet's.



### 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

## When You Want Best Quality

ASK  
FOR THE BRANDS

# Crown and Fletcher Special



## Fletcher Hardware Co.

Detroit, Michigan  
Jobbers of Hardware



Michigan Knights of the Grip  
President, Michael Howarn, Detroit;  
Secretary, Chas. J. Lewis, Flint; Treas-  
urer, H. E. Bradner, Lansing.

United Commercial Travelers of Michigan  
Grand Counselor, J. C. Emery, Grand Rap-  
ids; Grand Secretary, W. F. Tracy,  
Flint.

Grand Rapids Council No. 131, U. C. T.  
Senior Counselor, W. B. Holden; Secre-  
tary-Treasurer, Oscar F. Jackson.

#### Liquor Trade by Mail.

All through the State of Maine there is a big "jug trade" in distilled and malt liquors—for the prohibitory law, if it happens anywhere to be enforced, drives the Pine-Tree drinkers into laying in stocks of the stuff for their private or domestic use. Reports from Oldtown, not far above Bangor, relate that since County Attorney Smith has made repeated raids on the "speak-easys" and has stopped the sale of liquors in the bar-rooms, hotels and drug stores of Penobscot county, it is estimated that the local postoffices have doubled their earnings from sales of money orders, which are sent to Kentucky and to other centers where liquor is distilled. Report has it that the post-office of Brewer sends away more than \$200 a week, while the business of the postoffice at Oldtown, Newport and Dexter is nearly as large.

Now and then a man sends to Boston for a barrel of ale or a few cases of beer for his own consumption, and in rare instances some old fellow gets a half barrel of rum from Medford; but the bulk of the trade is in whisky, which comes by express from the distilleries in lots of a gallon or more. Every train from the West brings in great piles of square wooden boxes, which bear the names of the purchasers, and as a rule no box is permitted to remain in the station over night. During the heavy snow last week the express offices were besieged by anxious and thirsty persons who had forwarded their orders a week or more ago and who were impatient over the delay caused by snowdrifts.

The messengers who deliver the goods from the express offices say that more than two hundred gallons of Kentucky whisky passes through Bangor every day to private customers who reside in the county. The average price paid is \$3 a gallon for liquor delivered at home. Those who have tasted the goods say that the quality is much better than that of any whisky that has been retailed from the Maine bars for the same price, so instead of bringing sorrow to the toppers, as the new order of things was expected to do, the prohibition measures have resulted in making everybody who has adopted the new method very happy.

#### An Unappreciative Patient.

The eminent physician and the great specialist who had been called into consultation sat at the patient's bedside, felt his pulse and noted his breathing, observing a profound silence which was costing \$20 an hour.

Then they moved away to a little table at the side of the room.

"Americanthenologicoperityphlitis!" whispered the eminent physician.

"Possibly complicated with anthracologicozonidenfictis!" assented the great specialist.

Profoundly again they reflected. "We will try radium," suggested the eminent physician.

"We will try radium," assented the great specialist.

Whereupon they penetrated the gloomy recesses of the patient's viscera with the refulgent rays. But the result was not what they wished.

Again they consulted. The sick-room clock ticked off \$10.75.

"Symptoms of streptococcus urbanitis!" whispered the eminent physician.

"Symptoms of streptococcus urbanitis!" assented the great specialist.

"We will inject liquid sunshine," suggested the eminent physician.

"We will inject liquid sunshine," assented the great specialist.

So saying they loosened the bottled rays of the luminous orb into the patient's anatomy until it glowed phosphorescently.

But the patient continued to sink. "Evidences of grislymeatusathlophoros!" whispered the eminent physician.

"Exactly!" assented the great specialist.

"A bath in liquid moonshine!" asserted the eminent physician.

Still the results were unsatisfactory.

At which time the mother-in-law of the sick man, who had come from a great distance, entered the sick-room and consulted with the eminent physician and the great specialist.

"Shucks!" she said, when they had revealed their diagnosis. "Biliousness."

At the same time she administered several liver pills such as mother used to give, with the result that the patient was able on the following day to sit up and read the bills of the eminent physician and the great specialist.

#### Matrimonial Catechism.

What is marriage?

Marriage is an institution for the blind.

Why do some people never marry? Because they do not believe in divorce.

When a man think seriously of marriage, what happens?

He remains single.

Does a girl ever think of anything but marriage?

Only that, and how to get married. Should a man marry a girl for her money?

No. But he should not let her become an old maid just because she's rich.

Is an engagement as good as marriage?

It's better.

How may we tell when a courtship has progressed?

When the man takes to yawning in the girl's presence.

When two thin people become engaged, what happens?

They immediately grow very thick. When a man has popped the question, is he finished?

No; he has yet to question Pop.

When asking papa, how should a young man act?

He should face papa manfully and never give him a chance at his back.

Why does a bride wear a veil?

So that she may conceal her satisfaction.

When a man marries, has he seen the end of trouble?

Yes, but it is usually the wrong end.

What is greater than a wife's love? Her temper.

Do married women suffer in silence?

Yes; they all suffer when they may not talk.

When a man says that he can manage his wife, what does he mean?

He means he can make her do anything she wants to.

Is it possible for a married man to be a fool without knowing it?

Not if his wife is alive.

#### Self-Denial.

"Have you decided what you will give up in Lent?"

"Oh, yes. The minister said we ought to give up such luxuries as candy and cigars and make an Easter

offering of the money we would ordinarily spend for them."

"So you're going to give up candy, I suppose."

"No, indeed. My husband is going to give up candy."

"But he never eats it."

"No. He's going to give up the candy that I eat, and I'm going to give up the cigars that he smokes."

When in Detroit, and need a MESSENGER boy send for

**The EAGLE Messengers**

Office 47 Washington Ave

F. H. VAUGHN, Proprietor and Manager  
Ex-Clerk Griswold House

LIVINGSTON HOTEL



The steady improvement of the Livingston with its new and unique writing room unequaled 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.

Cor. Fulton & Division Sts., Grand Rapids, Mich.



**GOLD IS WHERE YOU FIND IT**

**The "IDEAL" has it**

(In the Rainy River District, Ontario)

It is up to you to investigate this mining proposition. I have personally inspected this property, in company with the president of the company and Captain Williams, mining engineer. I can furnish you his report; that tells the story. This is as safe a mining proposition as has ever been offered the public. For price of stock, prospectus and Mining Engineer's report, address

**J. A. ZAHN**

1318 MAJESTIC BUILDING  
DETROIT, MICH.



## THE NORMAL CITY.

## Annual Banquet of Ypsilanti Business Men's Association.

The annual meeting of the Ypsilanti Business Men's Association, held in the Cleary College last Wednesday evening, was a success in every respect, and cannot but help increase the good feeling and enterprise of the nearly two hundred gentlemen that were present.

The members assembled soon after 5 o'clock, and general social conversation was enjoyed by everyone. A few minutes after 6 o'clock the goodly company entered the west recitation room, where the tables had been set for the banquet. They presented a pretty sight, being decorated with carnations by Caterer Davis. Rev. Mr. Beach, pastor of the First Congregational church, said grace. Then attentive, polite young men served the fine banquet. After practical appreciation had been given to the good things, President W. H. Sweet called the Association to order. He expressed his appreciation of the large attendance, as it showed the interest taken by the business men in the welfare of the city.

Secretary Guy Davis read his annual report which showed the Association in a very healthy condition. Its receipts had been \$2,196, and there remained on hand a balance of \$159.

James E. McGregor, chairman of the nominating committee reported, recommending the following officers for the ensuing year:

President—George M. Gaudy.

Vice-President—Herbert Hopkins.

Treasurer—W. H. Sweet.

Secretary—Guy Davis.

Attorney—John P. Kirk.

Executive Committee—D. L. Quirk, Jr. and N. B. Trim.

This report was unanimously accepted and the officers nominated declared elected.

President Sweet presented Hon. John P. Kirk as toastmaster, who was greeted with applause. He was witty in the introductions he gave the several gentlemen who responded to the toasts. He said he knew every one was greatly interested in the Normal College. Education was the principal factor in building up of the city. He was glad there were college men present that evening, acting in harmony with the business men of the city. He thereupon introduced Prof. B. L. D'Ooge.

Prof. D'Ooge said he wished to preface his remarks with a word of thanks for the invitation to be present at that splendid banquet, so well served. So many business men were present, all with one common interest, the upbuilding of Ypsilanti. He regretted he had left at home the notes of his extemporaneous speech. He had lived in that community a long time, but he had never failed to take an interest in the city. The advantages of Ypsilanti could not be excelled. Fine waterworks and everything else to make up a fine suburb-city.

R. H. Brabb, in earnest words, advised the business men to advertise. Advertising was the face of business. There might be honest harmony between what was advertised and what

was sold. Advertising had been used in ancient times, even Samson used two columns and some 2,000 people tumbled to his action.

Toastmaster Kirk said the public schools were near to everyone. He was glad to say that they could be congratulated on having a board of public spirited gentlemen at the head of the public schools, to whom they could safely entrust their children to be educated. He thereupon introduced Superintendent W. P. Arbaugh.

Superintendent Arbaugh said he had been a citizen of Ypsilanti six years. He would like to see as large a crowd present at the annual school meetings as at the banquet. At the last annual meeting only twenty-one persons were present and the business was transacted in 15 minutes. This was a significant fact, as one-half of the taxes raised in Ypsilanti were spent for school purposes. It indicated the citizens were satisfied in the way money was spent. The schools of the city have been famous. The high school is the oldest in the State. The ranks of the business men were recruited from the high school. The schools, above all things, tried to teach patriotism for the school, and from that the steps were easy to patriotism for the city, county, state and country. They aimed to teach high ideals, tried to make the scholars safe citizens. He was glad that people took an interest in the public schools, which they showed by their attendance at public gatherings, even if they did not attend the annual school meetings. He was glad to come in contact with the business men. He hoped to meet them on the street, and talk of school matters. He would be glad to have them visit the schools. They strove to turn out the best interests possible.

"The necessity of the growth of the manufacturing interests of Ypsilanti" was the toast responded to by F. L. Eaton. He told a very pointed story. A woman called at the Michigan Central baggage room and asked to have a trunk checked. When asked where the trunk was, she answered the baggage man should go down street to a certain house, enter it, go upstairs and turn to the left, where he would find the trunk. The baggage man answered, "Madam, you will have to bring your trunk." It was just so with manufactories, if they wanted them they must go for them. He spoke of the splendid railroad facilities Ypsilanti had. They were trying to get the State fair located in Ypsilanti. If they succeeded it would mean a mile track from the Lake Shore, which would give more sites for factories. But before they got more factories they must have more small modern houses. During the last two months that the Ypsilanti Reed factory was in the city it shipped 5,366 chairs, and during the year had paid out \$25,000 in wages. He felt they must have the co-operation of all business men.

Mayor Huston was called upon to speak on the "Needs of Ypsilanti." He said one of the crying needs of Ypsilanti was a closer alliance of the business men with the city government. This, with the loan of their pocketbook, would land the State

fair. They criticised the city government and their best work could not be accomplished under such circumstances. The city government was as earnest as they were in trying to care for the best interests of the city. He favored the primary election system. He thought the State fair would bring manufacturers of every kind of articles to the city.

Ex-Alderman John VanFossen made an eloquent plea for the beautifying of the city. He said the Normal college was the greatest drawing card that Ypsilanti had. What was most needed the present time was a resident member of the State Board of Education, who would look after the interests of the college. It needed a telescope, a fireproof library building, a Conservatory of Music building, as the present quarters were crowded. They all knew how much Prof. Pease had done in building up the Conservatory. The city of Ypsilanti could afford to appropriate \$12,000 to \$15,000 for land which would allow the planting of a botanical garden. He said in his opinion the closing up the stores at 6 p. m. was driving away trade which Ypsilanti would otherwise have. He called attention to the ruination of shade trees by the telephone and trolley lines, the only remedy being to put the wires underground. As there was a new telephone company about to be installed in the city it was well to look after it now. He concluded his remarks by reading the well known poem, "Woodman Spare That Tree."

Hon. E. P. Allen said he was much pleased with what he had heard that evening. When he had first seen Ypsilanti it was a village. It was later incorporated as a city. Its citizens were go-ahead business men, who were now succeeded by those present. They, the old citizens, had built factories, and six men had located the Normal College. But Ypsilanti had the same disease now that all college towns had. People thought they could live by what the students brought in. They needed more homes, more men to go out to work. They should not be jealous of each other, but work in harmony. The city had every advantage Normal college, electric lights, waterworks. What should they do next? It was in their hands. For the want of voluntary contributions of \$20,000 the great Pere Marquette railroad was not built from Holly through Ypsilanti to Toledo. If it had been built there would have been no Ann Arbor Railroad. The future prosperity of Ypsilanti did not depend on the schools, but on the factories making what the people needed. He agreed heartily with what Ex-Alderman VanFossen had said, excepting that in reference to keeping open the stores after 6 o'clock. They could not get everything out of bone and muscle. A man that worked from early morning until late at night was nothing but a drudge. Give a man a chance as an American citizen to uplift himself. The farmers were getting wealthy and did not work so hard but that they would come to town after dark to buy goods. Don't say to the young men and women who work in the store: "You must

work so long, and the Devil take the hindmost."

This concluded the toasts. On motion of James E. McGregor the President was authorized to appoint a committee of three, the President and Attorney included, to secure electric railway connection with Toledo and other points.

C. L. Stevens called attention to a new factory that was knocking at their doors. It was opposed to a bonus, but would like some local capital to be added to what it had. It was profitable, which could be proved. It was ready to take the building, etc., of the old reed factory if suitable arrangements could be made.

Utica Herald: The news reached Utica Wednesday morning that Edward Trevett was dead. Though not unexpected, it came as something of a shock to his hundreds of friends in this city and his thousands of friends all over the United States, for perhaps no other one man was better known than he throughout the great army of American commercial travelers. An Englishman by birth, he came to this country in 1871, and to Utica in 1878, and this city was the scene of his greatest achievements. During the earlier years of his residence in the United States he was a traveling salesman, recognized as one of the best experts in the tea trade. Enterprising, foresighted and energetic, he saw the need of a commercial travelers' mutual accident association, though it is too much to believe that he foresaw the splendid and exceptional success of the organization which his idea and suggestion started in this city in 1883, and with which he was so long, so honorably and so acceptably connected. The name of Edward Trevett headed the list of the 43 charter members at the incorporation, March 20, 1883, of the Commercial Travelers' Mutual Accident Association of America. H. D. Pixley of this city, was the first President, an office which he still holds, and though Mr. Trevett was not its first Secretary and Treasurer, he succeeded to that office within a year after the organization and held it till failing health compelled him to relinquish the arduous duties which had borne so heavily upon him and contributed to the breakdown which made it necessary for him to lay aside the tasks which had monopolized all his time, attention and thought for so many years. Under his direction the growth of the association was something phenomenal. It speedily outran local limits, until now, with a membership of about 36,000, it sends its assessments and disburses its benefits all over the country. With it Mr. Trevett was personally and intimately identified, and for its achievement he is more deserving of credit than any other man. He demonstrated extraordinary executive ability and year after year he was re-elected as a recognition of merit. No man can have a more honorable or endearing monument than Mr. Trevett's connection with the Commercial Travelers' Association. To thousands of men in that vocation his death comes as a personal loss.





**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, Sheppard.  
 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.

### The Drug Market.

Opium—Is dull and weak.

Morphine—Is unchanged.

Quinine—Is in firm position and an advance is looked for. All depends upon the bark sale at Amsterdam on Thursday of this week.

A number of articles are affected by the war in the Far East.

Quinine owes its strength to large purchases by Japan.

Carbolic Acid—Is largely used in the manufacture of explosives and has been advanced 2c per lb.

Alcohol—Is another article that will be affected. There is a very large demand for grain, and it is stated that every time a thirteen inch gun is fired, one barrel of alcohol is consumed.

Russian Cantharides—Are higher abroad and advancing here.

Lycopodium—Is another Russian product that has advanced on account of supplies being withheld by Russia.

Cod Liver Oil, Norwegian—Has declined. New oil will be on the market soon and it is said the fish are of better quality and the livers contain more oil than last year.

Glycerine—Is in a very firm position, but unchanged on account of competition among refiners.

Iodine and all Preparations—Have advanced.

Resublimed Iodine—Advanced 45c per lb.

Iodoform and Iodide Potassium—About the same. It is stated that Japan furnishes nearly all the crude and supplies are threatened by the war.

Menthol—Advanced 75c during the past week. It is now being sold for less than the cost of importation. Very high prices are expected, as nearly all this article comes from Japan.

Canada Balsam Fir—Is very firm and tending higher.

Oil Anise and Oil Cassia—Have both been advanced on account of the war.

Oil Peppermint—Is very firm and tending higher.

Oils Sassafras and Wintergreen—Continue high and supplies are limited.

American Saffron—Is tending higher.

Gum Camphor—Has been advanced twice since our last issue. Supplies are very small and there has been no crude shipped from Japan during January and February. Other advances will follow.

Buchu Leaves—For prime green leaves prices are firm.

Golden Seal—Continues scarce and high.

Sunflower Seed—Is scarce and is advancing.

Linseed Oil—Is firm.

### Value of Infant Foods.

Dr. Henry Dwight Chapin says that no artificial food can be made up that will automatically adapt itself to the normal infant as maternal milk does. The infant gets from the mother the same percentages of fat, proteids, carbohydrates, mineral matter and water, whether its stomach is weak or strong; its digestive secretions determine how and where digestion shall take place.

Sterilizing, pasteurizing, or heating cow's milk alters it chemically so that rennet will not act upon it readily. This fact is familiar to every cook, as on the packages of rennet sold for making junket for desserts will be found: "Use pure sweet milk, heat carefully until just luke-warm, remove at once from the fire, as you may overheat it, as milk or cream that has been boiled, sterilized, condensed or evaporated can not be used." Heating milk also destroys bacteria that produce acid, an excess of which would combine with the rennet curds and form a dense mass far beyond the capacity of the infant's peptic digestion. Investigation has shown that pasteurized or sterilized milk as fed to infants is not at all free from bacteria, so a part of the benefit of heating milk lies in altering the character of the milk and preventing the formation of acid.

It is easy to make up a food that will contain the same quantities of fat, proteids, carbohydrates, etc., as maternal milk, but experience and study only will enable the infant-feeder to do what nature does automatically—adapt the food to the conditions actually present and ensure proper functional development. Biology must be considered fully as much as chemistry in the study of artificial infant feeding.

### Familiarity With New Remedies.

A physician came into a drug store for a tube of hypodermic tablets. While getting the change he incidentally remarked to the druggist: "I presume you have quite a good many calls for panogin. Have you it in stock?" The doctor did not want any at the time, but as the medical journals and even the daily papers contained glowing reports of the remedy, he thought he would find out whether the druggist had it in stock. The druggist's face was a blank; he said he had never heard of the stuff before and asked the doctor what it was used for, etc.

The doctor explained briefly, but it could be noticed that the druggist's total unfamiliarity with the remedy, of which all the papers contained

reports, produced a painful impression on the physician and, I have no doubt, lessened his confidence in that druggist's ability and knowledge. And it is perfectly natural it should. The knowledge of drugs is part and parcel of the druggist's profession; in fact, it is his profession, and if he is unable to impart any information about the new acquisitions to the Materia Medica, who should? And if he shows that the name itself of a new drug or chemical is unfamiliar to him, is it any wonder that the doctor or layman (for even laymen now learn themselves of new drugs before some druggists do) thinks is wiser to go with his prescriptions to some other place?—Critic and Guide.

### Commissions to Physicians.

A new method of "division of the spoils," devised by a manufacturer, is that by means of the "coupon label." In a private and confidential letter to one of our subscribers, a manufacturing firm, after extensively extolling the preparation as the greatest and surest cure for many diseases, says:

"A novel feature of our proposition to the medical profession is the coupon label, a sample of which we are enclosing. These coupons are detached, returned by the dispensing druggist to the prescribing physician, by whom they are signed and returned to us, and redeemed at the rate of 10 per cent., either in cash, or if you prefer, we will exchange them for any medical or non-medical periodical published. What we have to pay for constant sampling we would rather give to the physician in dividends."

In connection with the letter are testimonials from "physicians" to the virtues of the drug. The investment of money in the plan prevents the answer that there are surely not enough of that kind of medical men to make such a method of doing business a profitable one. Do such schemes really pay?—American Medicine.

### Always Be Busy.

Don't allow dust to accumulate in your windows or settle on your goods; and, above all things, don't allow your assistants to be a gang of loafers around you. Set them an example, if necessary, by getting into the harness and work with them, for nothing creates a worse impression than to see a set of assistants sitting around a store. The people will soon be saying, "Why, that fellow doesn't seem to be doing much; his assistants are sitting around every time I go by there." Always be busy if you have to tear down to-day what you put up yesterday, but never be too busy to pay very prompt attention to the least want of any customer that may come into your store, even if it is only a stamp or information. Always have some one in view of those passing.

### Medicines by Mail in Italy.

An Italian official paper has published a list of articles the forwarding of which by letter post to Italy is absolutely prohibited. The list includes alkaloids of any kind, ethers, chloroform, phosphorus, compounded medi-

cines and medical specialties (pastilles, pills, capsules, wine, syrups, and elixir containing medicaments, etc.), volatile or essential oils, acetic acid, salicylic acid and salicylates, nitrate of silver, nitrate of mercury, nitrate of bismuth, bromides and iodides, perfumery of all kinds (except soap), saccharin and substitutes, and all articles containing saccharin.

### An Alum Mountain.

German travelers in China report that there is a mountain extraordinarily rich in alum. The mountain is not less than ten miles in circumference at its base, and has a height of nearly 2,000 feet. The alum is obtained by quarrying large blocks of stone, which are first heated in great furnaces and then in vats filled with boiling water. The alum crystallizes and forms a layer about six inches in thickness. This layer is subsequently broken up into blocks weighing about ten pounds each. The Chinese have little use for alum except to purify water.

### Effects of Radium.

At a recent meeting of the Academy of Sciences in Paris Dr. Roux, of the Pasteur Institute, presented a paper detailing the results of exposing mice continuously to the action of radium. He hung a tube of radium in a cage containing mice, and after twenty days the animals lost their fur, which subsequently came out again, but was white. Exposure for a still longer period resulted in the production of a general muscular paralysis.



# IF

**Flies Carry Disease**

**As Your Customers Well Know**

**WILL IT NOT** offend your patrons if you offer them fly-blown and fly-specked goods?

**WILL IT NOT** be good policy on your part to spread out a few sheets of **Tanglefoot** in your store and shop windows to show that you are anxious to please your trade with clean, wholesome goods?

**WILL IT NOT** make you many profitable sales to keep **Tanglefoot** constantly at work within sight of every person who enters your store?

### FRED BRUNDAGE

**Wholesale Drugs and Stationery,**  
 Fishing Tackle, Sporting Goods,  
 Fireworks and Flags.

32-34 Western Ave., MUSKEGON, Mich.

**Office Stationery**  
 LETTER, NOTE AND BILL HEADS  
 STATEMENTS, ENVELOPES, COUNTER BILLS.  
**TRADESMAN COMPANY.**  
 GRAND RAPIDS



## WHOLESALE DRUG PRICE CURRENT

Advanced—  
Declined—

<b>Acidum</b>		<b>Exechthitos</b>		<b>Tinctures</b>	
Acoeticum	60 1	Erigeron	4 25 4 50	Aconitum Nap's R	50 10
Benzolcum, Ger.	70 17	Gaultheria	2 50 2 60	Aconitum Nap's F	50 10
Boracic	25 23	Geranium	75 75	Aloes & Myrrh	50 10
Carbolicum	25 23	Gossippi, Sem gal	50 60	Arnica	50 10
Citricum	38 40	Hedeoma	1 40 1 50	Assafoetida	50 10
Hydrochlor	30 5	Junipera	1 50 2 00	Atrope Belladonna	50 10
Nitrosum	80 10	Lavendula	90 2 75	Aurant Cortex	50 10
Oxalicum	120 14	Limonis	1 15 1 25	Benzoin	50 10
Phosphorium, dil.	15 15	Mentha Piper	3 50 3 75	Bismuth Co	50 10
Salicylicum	42 45	Mentha Verid.	5 00 5 50	Barosma	50 10
Sulphuricum	1 14 1 5	Morhuac, gal.	2 75 4 00	Cantharides	50 10
Tannicum	1 10 1 20	Myrica	4 00 4 50	Capiscum	50 10
Tartaricum	38 40	Olive	75 3 00	Cardamon	50 10
<b>Ammonia</b>		Picis Liquida	10 12	Cardamon Co	50 10
Aqua, 12 deg.	40 6	Picis Liquida gal.	90 94	Castor	50 10
Aqua, 20 deg.	60 6	Ricina	90 94	Catechu	50 10
Carbonas	120 15	Rosmarini	90 100	Cinchona	50 10
Chloridum	120 14	Rosae, oz	5 00 6 00	Cinchona Co	50 10
<b>Aniline</b>		Succini	40 45	Columba	50 10
Black	2 00 2 25	Sabina	90 1 00	Cubebae	50 10
Brown	30 1 10	Santal	2 75 7 00	Cassia Acutifol	50 10
Red	45 50	Sassafras	85 90	Cassia Acutifol Co	50 10
Yellow	2 50 2 00	Sinapis, ess, oz.	1 50 1 60	Digitalis	50 10
<b>Baccae</b>		Tigil	1 50 1 60	Ergot	50 10
Cubebae	22 24	Thyme, opt.	1 60 1 60	Ferri Chloridum	50 10
Juniperus	30 35	Theobromas	15 20	Gentian	50 10
Xanthoxylum	30 35	<b>Potassium</b>		Gentian Co	50 10
<b>Balsamum</b>		Bi-Carb	15 18	Gulaca	50 10
Cubebae	12 15	Bichromate	13 15	Gulaca ammon	50 10
Peru	1 15 1 50	Bromide	40 45	Hyoscyamus	50 10
Terabin, Canada	60 65	Carb	12 15	Iodine	75 75
Tolutan	45 50	Chlorate po 17@19	16 18	Iodine, colorless	50 10
<b>Cortex</b>		Cyanide	24 25	Kino	50 10
Abies, Canadian	18 18	Iodide	2 75 2 85	Lobelia	50 10
Cassiae	12 12	Potassa, Bistart pr	30 32	Myrrh	50 10
Cinchona Flava	18 18	Potassa Nitras opt	70 70	Nux Vomica	50 10
Euonymus atro.	12 12	Potassa Nitras	6 8	Opil	50 10
Myrica Cerifera	12 12	Prussiate	23 26	Opil, comphorated	1 50
Prunus Virginl.	12 12	Sulphate po	15 18	Opil, deodorized	50 10
Quillaja, gr'd.	12 12	<b>Radix</b>		Quassia	50 10
Sassafras, po, 18	14 14	Aconitum	20 25	Rhatany	50 10
Ulmus, 25, gr'd.	45 45	Althae	30 33	Rhel	50 10
<b>Extractum</b>		Anchusa	10 12	Sanguinaria	50 10
Glycyrrhiza Gla.	24 20	Arum po	25 25	Serpentaria	50 10
Glycyrrhiza, po.	38 30	Calamus	20 40	Stromonium	50 10
Haematox	11 12	Gentiana, po 15	12 15	Tolutan	50 10
Haematox, is	12 14	Glycyrrhiza, pv 15	16 18	Valerian	50 10
Haematox, 1/4s	14 15	Hydrastis Cana.	1 50	Veratrum Veride.	50 10
Haematox, 1/4s	16 17	Hydrastis Can po	1 50	Zingiber	20 20
<b>Ferru</b>		Hellebore, Alba.	12 15	<b>Miscellaneous</b>	
Carbonate Precip.	15 15	Inula, po	18 22	Aether, Spts Nit 3	30 35
Citrate and Quinia	3 35	Ipecac, po	2 75 2 80	Aether, Spts Nit 4	34 38
Citrate Soluble	40 40	Iris plox	35 40	Alumen, gr'd po 7	30 4
Ferrocyanidum S.	15 15	Jalapra, pr	25 30	Annatto	40 50
Solut. Chloride	15 15	Maranta, 1/4s	22 25	Antimoni, po	40 5
Sulphate, com'l.	3 3	Podophyllum po.	22 25	Antimoni et Po T	40 50
Sulphate, com'l, by	7 7	Rhel	75 1 00	Antipyrin	25 25
bbl, per cwt.	8 8	Rhel, cut	75 1 35	Antifibrin	20 20
Sulphate, pure	7 7	Rhel, pv	75 1 35	Argent Nitras oz	40 48
<b>Flora</b>		Spigella	35 38	Arsenicum	10 12
Arnica	15 18	Sanguinari, po 24	6 22	Balm Gilead buds	45 50
Anthemis	22 25	Serpentaria	65 70	Bismuth S N	2 20 2 30
Matricaria	30 35	Senega	75 85	Calcium Chlor, 1s	9 9
<b>Folia</b>		Smilax, off's H	40 40	Calcium Chlor, 1/4s	10 10
Barosma	30 33	Smilax, M	40 40	Calcium Chlor, 1/2s	12 12
Cassia Acutifol.	20 25	Scillae	10 12	Cantharides, Rus.	10 10
Tinnevely	20 25	Symplocarpus	25 25	Capsic Fruct's ar.	20 20
Cassia, Acutifol.	25 30	Valeriana Eng.	25 25	Capsic Fruct's po.	22 22
Salvia officinalis.	12 12	Valeriana, Ger	15 20	Cap'l Fruct's B po.	15 15
1/4s and 1/2s	12 10	Zingiber a	14 16	Caryophyllus	25 28
Uva Ursi.	8 10	Zingiber j	16 20	Carmine, No 40.	20 20
<b>Gummi</b>		<b>Semen</b>		Cera Alba	50 55
Acacia, 1st pkd.	45 65	Anisum	13 15	Cera Flava	40 42
Acacia, 2d pkd.	45 65	Aplum (gravel's)	13 15	Coccus	40 40
Acacia, 3d pkd.	45 65	Bird, 1s	40 6	Cassia Fructus	35 35
Acacia, sifted sts.	45 65	Cardam	70 90	Centraria	40 45
Acacia, po.	12 14	Cardamond	70 90	Chloroform	55 60
Aloe, Barb.	12 14	Cannabis Sativa	64 7	Chloro'm, Squibbs	110 110
Aloe, Cape.	25 25	Chenopodium	25 30	Chloral Hyd Crst.1	35 160
Aloe, Socotri	55 60	Dipterix Odorate.	80 100	Chondrus	20 25
Ammoniac	35 40	Foeniculum	13 18	Cinchonidine P-W	38 48
Assafoetida	50 55	Foenugreek, po	7 9	Cinchonid'e Germ	38 48
Benzolnum	50 55	Lini, gr'd	4 6	Cocaine	3 80 4 00
Catechu, 1s.	13 13	Lobelia	40 6	Corks list d p ct.	75 75
Catechu, 1/4s.	13 13	Pharlaris Cana'n	64 8	Cresotum	45 45
Catechu, 1/2s.	13 13	Rapa	5 6	Creta, prep	9 11
Camphorae	1 05 1 10	Sinapis Alba	7 9	Creta, precip	9 11
Euphorbium	1 05 1 10	Sinapis Nigra	9 10	Crocus	58 60
Galbanum	1 05 1 10	<b>Spiritus</b>		Cudbear	24 24
Gamboge	1 25 1 35	Fruimenti W D.	2 00 2 50	Cupri Sulph	6 8
Guaiacum	1 25 1 35	Fruimenti	1 25 1 50	Dextrine	7 10
Kino	1 25 1 35	Juniperis Co O T.	1 65 2 00	Ether Sulph	78 92
Mastic	40 40	Juniperis Co	1 75 2 50	Emery, all Nos.	8 8
Myrrh	40 40	Saccharum N E	1 90 2 10	Emery, po	8 8
Opil	3 25 3 30	Spt Vini Gall	1 75 2 00	Ergota	90 90
Shellac	60 65	Vini Oporto	1 25 2 00	Flake White	12 15
Shellac, bleached	65 70	Vini Alba	1 25 2 00	Galla	23 23
Tragacanth	70 100	<b>Sponges</b>		Gambler	8 9
<b>Herba</b>		Florida sheeps' wl	2 50 2 75	Gelatin, Cooper	35 60
Absinthium, oz pk	25 25	Nassau sheeps' wl	2 50 2 75	Gelatin, French	35 60
Eupatorium oz pk	25 25	Velvet extra shps'	1 50	Glassware, ft box	75 5
Lobelia	25 25	Extra yellow shps'	1 50	Less than box	70 70
Majorum	25 25	wool, carriage	1 25	Glue, brown	11 13
Mentha Pip oz pk	25 25	Grass sheeps' wl,	1 00	Glue, white	15 25
Mentha Vir oz pk	25 25	carriage	1 00	Glycerina	17 25
Rue	25 25	Hard, slate use	1 00	Grana Paradisi	25 25
Tanacetum V.	25 25	Yellow Reef, for	1 40	Humulus	25 55
Thymus V. oz pk	25 25	slate use	1 40	Hydrarg Ch Mt.	90 90
<b>Magnesia</b>		<b>Syrups</b>		Hydrarg Ch Cor	90 90
Calcined, Pat.	55 60	Acacia	50 50	Hydrarg Ox Ru'm	1 05
Carbonate, Pat.	18 20	Aurant Cortex	50 50	Hydrarg Ammo'l	1 15
Carbonate K-M.	18 20	Zingiber	50 50	Hydrarg Ungue'm	50 60
Carbonate	18 20	Ipecac	50 50	Hydrargyrum	50 60
<b>Oleum</b>		Ferri Iod	50 50	Ichthyobolla, Am.	90 100
Absinthium	3 00 3 25	Rhel Arom	50 50	Indigo	75 100
Amygdalae, Dulc.	50 60	Smilax Off's	50 60	Iodide, Resubi	3 85 4 00
Amygdalae Ama.	3 00 3 25	Senega	50 60	Iodoform	4 10 4 20
Anisi	1 75 1 85	Scillae	50 50	Lupulin	75 80
Aurant Cortex	2 10 2 20	Scillae Co	50 50	Lycopodium	75 80
Bergamit	3 85 3 25	Tolutan	50 50	Macis	65 75
Calicuti	1 10 1 15	Prunus virg	50 50	Liquor Arsen et	25 25
Caryophylli	1 60 1 70	<b>Wholesale Drug Price Current</b>		Liq Potass Arsenit	10 12
Cedar	35 40	<b>Wholesale Drug Price Current</b>		Magnesia, Sulph	2 3
Chenopadi	1 10 1 20	<b>Wholesale Drug Price Current</b>		Magnesia, Sulf bbl	1 1/2
Cinnamoni	40 45	<b>Wholesale Drug Price Current</b>			
Citronella	40 45	<b>Wholesale Drug Price Current</b>			
Conium Mac.	80 90	<b>Wholesale Drug Price Current</b>			
Copalba	1 15 1 25	<b>Wholesale Drug Price Current</b>			
Cubebae	1 30 1 35	<b>Wholesale Drug Price Current</b>			

## Drugs

We are Importers and Jobbers of Drugs,  
Chemicals and Patent Medicines.

We are dealers in Paints, Oils and  
Varnishes.

We have a full line of Staple Druggists'  
Sundries.

We are the sole proprietors of Weatherly's  
Michigan Catarrh Remedy.

We always have in stock a full line of  
Whiskies, Brandies, Gins, Wines and  
Rums for medical purposes only.

We give our personal attention to mail  
orders and guarantee satisfaction.

All orders shipped and invoiced the same  
day received. Send a trial order.

Hazeltine & Perkins  
Drug Co.

Grand Rapids, Mich.



## GROCERY PRICE CURRENT

These quotations are carefully corrected weekly, within six hours of mailing, and are intended to be correct at time of going to press. Prices, however, are liable to change at any time, and country merchants will have their orders filled at market prices at date of purchase.

ADVANCED	DECLINED

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2

<b>AXLE GREASE</b>		<b>Pumpkin</b>	
Aurora	55 6 00	Fair	70
Castor Oil	55 7 00	Good	1 00
Diamond	50 4 25	Gallon	2 25
Frazer's	75 9 00	<b>Raspberries</b>	
IXL Golden	75 9 00	Standard	1 15
<b>BATH BRICK</b>		<b>Russian Cavier</b>	
American	75	1/4 lb. cans	3 75
English	85	1/2 lb. cans	7 00
<b>BROOMS</b>		1 lb can	12 00
No. 1 Carpet	2 75	<b>Salmon</b>	
No. 2 Carpet	2 35	Col'a River, tails.	@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	<b>Sardines</b>	
Fancy Whisk	1 20	Domestic, 1/4s	3 1/2
Warehouse	3 00	Domestic, 1/2s	5
<b>BRUSHES</b>		Domestic, Must'd.	6 @ 9
Scrub		California, 1/4s	11 @ 14
Solid Back, 8 in	75	California, 1/2s	17 @ 24
Solid Back, 11 in	95	French, 1/4s	7 @ 14
Pointed Ends	85	French, 1/2s	18 @ 25
<b>Stove</b>		<b>Shrimps</b>	
No. 3	75	Standard	1 20 @ 1 40
No. 2	1 10	<b>Succotash</b>	
No. 1	1 75	Fair	
<b>Shoe</b>		Good	1 50
No. 8	1 00	Fancy	1 60
No. 7	1 30	<b>Strawberries</b>	
No. 4	1 70	Standard	1 10
No. 3	1 90	Fancy	1 40
<b>BUTTER COLOR</b>		<b>Tomatoes</b>	
W. R. & Co.'s, 15c size	1 25	Fair	85 @ 90
W. R. & Co.'s, 25c size	2 00	Good	1 15
<b>CANDLES</b>		Fancy	1 15 @ 1 40
Electric Light, 8s	9 1/2	Gallons	2 75 @ 3 00
Electric Light, 16s	10	<b>CARBON OILS</b>	
Paraffine, 6s	9 1/2	<b>Barrels</b>	
Paraffine, 12s	10	Perfection	@ 13
Wicking	19	Water White	@ 11 1/2
<b>CANNED GOODS</b>		D. S. Gasoline	@ 15 1/2
<b>Apples</b>		Deodor'd Nap'a.	@ 12 1/2
3 lb. Standards	80	Cylinder	29 @ 34
Gals. Standards	2 00 @ 2 25	Engine	16 @ 22
<b>Blackberries</b>		Black, winter	9 @ 10 1/2
Standards	85	<b>CATSUP</b>	
<b>Beans</b>		Columbia, 25 pts	4 50
Baked	80 @ 1 30	Columbia, 25 1/2 pts.	2 15
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
<b>Blueberries</b>		<b>CHEESE</b>	
Standard	@ 1 40	Acme	@ 12
<b>Brook Trout</b>		Amboy	@ 12
2 lb. cans, Spiced	1 90	Carson City	@ 12
<b>Clams</b>		Elsie	@ 12
Little Neck, 1 lb. 100@	1 25	Emblem	@ 12 1/2
Little Neck, 2 lb.	1 50	Gem	@ 12 1/2
<b>Clam Bouillon</b>		Gold Medal	@ 12
Burnham's, 1/4 pt.	1 92	Ideal	@ 12 1/2
Burnham's, pts	3 60	Jersey	@ 12 1/2
Burnham's, pts	7 20	Riverside	@ 12
<b>Cherries</b>		Brick	12 1/2 @ 13
Red Standards	1 30 @ 1 50	Edam	@ 1 00
White	1 50	Leiden	@ 17
<b>Corn</b>		Limburger	12 1/2 @ 13
Fair	1 20	Pineapple	50 @ 75
Good	1 25	Sap Sago	@ 20
Fancy	1 50	<b>CHEWING GUM</b>	
<b>French Peas</b>		American Flag Spruce	50
Sur Extra Fine	22	Beeman's Pepsin	50
Extra Fine	19	Black Jack	50
Fine	15	Largest Gum Made	50
Moyen	11	Sen Sen	50
<b>Gooseberries</b>		Sen Sen Breath Per'e	1 00
Standard	90	Sugar Loaf	50
<b>Hominy</b>		Yucatan	50
Standard	85	<b>CHICORY</b>	
<b>Lobster</b>		Bulk	
Star, 1/4 lb.	2 15	Red	
Star, 1 lb.	3 75	Eagle	
Picni Tails	2 40	Frank's	
<b>Mackerel</b>		Schener's	
Mustard, 1 lb	1 80	<b>CHOCOLATE</b>	
Mustard, 2 lb.	2 80	Walter Baker & Co.'s	
Soused, 1 lb.	1 80	German Sweet	25
Soused, 2 lb.	2 80	Vanilla	31
Tomato, 1 lb.	1 80	Willam	41
Tomato, 2 lb.	2 80	Caracas	35
<b>Mushroom</b>		Eagle	25
Hotels	18 @ 20	<b>CLOTHES LINES</b>	
Buttons	22 @ 25	<b>Sisal</b>	
<b>Oysters</b>		60 ft. 3 thread, extra.	1 00
Cove, 1lb.	@ 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 25
<b>Peaches</b>		72 ft. 6 thread, extra	1 25
Ple	1 10 @ 1 15	<b>Jute</b>	
Yellow	1 45 @ 1 85	60 ft.	75
<b>Pears</b>		72 ft.	90
Standard	1 00	90 ft.	1 05
Fancy	1 25	120 ft.	1 50
<b>Peas</b>		<b>Cotton Victor</b>	
Marrowfat	90 @ 1 00	50 ft.	1 10
Early June	90 @ 1 00	60 ft.	1 35
Early June	1 65	70 ft.	1 60
<b>Plums</b>		<b>Cotton Windsor</b>	
Plums	85	50 ft.	1 30
<b>Pineapple</b>		60 ft.	1 40
Grated	1 25 @ 2 75	70 ft.	1 80
Sliced	1 35 @ 2 55	80 ft.	2 30

3

4

5

6

Cotton Braided		Lemon Snaps	13	Linen Lines		
40 ft.	95	Lemon Gems	10	Small	20	
50 ft.	1 35	Lem Yen	10	Medium	28	
60 ft.	1 65	Maple Cake	10	Large	34	
Galvanized Wire		Marshmallow	16	Poles		
No. 20, each 100 ft long	1 90	Marshmallow Cream	16	Bamboo, 14 ft., pr ds.	50	
No. 19, each 100 ft long	2 10	Marshallwood waunut.	16	Bamboo, 16 ft., pr ds.	55	
COCOA		May Ann	3 1/2	Bamboo, 18 ft., pr ds.	80	
Baker's	38	Malaga	10	FLAVORING EXTRACTS		
Cleveland	35	Mich Coco Ps'd honey	12 1/2	Foote & Jenks		
Colonial 1/4s	35	Milk Biscuit	7 1/2	Coleman's Van. Lem.		
Colonial 1/2s	33	Milk Frosted Honey	12	2oz. Panel	1 20	75
Epps	42	Mixed Picnic	11 1/2	3oz. Taper	2 00	1 50
Huyler	45	Molasses Cakes, Scld'd	8 1/2	No. 4 Rich. Blake	2 00	1 50
Van Houten, 1/4s	12	Moss Jelly Bar	12 1/2	Jennings		
Van Houten, 1/2s	20	Muskegon Branch, Iced	10	Terpenes Lemon		
Van Houten, 1/2s	40	New York	12	No. 2 D. C. pr dz	75	
Van Houten, 1s	72	Newshov Assorted	10	No. 4 D. C. pr dz	1 50	
Webb	31	Nic Nacs	3 1/2	No. 6 D. C. pr dz	2 00	
Wilbur, 1/4s	41	Oatmeal Cracker	8	Taper D. C. pr dz	1 50	
Wilbur, 1/2s	42	Orange Slice	16	Mexican Vanilla		
COCOANUT		Orange Gem	3 1/2	No. 2 D. C. pr dz	1 20	
Dunham's 1/4s	26	Orange & Lemon Ice	10	No. 4 D. C. pr dz	2 00	
Dunham's 1/2s & 1/4s	26 1/2	Pilot Bread	7 1/2	No. 6 D. C. pr dz	3 00	
Dunham's 1/2s	27	Ping Pong	9	Taper D. C. pr dz	2 00	
Dunham's 1/2s	28	Pretzels, hand made	8	GELATINE		
Bulk	12	Pretzettes, hand m'd	7	Knox's Sparkling, dz.	1 20	
COCOA SHELLS		Pretzettes, mch. m'd	7	Knox's Sparkling, gro. 14 oz		
20 lb. bags	2 1/2	Rube Sears	3 1/2	Knox's Acidu'd, doz.	1 20	
Less quantity	3	Scotch Cookies	10	Knox's Acidu'd, gro. 14 oz		
Pound packages	4	Snowdrops	16	Oxford	75	
COFFEE		Spiced Sugar Tops	8	Plymouth Rock	1 20	
Rio		Sugar Cakes, scalloped	8 1/2	Nelson's	1 50	
Common	11 1/2	Sugar Squares	3 1/2	Cox's, 2 qt. size	1 61	
Fair	13	Sultanas	15	Cox's, 1 qt. size	1 10	
Choice	15	Spiced Gingers	13	GRAIN BAGS		
Fancy	18	Urchins	10	Amoskeag, 100 in b'e. 19		
Santos		Vienna Crimp	3 1/2	Amoskeag, less than b. 19 1/2		
Common	12	Vanilla Wafer	16	GRAINS AND FLOUR		
Fair	12 1/2	Waverly	9	Wheat		
Choice	13 1-3	Zanzibar	9	No. 2 red wheat	98	
Fancy	16 1/2	DRIED FRUITS		No. 3 red wheat	95	
Peaberry		Apples		No. 1 red wheat	97	
Maracalbo		Sundried	65	Winter Wheat Flour		
Fair	13 1/2	Evaporated	6 07	Local Brands		
Choice	16 1/2	California Prunes		Patents	5 90	
Mexican		100-125 25lb. boxes.	3 1/2	Second Patents	5 50	
Choice	16 1/2	90-100 25 lb. bxs.	4 1/2	Straight	5 30	
Fancy	19	80-90 25 lb. bxs.	4 1/2	Second Straight	4 95	
Guatemala		70-80 25lb. boxes.	5 1/2	Clear	4 95	
Choice	15	50-60 25 lb. bxs.	6 1/2	Graham	4 80	
Java		40-50 25 lb. bxs.	7 1/2	Buckwheat	4 70	
African	12	30-40 25 lb. bxs.	9	Rye	4 00	
Fancy African	17	1/4 c less in b. w. cases		Subject to usual cash discount.		
P. G.	26	Corsican Citron	@ 12 1/4	Flour in bbls., 25c per bbl. additional.		
P. G.	31	Imp'd 1lb. pkg. . 7 1/4 @		Worden Grocer Co.'s Brand		
Arabian	21	Imported bulk . . 6 1/4 @ 7		Quaker 1/4s	5 50	
Package		Peel		Quaker 1/2s	5 30	
New York Basis.		Lemon American	12	Quaker 1s	5 50	
Arbuckle	12 00	Orange American	12	Spring Wheat Flour		
Dilworth	12 00	California Raisins		Clark-Jewell-Wells Co.'s		
Jersey	12 00	London Layers 3 cr	1 90	Brand		
Lion	12 00	London Layers 3 cr	1 95	Pillsbury's Best 1/4s.		
McLaughlin's XXXX sold to retailers only. Mail all orders direct to W. F. McLaughlin & Co., Chicago.		Cluster 4 crown.	2 60	Pillsbury's Best 1/2s.		
Extract		Loose Musca's 2 cr.	6 1/2	Pillsbury's Best 1s.		
Holland, 1/2 gro boxes.	95	Loose Musca's 3 cr.	7	Lemon & Wheeler Co.'s Brand		
Felix, 1/2 gross	1 15	Loose Musca's 4 cr.	8 1/2	Wingold, 1/4s	5 70	
Hummel's foll, 1/2 gro.	85	L. M. Seeded, 1 lb. 9 @ 3 1/2		Wingold 1/2s	5 60	
Hummel's tin, 1/2 gro.	1 43	L. M. Seeded, 1/2 lb. 7 1/2 @ 7 1/4		Wingold 3/4s	5 50	
CRACKERS		Sultanas, bulk	9 1/2	Judson Grocer Co.'s Brand		
National Biscuit Company's Brands		FARINACEOUS GOODS		Ceresota 1/4s	5 90	
Butter		Beans		Ceresota 1/2s	5 80	
Seymour	7	Dried Lima	5	Ceresota 3/4s	5 70	
New York	7	Med. Hd. Pk'd . . 2 15 @ 2 25		Worden Grocer Co.'s Brand		
Family	7	Brown Holland	2 50	Laurel 1/4s	5 90	
Wolverine	7	Farina		Laurel 1/2s	5 80	
Soda		24 1 lb. pkgs	1 50	Laurel 3/4s	5 70	
N. B. C.	7	Bulk, per 100 lbs.	2 50	Laurel 1/2s & 1/4s paper.	5 70	
Select	8	Hominy		Meal		
Saratoga Flakes	13	Flake, 50 lb. sack	1 00	Bolton	2 50	
Oyster		Peas	2 00	Golden Granulated	2 60	
Round	7	Pearl, 100 lb. sack	2 00	Feed and Millstuffs		
Square	7	Maccaroni and Vermicelli		St Car Feed screened	21 50	
Paust	7 1/4	Domestic, 10 lb. box	6 50	No. 1 Meal and oats.	21 50	
Argo	7	Imported, 25 lb. box	2 50	No. 1 Corn, coarse	20 00	
Extra Farina	7 1/2	Pearl Barley		Wheat Bran	21 00	
Sweet Goods		Common	2 50	Wheat Middlings	22 00	
Animals	10	Chester	2 65	Screenings	21 50	
Assorted Cake	10	Empire	3 50	Oats		
Bagley Gems	8 1/2	Green, Wisconsin, bu.	1 35	Car lots	48	
Belle Rose	8 1/2	Scotch, bu.	1 40	Corn		
Bent's Water	16	Split, lb.	4	Corn, old	52 1/2	
Butter Thin	13	Rolled Oats	5 75	Corn, new	48 1/2	
Coco Bar	10	Steel Cut, 100lb. sacks.	2 85	Hay		
Cococanut Taffy	12	Monarch, bbl.	5 50	No. 1 timothy car lots	50	
Cinnamon Bar	9	Monarch, 90lb. sacks.	2 60	No. 1 timothy ton lots	50	
Coffee Cake, B. C.	10	Quaker, cases	3 10	HERBS		
Coffee Cake, Iced	10	Sago		Sage	15	
Cococanut Macaroons	13	East India	4 1/2	Hops	15	
Cracknels	10	German, sacks	3 1/2	Laurel Leaves	15	
Current Fruit	10	German, broken pkg	4	Senna Leaves	35	
Chocolate Dainty	16	Tapioca		INDIGO		
Cartwheels	9	Flake, 100lb. sacks	4 1/2	Madras, 5 lb. boxes	55	
Dixie Cookie	3 1/2	Pearl, 130lb. sacks	3	S. F., 2, 3, 5 lb. boxes.	65	
Frosted Creams	8	Pearl, 24 1 lb. pkgs	6 1/4	JELLY		
Ginger Gems	8 1/2	Wheat		5lb. pails, per doz	1 70	
Ginger Snaps, N. B. C.	7 1/2	Cracked, bulk	3 1/2	15lb. pails	38	
Grandma Sandwich	10	24 2 lb. packages	2 50	30lb. pails	65	
Graham Cracker	8	FISHING TACKLE		LICORICE		
Hazelnut	10	1/2 to 1 in	6	Pure	20	
Honey Fingers, Iced	12	1 1/4 to 2 in	9	Calabria	23	
Honey Jumbles	12	1 1/2 to 2 in	9	Sicily	14	
Iced Happy Family	11	2 in	15	Root	11	
Iced Honey Crumpet	10	3 in	30	LYE		
Imperials	8 1/2	Cotton Lines		Condensed, 2 dz	1 60	
Indiana Belle	15	No. 1, 10 feet	5	Condensed, 4 dz	3 00	
Jerico	8	No. 2, 15 feet	7	MEAT EXTRACTS		
Jersey Lunch	7 1/2	No. 3, 15 feet	9	Armour's, 2 oz	4 45	
Lady Fingers	7 1/2	No. 4, 15 feet	10	Armour's, 4 oz	8 20	
Lady Fingers	12	No. 5, 15 feet	12	Liebig's, Chicago, 2 oz	2 75	
Lady Fingers, hand md	25	No. 6, 15 feet	15	Liebig's, Chicago, 4 oz	5 50	
Lemon Biscuit Square	8 1/2	No. 7, 15 feet	15	Liebig's, imported, 2 oz	8 50	
Lemon Wafer	16	No. 8, 15 feet	18	Liebig's, imported, 4 oz	8 50	
		No. 9, 15 feet	20			



6	7	8	9	10	11
<b>MOLASSES</b> New Orleans Fancy Open Kettle . . . 40 Choice . . . 35 Fair . . . 26 Good . . . 22 Half barrels 2c extra <b>MUSTARD</b> Horse Radish, 1 dz . . . 1 75 Horse Radish, 2 dz . . . 3 50 Bayle's Celery, 1 dz . . . <b>OLIVES</b> 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 <b>PIPES</b> Clay, No. 216 . . . 1 70 Clay, T. D., full count . . . 65 Cob, No. 3 . . . 85 <b>PICKLES</b> Medium Barrels, 1,200 count . . . 7 75 Half bbls, 600 count . . . 4 50 Small Barrels, 2,400 count . . . 9 50 Half bbls, 1,200 count . . . 5 50 Barrels, 2,400 count . . . 9 50 <b>PLAYING CARDS</b> No. 90, Steamboat . . . 85 No. 15, Rival, assorted . . . 20 No. 20, Rover enameled . . . 60 No. 572, Special . . . 1 75 No. 98, Golf, satin finish . . . 2 00 No. 808, Bicycle . . . 2 00 No. 632, Tourment whist . . . 25 <b>POTASH</b> 48 cans in case . . . 4 00 Penna Salt Co.'s . . . 3 00 <b>PROVISIONS</b> <b>Barroed Pork</b> Mess . . . 17 00 Back . . . 16 00 Clear back . . . 16 50 Short cut . . . 15 00 Pig . . . 20 00 Bean . . . 14 00 Family Mess Loin . . . 17 50 Clear Family . . . 13 50 <b>Dry Salt Meats</b> Bellies . . . 9 12 S P Bellies . . . 10 12 Extra shorts . . . 9 12 <b>Smoked Meats</b> Hams, 12lb. average . . . 12 Hams, 14lb. average . . . 11 1/2 Hams, 16 lb. average . . . 11 1/2 Hams, 20lb. average . . . 11 1/2 Skinned Hams . . . 12 Ham, dried beef sets . . . 13 Shoulders, (N. Y. cut) . . . 10 California hams . . . 8 Boiled Hams . . . 17 Picnic Boiled Hams . . . 12 1/2 Berlin Ham pr's'd . . . 9 Mince Hams . . . 9 1/2 <b>Lard</b> Compound . . . 7 1/2 Pure . . . 8 1/2 50 lb. tubs, advance . . . 7 1/2 50 lb. tubs, advance . . . 7 1/2 50 lb. tins, advance . . . 7 1/2 20 lb. pails, advance . . . 7 1/2 10 lb. pails, advance . . . 7 1/2 5 lb. pails, advance . . . 7 1/2 5 lb. pails, advance . . . 7 1/2 <b>Sausages</b> Bologna . . . 5 1/2 Liver . . . 6 1/2 Frankfort . . . 7 1/2 Pork . . . 8 Veal . . . 7 1/2 Tongue . . . 6 1/2 Headcheese . . . 6 1/2 <b>Beef</b> Extra Mess . . . 12 00 Boneless . . . 12 00 Rump, New . . . 11 00 <b>Pig's Feet</b> 1/4 bbls, 40 lbs. . . 2 00 1/4 bbls, 40 lbs. . . 2 00 1/4 bbls, 40 lbs. . . 2 00 1 bbls . . . 8 00 <b>Tripe</b> Kits, 15 lbs . . . 70 1/4 bbls, 40 lbs . . . 1 25 1/4 bbls, 40 lbs . . . 1 25 1/4 bbls, 40 lbs . . . 2 60 <b>Casings</b> Hogs, per lb. . . 26 Beef rounds, set . . . 15 Beef middles, set . . . 45 Sheep, per bundle . . . 70 <b>Uncolored Butterline</b> Solid, dairy . . . 10 @ 10 1/2 Rolls, dairy . . . 10 @ 10 1/2 Solid, purity . . . 14 Solid, purity . . . 12 1/2 <b>Canned Meats</b> Corned beef, 2 . . . 2 50 Corned beef, 14 . . . 17 50 Roast beef, 2 @ . . . 2 50 Potted ham, 1/4s . . . 85 Potted ham, 1/4s . . . 85 Deviled ham, 1/4s . . . 85 Deviled ham, 1/4s . . . 85 Potted tongue, 1/4s . . . 85 Potted tongue, 1/4s . . . 85 <b>RICE</b> Domestic Carolina head . . . 6 @ 6 1/2 Carolina No. 1 . . . 5 1/2 Carolina No. 2 . . . 5 Broken . . . 3 @ 3 1/2 Japan, No. 1 . . . 5 @ 5 1/2 Japan, No. 2 . . . 4 1/2 @ 5 Java, No. 1 . . . 5 @ 5 1/2 Java, No. 1 . . . 5 @ 5 1/2	<b>SALAD DRESSING</b> 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 <b>SALERATUS</b> 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 1/4s . . . 3 00 <b>SAL SODA</b> Granulated, bbls . . . 85 Granulated, 100lb cases . . . 1 00 Lump, bbls . . . 75 Lump, 145lb. kegs . . . 95 <b>SALT</b> Diamond Crystal Table Cases, 24 3lb. boxes . . . 1 40 Barrels, 100 3lb. bags . . . 3 00 Barrels, 50 6lb. bags . . . 3 00 Barrels, 40 7lb. bags . . . 2 75 <b>Butter</b> Barrels, 320 lb. bulk . . . 2 65 Barrels, 20 14lb. bags . . . 2 85 Sacks, 28 lbs . . . 27 Sacks, 56 lbs . . . 67 <b>Shaker</b> Boxes, 24 2lb . . . 1 50 <b>Buckeye</b> Table 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 <b>Butter</b> Brls, 280 lbs. bulk . . . 2 25 Linen bags, 5-56 lbs . . . 3 00 Linen bags, 10-23 lbs . . . 3 00 Cotton bags, 10-23 lbs . . . 2 75 <b>Cheese</b> 5 barrel lots, 5 per cent. 10 barrel lots, 7 1/2 per cent. discount. Above prices are F. O. B. <b>Common Grades</b> 90 3lb. sacks . . . 1 90 60 5lb. sacks . . . 1 80 28 10lb. sacks . . . 1 70 56 lb. sacks . . . 30 28 lb. sacks . . . 15 <b>Warsaw</b> 56 lb. dairy in drill bags . . . 40 28 lb. dairy in drill bags . . . 20 <b>Solar Rock</b> 56 lb. sacks . . . 22 <b>Common</b> Granulated Fine . . . 80 Medium Fine . . . 85 <b>SALT FISH</b> Cod Large Whole . . . @ 6 1/2 Small Whole . . . @ 6 1/2 Sticks or bricks . . . 7 1/2 @ 10 1/2 Pollock . . . @ 3 1/2 <b>Halibut</b> Strips . . . 14 Chunks . . . 15 <b>Herring</b> Holland White hoops, bbl. . . 8 50 White hoops, 1/4bbl. . . 4 50 White hoops keg . . . 60 @ 65 White hoops mchs . . . 75 Norwegian Round, 100 lbs . . . 3 60 Round, 50 lbs . . . 2 10 Scales . . . 17 Bloaters . . . 1 50 <b>Trout</b> No. 1, 100 lbs . . . 5 50 No. 1, 40 lbs . . . 2 50 No. 1, 10 lbs . . . 70 No. 1, 8 lbs . . . 59 <b>Mackerel</b> 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 <b>Whitefish</b> No. 1 No. 2 Fam 100 lbs . . . 7 50 3 50 50 & s . . . 3 60 2 10 10 lbs . . . 90 2 10 8 lbs . . . 75 43 <b>SEEDS</b> Anise . . . 15 Canary, Smyrna . . . 6 Caraway . . . 6 Cardamon, Malabar . . . 1 00 Celery . . . 45 Hemp, Russian . . . 4 Mixed Bird . . . 4 Mustard, white . . . 8 Poppy . . . 6 Rape . . . 4 1/2 Cuttle Bone . . . 25 <b>SHOE BLACKING</b> Handy Box, large 3 dz . . . 50 Handy Box, small . . . 1 25 Bixby's Royal Polish . . . 85 Miller's Crown Polish . . . 85 <b>SNUFF</b> Scotch, in bladders . . . 37 Maccaboy, in jars . . . 35 French Rapple, in jars . . . 45	<b>SOAP</b> Central City Soap Co's brand. Jaxon, 5 box, del. . . 3 10 Jaxon, 10 box, del. . . 3 00 Johnson Soap Co. brands Calumet Family . . . 2 75 Scotch Family . . . 2 85 Cuba . . . 2 35 J. S. Kirk & Co. brands American Family . . . 4 05 Dusky Diamond, 50 8oz. 2 80 Dusky D'nd., 100 6oz. 3 80 Jap Rose . . . 3 75 Savon Imperial . . . 3 10 White Russian . . . 3 10 Lome, oval bars . . . 3 10 Satinet, oval . . . 2 15 White Cloud . . . 4 00 Lautz Bros. & Co. brands Big Acme . . . 4 00 Acme, 100-1/4 lb. bars . . . 3 10 Big Master . . . 4 00 Snow Boy P'dr. 100 pk. 4 00 Marselles . . . 4 00 Proctor & Gamble brands Lenox . . . 3 00 Ivory, 6 oz . . . 3 00 Ivory, 10 oz . . . 6 75 Ivory . . . 3 25 A. B. Whisley brands Good Cheer . . . 4 00 Old Country . . . 3 40 <b>Scouring</b> Enoch Morgan's Sons Sapolio, gross lots . . . 9 00 Sapolio, half gross lots . . . 4 25 Sapolio, single boxes . . . 2 25 Sapolio, hand . . . 2 25 <b>SODA</b> Boxes . . . 5 1/2 Eggs, English . . . 4 1/2 <b>SPICES</b> <b>Whole Spices</b> Allspice . . . 12 Cassia, China in mats . . . 12 Cassia, Batavia, bund. . . 28 Cassia, Saigon, broken . . . 40 Cassia, Saigon, in rolls . . . 55 Cloves, Amboyna . . . 25 Cloves, Zanzibar . . . 25 Mace . . . 55 Nutmegs, 75-80 . . . 50 Nutmegs, 105-10 . . . 40 Nutmegs, 115-20 . . . 35 Pepper, Singapore, blk. . . 15 Pepper, Singap. white . . . 25 Pepper, shot . . . 17 <b>Pure Ground in Bulk</b> Allspice . . . 16 Cassia . . . 28 Cassia, Batavia . . . 28 Cassia, Saigon . . . 45 Cloves, Zanzibar . . . 23 Ginger, African . . . 15 Ginger, Cochiti . . . 18 Ginger, Jamaica . . . 25 Mace . . . 65 Mustard . . . 28 Pepper, Singapore, blk. . . 17 Pepper, Singap. white . . . 28 Pepper, Cayenne . . . 20 Sage . . . 20 <b>STARCH</b> Common Gloss 1lb. packages . . . 5 3lb. packages . . . 4 1/2 6lb. packages . . . 3 1/2 40 and 50 lb. boxes . . . 3 @ 3 1/2 Barrels . . . 3 @ 3 1/2 <b>Common Corn</b> 20 lb. packages . . . 5 40 lb. packages . . . 4 1/2 @ 7 <b>SYRUPS</b> <b>Corn</b> Barrels . . . 22 Half barrels . . . 24 20lb. cans, 1 dz in case . . . 60 10lb. cans, 1 dz in case . . . 60 5lb. cans, 1 dz in case . . . 85 2 1/2 lb. cans, 2 dz. case.1 85 <b>Pure Cane</b> Fair . . . 16 Good . . . 20 Choice . . . 25 <b>TEA</b> Japan Sundried, medium . . . 24 Sundried, choice . . . 32 Sundried, fancy . . . 36 Regular, medium . . . 24 Regular, choice . . . 32 Regular, fancy . . . 36 Basket-fired, medium . . . 31 Basket-fired, choice . . . 38 Basket-fired, fancy . . . 43 Nibs . . . 22 @ 24 Flannings . . . 12 @ 14 <b>Gunpowder</b> Moyune, medium . . . 30 Moyune, choice . . . 32 Moyune, fancy . . . 40 Pingsuey, medium . . . 30 Pingsuey, choice . . . 30 Pingsuey, fancy . . . 40 <b>Young Hyson</b> Choice . . . 30 Fancy . . . 36 <b>Oolong</b> Formosa, fancy . . . 42 Amoy, medium . . . 25 Amoy, choice . . . 32 <b>English Breakfast</b> Medium . . . 20 Choice . . . 30 Fancy . . . 36 <b>India</b> Ceylon, choice . . . 52 Fancy . . . 43	<b>TOBACCO</b> 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 <b>Plug</b> Red Cross . . . 32 Palo . . . 32 Kyo . . . 34 Hiawatha . . . 41 Battle Axe . . . 32 American Eagle . . . 32 Standard Navy . . . 36 Spear Head, 15 oz . . . 42 Spear Head, 8 oz . . . 44 Nobby Twist . . . 48 Jolly Tar . . . 46 Old Honesty . . . 42 Toddy . . . 33 J. T. . . . 36 Piper Heidsick . . . 63 Boot Jack . . . 78 Warpath . . . 36 Black Standard . . . 38 Cadillac . . . 38 Forge . . . 38 Nickel Twist . . . 50 <b>Smoking</b> Sweet Core . . . 34 Flat Car . . . 32 Great Navy . . . 34 Honey Dip . . . 40 Bamboo, 16 oz . . . 25 I X L, 15 lb . . . 27 I X L, 16 oz, pails . . . 31 Honey Dew . . . 37 Gold Block . . . 37 Flagman . . . 40 Chips . . . 33 Kiln Dried . . . 21 Duke's Mixture . . . 39 Duke's Cameo . . . 43 Myrtle Navy . . . 40 Yum Yum, 1 2-3 oz . . . 39 Yum Yum, 1lb. pails . . . 37 Cream . . . 55 Corn Cake, 2 1/2 oz . . . 24 Corn Cake, 1lb. . . . 22 Plow Boy, 1 2-3 oz . . . 39 Plow Boy, 3 1/2 oz . . . 35 Peerless, 3 1/2 oz . . . 35 Peerless, 1 2-3 oz . . . 36 Air Brake . . . 36 Cant Hook . . . 30 Country Club . . . 32-34 Forex-XXXX . . . 28 Good Indian . . . 23 Self Binder . . . 20-22 Silver Foam . . . 34 <b>TWINE</b> Cotton, 3 ply . . . 26 Cotton, 4 ply . . . 26 Jute, 2 ply . . . 13 Hemp, 6 ply . . . 14 Flax, medium . . . 20 Wool, 1lb. balls . . . 6 <b>VINEGAR</b> Malt White Wine, 40 gr. 8 Malt White Wine, 80 gr. 11 Pure Cider, 2 & B . . . 11 Pure Cider, Red Star . . . 11 Pure Cider, Robinson . . . 11 Pure Cider, Silver . . . 11 <b>WASHING POWDER</b> Diamond Flake . . . 2 75 Gold Brick . . . 3 25 Gold Dust, regular . . . 4 50 Gold Dust, 5c . . . 4 00 Kirkoline, 24 4lb. . . . 3 00 Pearline . . . 4 75 Soapine . . . 4 10 Babbitt's 1776 . . . 3 75 Roseine . . . 3 50 Armour's . . . 3 70 Nine O'clock . . . 3 35 Wisdom . . . 3 80 Scourine . . . 3 50 Rub-No-More . . . 3 75 <b>WICKING</b> No. 0 per gross . . . 30 No. 1 per gross . . . 40 No. 2 per gross . . . 50 No. 3 per gross . . . 75 <b>WOODENWARE</b> <b>Baskets</b> Bushels, wide band . . . 1 00 Bushels, wide band . . . 1 25 Market . . . 35 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 <b>Bradley Butter Boxes</b> 2lb. size, 24 in case . . . 72 3lb. size, 16 in case . . . 68 5lb. size, 12 in case . . . 63 10lb. size, 6 in case . . . 60 <b>Butter Plates</b> 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 <b>Churns</b> Barrel, 5 gal, each . . . 2 40 Barrel, 10 gal, each . . . 2 55 Barrel, 15 gal, each . . . 2 70 <b>Clothes Pins</b> Round head, 5 gross bx . . . 55 Round head, cartons . . . 75	<b>Egg Crates</b> Humpty Dumpty . . . 2 40 No. 1, complete . . . 32 No. 2, complete . . . 18 <b>Faucets</b> Cork lined, 8 in . . . 65 Cork lined, 9 in . . . 75 Cork lined, 10 in . . . 85 Cedar, 8 in . . . 55 <b>Mop Sticks</b> 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 <b>Pails</b> 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 . . . 25 Fibre . . . 20 <b>Toothpicks</b> Hardwood . . . 2 50 Softwood . . . 2 25 Banquet . . . 1 50 Ideal . . . 1 50 <b>Traps</b> 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 <b>Tubs</b> 20-in., Standard, No. 1 . . . 7 00 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 . . . 6 50 16-in., Cable, No. 3 . . . 5 50 No. 1 Fibre . . . 10 80 No. 2 Fibre . . . 9 45 No. 3 Fibre . . . 8 55 <b>Wash Boards</b> Bronze Globe . . . 2 50 Dewey . . . 1 75 Double Acme . . . 2 75 Single Acme . . . 2 25 Double Peerless . . . 2 25 Single Peerless . . . 2 50 Northern Queen . . . 2 50 Double Duplex . . . 3 00 Good Luck . . . 2 75 Universal . . . 2 25 <b>Window Cleaners</b> 12 in. . . . 1 65 14 in. . . . 1 85 16 in. . . . 2 30 <b>Wood Bowls</b> 11 in. Butter . . . 75 13 in. Butter . . . 1 15 15 in. Butter . . . 2 00 17 in. Butter . . . 3 25 19 in. Butter . . . 4 75 Assorted 13-15-17 . . . 2 25 Assorted 15-17-19 . . . 3 25 <b>WRAPPING PAPER</b> Common Straw . . . 1 1/2 Fibre Manila, white . . . 2 1/2 Fibre Manila, colored . . . 4 No. 1 Manila . . . 4 Cream Manila . . . 3 Butcher's Manila . . . 2 1/2 Wax Butter, short c't 13 . . . 15 Wax Butter, full count . . . 20 Wax Butter, rolls . . . 15 <b>YEAST CAKE</b> 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 <b>FRESH FISH</b> Per lb. White fish . . . 10 @ 11 Trout . . . 9 Black Bass . . . 11 @ 12 Halibut . . . 10 @ 11 Cliscoes or Herring . . . 5 Bluefish . . . 11 @ 12 Live Lobster . . . 27 Boiled Lobster . . . 27 Cod . . . 12 @ 13 Haddock . . . 8 No. 1 Pickerel . . . 8 1/2 Pike . . . 7 Perch, dressed . . . 7 Smoked White . . . 12 1/2 Red Snapper . . . 12 Col. River Salmon 12 1/2 @ 13 Mackerel . . . 13 @ 20 <b>OYSTERS</b> <b>Cans</b> F. H. Counts . . . 37 Extra Selects . . . 30 Selects . . . 25 Perfection Standards . . . 24 Anchors . . . 22 Standards . . . <b>Bulk</b> 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 Clams gal . . . 1 25 <b>HIDES AND PELTS</b> 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 3 1/2 Calfskins, cured No. 1 11 Calfskins, cured No. 2 9 1/2 Steer Hides 60lbs. over 8 Cow Hides 60lbs. over 8 1/2 <b>Pelts</b> Old Wool . . . 50 @ 1 40 Shearlings . . . 50 @ 1 25 <b>Tallow</b> No. 1 . . . 4 1/2 No. 2 . . . 3 1/2 <b>Wool</b> Washed, fine . . . 20 Washed, medium . . . 23 Unwashed, fine . . . 14 @ 16 Unwashed, medium . . . 18 <b>CONFECTIONS</b> <b>Stick Candy</b> Standard . . . 7 Standard H. H. . . 7 Standard Twist . . . 8 Cut Loaf . . . 9 <b>Mixed Candy</b> Grocers . . . 6 Competition . . . 7 Special . . . 7 1/2 Conserve . . . 8 1/2 Royal . . . 9 Ribbon . . . 9 Broken . . . 8 Cut Loaf . . . 8 English Rock . . . 9 Kindergarten . . . 8 1/2 Bon Ton Cream . . . 8 1/2 French Cream . . . 9 Star . . . 11 Hand made Cream . . . 14 1/2 Premio Cream mixed . . . 12 1/2 <b>Fancy-In Pails</b> O F Horehound Drop . . . 10 Gypsy Hearts . . . 14 Coco Bon Bons . . . 12 Fudge Squares . . . 12 Peanut Squares . . . 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 . . . 12 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. . . . 12 cases . . . 12 Golden Waffles . . . 12 <b>Fancy-In 5lb. Boxes</b> Lemon Sours . . . 50 Peppermint Drops . . . 60 Chocolate Drops . . . 60 H. M. Choc. Drops . . . 85 H. M. Choc. Lt. and . . . 85 Dark No. 12 . . . 1 00 Gum Drops . . . 35 O. F. Licorice Drops . . . 80 Lozenges, plain . . . 55 Lozenges, printed . . . 60 Imperial . . . 55 Mottos . . . 60 Cream Bar . . . 55 Molasses Bar . . . 55 Hand Made Cr'ms. 80 @ 90 Cream Buttons, Pep . . . 65 and Wintergreen . . . 65 String Rock . . . 60 Wintergreen Berries . . . 55 F. Bossenberger's brands . . . 55 Caramels . . . 12 Nut caramels . . . 14 Kisses . . . 14 Chocolates . . . 11-20 <b>Pop Corn</b> Maple Jake, per case . . . 3 00 Crcker Jack . . . 3 00 Pop Corn Balls . . . 1 30 <b>NUTS</b> <b>Whole</b> Almonds, Tarragona . . . 16 Almonds, Ivica . . . 16 Almonds, California sft . . . 16 Brazil, shelled, new . . . 14 @ 16 Filberts . . . 11 Walnuts, French . . . 12 Walnuts, soft shelled . . . 12 Cal. No. 1 . . . 15 @ 16 Table Nuts, fancy . . . 13 Pecans, Med. . . . 9 Pecans, Ex. Large . . . 10 Pecans, Jumbos . . . 11 Hickory Nuts per bu . . . 15 Ohio new . . . 1 75 Cocanuts . . . 4 Cheanuts, per bu . . . <b>Shelled</b> Spanish Peanuts . . . 7 1/2 @ 8 Pecan Halves . . . 38 Walnut Halves . . . 32 Ribbert Meats . . . 25 Alcantre Almonds . . . 34 Jordan Almonds . . . 47 <b>Peanuts</b> Fancy, H. P. Suns 6 1/2 @ 6 1/2 Fancy, H. P. Suns . . . 7 Roasted . . . 7 1/2 @ 7 1/2 Choice, H. P. J. be . . . 8 1/2 bo, Roasted . . . 9 @ 9 1/2	



## SPECIAL PRICE CURRENT

## AXLE GREASE



Mica, tin boxes .75 9 00  
Paragon .....55 6 00

## BAKING POWDER

Jaxon Brand



1/4 lb. cans, 4 doz. case 45  
1/4 lb. cans, 4 doz. case 55  
1 lb. cans, 2 doz. case 60

## Royal



10c size. 90  
1/4 lb cans 135  
6 oz cans 190  
1/2 lb cans 250  
3/4 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 rd, 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, epr case...3 60  
No. 1 D, per case...3 60  
No. 2 D, per case...3 60  
No. 3 D, per case...3 60  
No. 1 E, per case...3 60  
No. 2 E, per case...3 60  
No. 1 F, per case...3 60  
No. 3 F, per case...3 60

## Grits

Walsh-DeRoo Co.'s 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  
1,000 or more...31 00

## COCOANUT

Baker's Brazil Shredded



70 1/4 lb pkg, per case...2 60  
35 1/2 lb pkg, per case...2 60  
35 1/4 lb pkg, per case...2 60  
14 3/4 lb pkg, per case...2 60

**Karo**  
CORN SYRUP

## COFFEE

Roasted  
Dwinell-Wright Co.'s Bds.

White House, 1 lb.....  
White House, 2 lb.....  
Excelstor, M & J, 1 lb...  
Excelstor, 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., Sagin-  
aw; Meisel & Goeschel,  
Bay City; Fielbach Co.,  
Toledo.

COFFEE SUBSTITUTE  
Javril



2 doz. in case ..... 4 80  
CONDENSED MILK  
4 doz in case



Gail Borden Eagle ....6 40  
Crown .....5 90  
Champion .....4 25  
Daisy .....4 70  
Magnolia .....4 00  
Challenge .....4 40  
Dime .....3 85  
Peerless Evap'd Cream.4 00

## FRESH MEATS

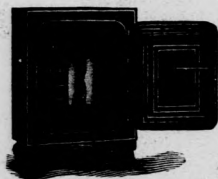
Beef  
Carcass .....6 @ 8  
Forequarters .....5 @ 6  
Hindquarters .....7 1/2 @ 9  
Loins .....8 @ 13  
Ribs .....9 @ 12  
Rounds .....6 1/2 @ 8  
Chucks .....4 1/2 @ 5 1/2  
Plates .....@ 5

Pork  
Dressed .....@ 6  
Loins .....8 1/2 @ 9  
Boston Butts .....7 1/2 @ 7 1/2  
Shoulders .....7 1/2 @ 7 1/2  
Leaf Lard .....8 1/2 @ 8 1/2

Mutton  
Carcass .....6 @ 8  
Lams .....11 @ 12

Veal  
Carcass .....6 @ 8 1/2

## 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 Ra-  
pids and inspect the line  
personally, write for quo-  
tations.

## SALT

Jar-Salt



One dozen  
Ball's quart  
Mason jars  
(3 pounds  
each) .....85

## SOAP

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50 cakes, small size...1 95

Tradesman Co.'s Brand



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Grand Rapids

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It names net wholesale prices. The only price, the only discount is right there before you in plain black and white. No need to write for "lowest quotations" or "best discounts."

It guarantees prices. The exact days its prices go into and out of effect are mentioned. No "subject to change without notice," and no "out of date" for there's a new issue every month.

500 sample trunks would not hold the goods it pictures. And the descriptions are complete and not mixed up with time-wasting talk about the war, horse races, ball games, and other things outside of business.

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## GOOD CITIZENSHIP.

## The Dignity and Responsibility of Human Life.\*

In the simple account of the creation of the world, found in the first chapter of the Bible, these words occur: "He made the sun to rule the day and the moon to rule the night." Then follows this sentence, "He made the stars also." I wish to use these five words to illustrate and emphasize a thought which, if woven into my life and yours, ought to make us the best type of citizens. These words seem to have been an afterthought of the inspired writer. The reader might conclude that all these lesser lights might be lost sight of in the majesty and dazzling brightness of the sun or the quiet but matchless splendor of the moon. Astronomers tell us there is one sun and one moon, but that the stars can not be numbered—that there be many of the first magnitude and many so small or so distant that they are only visible by the aid of the powerful telescope. However, whether they be great or small, near or distant, they all have a place in the economy of the universe—they all shine. Moreover, as we study them, we are impressed with the idea that they not only shine, but seem to do it as if it was a joy and a delight. If you have ever gone out into the night, on some height where you could sweep the heavens from horizon to horizon, and have thoughtfully contemplated the fascinating panorama spread overhead for your pleasure, you must have been attracted by the bright twinkling of the more brilliant ones. Then if you steadily gazed upon those which seemed small and of dimmer light, you saw that they, too, shone steadily and unceasingly. They do not refuse to shine because they have not the power of the sun or radiance of the moon, but such light as is in them they send forth to gladden and beautify creation's wonders.

It is true this is figurative language, yet there is only a step from the realm of Nature's glories to that of human existence. The most of us take life altogether too seriously. We too often forget that the fuel that feeds the flame which energizes our daily existence is made up of the multitude of small things—the little incidents crowding thick and fast upon each other as we weave our daily record. To carry the simile of the stars into the lives of men is not really impractical or too far-fetched. There are truly intellectual suns and moons among the children of men—giants in power and magnetism, who sway the masses as truly as the sun holds the worlds in his embrace, or the moon moves the tides of the mighty deep. We read the profound thoughts of the philosopher, the statesman, the astronomer, the logician. We listen to the fiery orator, the unanswerable logic of the jurist or the magnetic hate-inspiring words of the socialistic demagogue who seeks to convince his hearers that socialists are all stars of the first magnitude—and we feel our limitations

and our littleness. We conclude we are without power or influence or responsibility for the weal or woe of our community. And "He made the stars also."

The dignity and the responsibility of human life do not depend upon the strength or power of the intellect. In every crisis of the world's evolution there flashes out upon its stage an intellectual sun, sent to light the way to a higher civilization. The light that shone from the sun power of Washington's greatness was only made possible by the sacrifices, the sufferings and the blood so freely given by the multitudes of lesser lights of his time. The brilliant and beneficent rays pouring forth from Lincoln's great heart would have had no power over the ocean tides of humanity's progress had they not been supplemented by "the last full measure of devotion" offered by the hundreds of thousands who gave the light of their lives as a background. You will remember it was the great Lincoln who said, "The Lord must love the common people—the lesser lights in the human firmament—because he made so many of them."

Now, the thought I wish to drive home to all of you is this: We can not all be great, but we can all be good citizens. We are largely stars of the lesser magnitude, yet in the economy of creation we are just as important and our responsibility to shine with all the light we have just as imperative as if we were giants in intellect and personality. Each one of us can give some light, some help, some warmth to all in the sphere of his influence. "A merry heart doeth good like a medicine"—and each one of us can carry such a heart in his bosom. Is success measured by dollars and cents? Is influence confined to leaders in the social world? Is helpfulness confined to any condition of life? Has worry ever removed a single stone from our pathway? Has borrowing trouble ever prepared anyone to meet it when it did come? Has envy or jealousy or malice ever made sweet and clean a human life? Are not our troubles and grievances largely imaginary and brought upon ourselves by our refusal to permit the light within each one of us to shine?

I care not whether you are a great merchant or not, you can give honest weight, full measure and meet everyone with a smile. If your competitor across the way seems more prosperous than you, he probably keeps a cleaner and more attractive store, is more careful in filling his orders and carries around with him a countenance that shines with good-fellowship. Your business is to shine with all your power. If you would find the secret of true citizenship, study deeply the life of the only perfect man who ever lived on earth. I know of nothing more simple or more practical. True citizenship means to "do justly, love mercy and to walk humbly before your Maker." If you will do these things, you will have no time for saying things about other people—no time for hunting for slights and imaginary wrongs—no time for sharing in the gossip of your neighborhood, nor

dropping insinuations against a fellowman. In short, no time for anything save being a cheerful, hopeful, helpful man in your community.

"He made the stars also."

## Plea For Greater Degree of Patriotism.

H. R. Van Bochove favors the Tradesman with a copy of his talk at the fourth annual banquet of the Kalamazoo Retail Grocers' and Butchers' Association, as follows:

Just at present patriotism, or rather partisanship, seems to be in the air. This is to be a great year in the history of our country for or against patriotism. On the 12th day of this month in this hall the Lincoln Republican Club gathered to pay tribute to the great man who honors the Club with his name. Only yesterday, the nation observed the anniversary of the birth of another one of its great men, Washington, the father of our country. Might it not be fitting on this occasion to go back to the beginning of all things and pay tribute and honor to Him who is the father of all people and all nations, God our Maker? And right here allow me to quote a few words from the lips of one of our great poets, Rudyard Kipling: "Lest we forget, lest we forget." I will also quote you God's words in the first verse in his first message to man: "In the beginning God created the heaven and the earth." And after completing nature's work, he said, "Let us make man." "And God created man in his own image" and He also said to man that he should have dominion over all the earth and subdue it. What a wonderful provision He made when He gave us the cup of cold water, clear and pure, to slake the thirst of the whole world. And yet man has seen fit to substitute a drink that ruins soul and body and which never has quenched a parched tongue in all the world.

The three crowning virtues of our nation are Liberty, Reciprocity and Arbitration—under the protection of the stars and stripes, freedom to say what is in his heart, reciprocity because she has business relations with the whole world and arbitration because she is at peace with all nations. But sad to say by way of contrast, the most damnable and demoralizing crime of this nation is that she has and fosters 200,000 saloons in her land. All honor to the President in

power when I say that I have an admiration for him akin to love for what he has done, but sad in the thought of what he has left undone. When I think of the G. O. P. and its fearless executor at the helm to-day, I feel that they ought to clothe themselves in sackcloth and ashes and blush with shame until they have closed up every one of the co-classed Government tax payers and sunk them in the pit from which they came, never to be fostered by this nation again.

At the Lincoln Republican Club banquet, Hon. Wm. E. Chandler and Hon. Chase Osborne both made urgent demands for a great battle against—what? Some great evil? No, they never thought of such a thing. They forgot the great evils of this country in their battle against an innocent people and party called Democrats. I say, better have a million more Democrats and no saloon than to have one more saloon and no Democrats. Mr. Osborne said that there were vice and corruption in our land, but there was virtue also and enough to conquer the vice. I say, and it is a growing fact, just the same, that vice and corruption are drinking up all the virtue of this nation by the barrel and, unless soon stopped, the well of Righteousness in our land will soon be drunk dry. This nation has serious cause for alarm—not against an imaginary foe, but against the domineering, ruling rum power in our political life to-day. Other nations have tottered and fallen by its relentless grip and power, and this nation at its best is in the vice-like grip of its tyrannical power. The question then arises, How shall we escape this awful condition of affairs as they now exist? I see only one way, and if in my humble opinion I may express it this way: Cease to be politicians and, like all great men in the past whom we honor in memory to-day, be patriots. "And God said have dominion over all the earth and subdue it." That is my message to you.

Let Fate do the worst she can—  
One can still fight on, a Man.

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Order direct or of your jobber.

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Grand Rapids, Mich.

\*Address by Amos S. Musselman at sixth annual banquet of the Grand Rapids Retail Grocers' Association.



# 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.

General stock of merchandise; fine residence; three lots; new store building, for sale cheap. Lock box 280, Cedar Springs, Mich. 230

For Sale—Grocery and crockery stock of \$5,000 in town about 1,000 population, in center of finest farming lands in State. Can reduce stock. Address No. 232, care Michigan Tradesman. 232

For Sale—Planing mill equipped throughout with new machinery, lumber sheds, warehouses, etc., \$6,500. An established trade, right in Seattle. Annual business \$50,000. Can be greatly increased. Building permits Seattle 1903. \$6,500,000 and still growing. Exceptional opportunity to get an established business. Good reason for selling. Act quick if wanted. W. L. Keate, 333 Lumber Exchange, Seattle, Wash. 233

For Sale—General stock in country town invoicing about \$3,000. Can be reduced. Sales last year, \$14,000, mostly cash. Reason for selling, ill health. Address No. 222, care Michigan Tradesman. 222

Dressmaker Wanted—Fine opening for a No. 1 dressmaker. For particulars write Williams Mercantile Co., Manton, Mich. 221

For Sale—At Palestine, Texas, a good, well equipped packing house plant and ice plant combined for sale in a good hog producing country, and plenty of hogs and beehives raised sufficient to keep plant running the year around. Ice plant has a capacity of 15 tons per day. A good bargain to the right people. Address Wm. Broyles, Palestine, Texas. 220

For Sale—Neat and good-paying drug stock, with good soda fountain. Stock will inventory over \$1,500, but will sell for \$1,200. For the money invested it is the best paying drug store in the State. First-class location for a physician. Rent only \$10 per month and new store at that. Reason for selling, wish to quit the business. Town is a great resort and will keep increasing every year. Only drug store in place. Dr. J. Bedard, Fruitport, Mich. 219

For Sale—Office specialties—loose leaf ledgers, automatic copying books, business records, etc. Catalogue free. Wolverine Specialty Co., Box 1653, Battle Creek, Mich. 218

For Sale—Twenty-four hundred dollar stock of general merchandise, well located. Address Lock Box 306, Cary, Ill. 209

For Sale—The popular Petrie Boarding House, centrally located on Mitchell street, Petoskey, Mich. No better place for summer tourists or hay fever people in the city. Price, furnished, \$5,000; terms, \$2,000 cash; balance easy payments. Drugs or call on R. C. Smith, Petoskey, Mich. 210

For Sale or Rent—Store building; good farming country; fine opening for doctor; also for general store. Collections are best. Address Frank Keating, Parnell, Mich. 223

Stock Wanted—Will buy for cash stock of dry goods or general stock from \$3,000 to \$10,000 in hundred-mile limit of Southern Michigan, located in some town of from 2,000 to 5,000 inhabitants. Give lowest cash price. Address No. 228, care Michigan Tradesman. 228

For Sale—The New Walloon Hotel modern, with electric light plant and water works; sixty rooms; fine view of the Lake and near railroad station; good trade established; property located on the finest lake and the most popular summer resort in Northern Michigan; also a two-story building, 30x80, known as the Koneta, with bowling alley, soda fountain, show cases, etc., with barber shop complete; fine location; and farm of 240 acres, 100 acres improved; good buildings; located about six miles south of Petoskey; a fine stock farm. A. E. Hass, Walloon Lake, Mich. 213

W. A. Anning, New Method Salesman—I make a specialty of Closing-Out and Reduction sales that will turn your stock into cash and show a profit. Also rid your stock of all stickers. Wide-awake to every detail of the business. Every sale a success. Best references from merchants for whom I have conducted sales. Write to-day. Address Aurora, Illinois. 227

Wanted—Druggist with \$500 would like to purchase a stock. Will furnish security for balance. Address Z. C., care Michigan Tradesman. 224

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

Wanted—One good second-hand portable engine, six or eight horse power. Address John Besig, Star City, Mich. 198

For Rent—Established location for bazaar, general or dry goods store in a hustling 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—Self-retaining lace and portiere 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

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 DeKalb county, Ind. Exceptionally clean stock. A money-maker. Address No. 158, care Michigan Tradesman. 158

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. 148

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

Spring Opening Souvenirs—Unique, popular, inexpensive yet productive of big results. Send for particulars. W. B. 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. 206

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

Our Wines and Champagne—Are best, handsomest and cheapest. Want good experienced salesmen where not represented, salary or commission. Severne Wine Co., Himrod, N. Y. 195

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

For Sale—Davis three-station cash carrier in good condition. Will sell cheap. Address J. L. Curry, Marlette, Mich. 180

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 36x100, solid brick store, plate front, two stories, Brillion, Wis.; good opening for hardware or general store. A bargain. Address Wm. Tesch, Appleton, Wis. 202

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

For Sale—Thirteen acres patented mining 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

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

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. 258

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. 855

One trial will prove how quick and well we fill orders and how much money we can save you. Tradesman Company Printers, Grand Rapids.

## POSITIONS WANTED.

Wanted—Position as clerk in general store or grocery; small town preferred; have had eight years' experience and can furnish best of references. Address Box 120, Collins, Mich. 231

Salesman Wants Position—In a retail clothing store. Have had two years' experience. Can give references. Address Box 241, Pigeon, Mich. 211

Wanted—A position by a pharmacist who is registered and can furnish best of references. Address W. D. F., care Eagle Hotel, Grand Rapids, Mich. 208

Pharmacist, Registered, Wants Position—Experienced; good references. P. O. Box 411, Manton, Mich. 226

First-Class Traveling Salesman desires Position—Best references. Address J. H., care Michigan Tradesman. 225

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

## 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. 469

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

Wanted—Clerks of all kinds apply at once. Enclose self-addressed envelope and \$1. covering necessary expense. The Globe Employment & Agency Co., Cadillac, Mich. 216

Wanted—Clerk for general store. Give references and experience. Address Haak Lumber Co., Haakwood, Mich. 214

## 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 a 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., Hamcub, 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 Wabash ave., Chicago. (Reference, Dun's Mercantile Agency.) 872

## MISCELLANEOUS.

Merchants Wanting Experienced Clerks—Of all kinds apply to the Globe Employment & Agency Co., Cadillac, Mich. 217

Wanted—Meat cutter. Give references and experience. Address Haak Lumber Co., Haakwood, Mich. 215

Wanted—Young man to take care of soda fountain and work in drug store; permanent position to right person. Return's Drug Store, Kalamazoo, Mich. 212

## FOR SALE

Thorne typesetting machine in good order, with or without Cro-ker & Wheeler motor. Sell cheap for cash or on satisfactory terms.

TRADESMAN COMPANY  
Grand Rapids, Mich.