

MICHIGAN TRADESMAN

Twenty-First Year

GRAND RAPIDS, WEDNESDAY, MARCH 23, 1904

Number 1070

We Buy and Sell
Total Issues
of
State, County, City, School District,
Street Railway and Gas
BONDS
Correspondence Solicited.
NOBLE, MOSS & COMPANY
BANKERS
Union Trust Building, Detroit, Mich.

William Connor, Pres. Joseph S. Hoffman, 1st Vice-Pres.
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 and Summer Line for immediate
delivery is big and by far the greatest
line in the state for Children, Boys and
Men.

Commercial Credit Co.
CREDIT ADVICES
COLLECTIONS AND
LITIGATION
WIDCOMB BLDG. GRAND RAPIDS.
DETROIT OPERA HOUSE BLOCK, DETROIT.
WE FURNISH PROTECTION AGAINST
WORTHLESS ACCOUNTS
AND COLLECT ALL OTHERS

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.
O. R. McGRONR, Manager.

IF YOU HAVE MONEY

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

Martin V. Barker
Battle Creek, Michigan

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

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withdrawn from sale with the exception of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

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

IMPORTANT FEATURES.

- Page.
2. The Clerks' Union.
3. Practical Results.
4. Around the State.
5. Grand Rapids Gossip.
6. Window Trimming.
8. Editorial.
10. High School Extension.
12. Butter and Eggs.
13. Fodder Cheese.
14. Dry Goods.
16. Clothing.
18. How to Attract Trade.
20. Hardware.
24. Woman's World.
26. "You Can't Fool Me."
28. Little Black Phil.
30. Shoes.
34. The Love of Nature.
35. Trading Stamps.
36. Modern Methods.
37. Hardware Price Current.
38. New York Market.
40. Commercial Travelers.
42. Drugs—Chemicals.
43. Drug Price Current.
44. Grocery Price Current.
46. Special Price Current.

GENERAL TRADE REVIEW.

That the general level of stock
market prices is very close to bed
rock has become evident from the
slight effect of incidents which ordi-
narily would have caused decided
flurries. Thus the Northern Securi-
ties decision passes not only without
reaction, but with a marked advance
in most leading securities. Then the
failure of the leader in the long-con-
tinued cotton speculation, while nec-
essarily attended by a slight flurry
on account of the magnitude of the
interests involved, is almost immedi-
ately followed by a resumption of
the upward movement.

Comparisons of railway earnings
and other indexes of trade volume,
while less than the high tide of last
year, are favorable as compared with
all other years. It is remarkable that
there should be so little adverse ef-
fect on actual business in view of so
great a shrinkage in stock values.
All other reactions in history have
been attended by a corresponding de-
cline in prices of commodities and
the closing of a vast number of in-
dustries. Certainly the business of
the country has reason for congrat-
ulation that public confidence has be-
come educated to continue work in
the face of any speculative reactions.

That the advance in cotton is not
entirely owing to a corner is evidenc-
ed by the fact that prices remain,
after the reaction, at what would
seem an abnormal height. Manufac-
turers still complain that they can
not consider business for the future
on the present high level. Other in-
dustries are generally favorable, bar-
ring a few which are affected by the
lateness and severity of the long
winter.

Preparations for the season's work
in building are on a gigantic scale,
although in many localities retarded
by severe weather. Iron and steel
industries are showing a stronger ac-
tivity than for a long time, contracts

being placed liberally at what is gen-
erally considered a high level of
prices. Footwear shipments from the
East are about as last year but with
less future business in sight.

The Russians are almost childish in
their sensitiveness respecting the
American attitude toward them. They
have seized upon every utterance in
any way unfriendly to argue that we
intend to support the cause of Japan.
President Roosevelt's last proclama-
tion on the observance of neutrality
appears to have reassured them to a
considerable degree. The Russians
should take a lesson from the Japan-
ese, who, besides Russia, have France
and possibly Germany to fear and
yet make no complaint because of
the attitude of those countries. The
Japanese seem to make sure they are
right and then to go ahead.

The Tradesman has always con-
tended that two non-union men will
do as much work as three union men,
and this statement finds practical
confirmation in the experience of the
Kellogg Switch Board Co., of Chi-
cago, which replaced 650 striking
union slaves with 550 non-union
workmen, who are already producing
25 per cent. more output than the
650 slaves of the walking delegate
and give evidence of increasing the
output still further as soon as the
independent workmen become thor-
oughly familiar with their new du-
ties.

What is to become of Magellan's
Straits, the huge mountains and the
many land locked harbors of Terra
del Fuego, when the Panama Canal
is completed? And those old-time
British possessions, the Falkland
Islands, the Patagonian giants, the
Scotch sheep herders of South Ar-
gentine, the long narrow coast re-
public of Chile and all, how will
they be benefited? There is much
more to that Senate vote of 66 to 14
on February 23, 1904, than the use
and control of a ten-mile canal zone
in Panama.

Tomorrow the directors of the
Michigan State Agricultural Society
are to assemble at the Kalamazoo
Asylum for Insane People to decide
as to which city offers the larger
bonus for this year's fair. The or-
ganization, the place of meeting and
the purpose are seemingly in perfect
harmony.

Cardinal Gibbons was a visitor in
the United States Senate chamber
the other day. "What are they talk-
ing about?" he asked. "Oh," said the
doorkeeper, "it doesn't matter. They
have to talk just so much every day."

Always take the part of your fel-
low creatures—for your own share
of the world's wealth is a bagatelle.

THE WAR NEWS.

Every day brings more or less,
generally less, war news from the
East. During the last week compar-
atively little of importance that is
absolutely reliable has been trans-
mitted. The dearth of news is not
due of course to a lack of it in Ja-
pan, Manchuria or Korea, but due
to an especially stringent censorship
which cuts off the possibility of send-
ing much which the correspondents
would like to give their papers if only
they had the chance. Few newspaper
readers appreciate the cost of these
cabled dispatches from the Far East.
These messages cost on an average
a dollar a word. The Associated
Press handles all through its New
York office, and they are sent out
to all the newspapers in the country.
Of course each dispatch is as good
to each paper as if it were the only
journal receiving it, and for that mat-
ter as good to the readers as if each
individual paper bought for two
cents were the only one published.
What it costs to get and cable war
news is a big item which few people
fully appreciate.

During the war between the Unit-
ed States and Spain the Associated
Press and some of the great metro-
politan dailies had their own sea-go-
ing boats, with reporters on board,
directed to spare no expense, but to
get the news at whatever cost. Im-
mense sums of money were expend-
ed by American newspapers to get
the news even during our short war
with Spain. The difficulties in the
East are many times greater and
more serious. Telegraph offices are
few and far between and there are
not many wires available even when
no war is raging. Some people have
the idea that a conflict like that be-
tween the United States and Spain,
or like that between Japan and Rus-
sia, is a great boom for the newspa-
pers and a time for them to make
money rapidly and easily. Times
when important news is obtainable
see a somewhat larger circulation, but
receipts therefrom are not a tithe
of the additional expense. It would
be necessary to sell fifty papers at
two cents each to pay for a single
word from Japan, and when a thou-
sand of them frequently come in a
single day from the East it is easy
to calculate that extra sales do not
approach compensation for the out-
lay.

It is represented in Paris that
neither Japan nor Russia wants me-
diation during or after the war. Each
wants to dictate the terms of peace
without consideration of the wishes
or interests of other nations. In
other words, Japan and Russia are
playing a game for big stakes and the
victor wants to take everything in
sight when the game ends.

THE CLERKS' UNION.

Changed Good Feeling to Hatred and Strife.

Of all the lazy, good-for-nothing mischief-makers that the good Lord allows to encumber the earth, I think the professional labor agitator is the worst.

I never did have any use for the fellow who fattens off the quarrels of his fellow-creatures.

One day about two weeks ago I was standing in the store of a grocer in one of the smallest cities in Ohio.

I was talking with the proprietor at the time. He is one of the nicest fellows I know—as square and honest with his employees, I believe, as any man living.

A clerk came up and, although he saw we were talking, he broke in without the slightest apology and brusquely asked the grocer whether he had made up his mind some "conference meeting" could be held "next Monday" or not.

The grocer answered that he had not seen the other members of the Committee yet and could not say.

"Better 'tend to it," said the clerk, with a strong flavor of insolence in his tone. "You haven't got much time."

The fellow's manner was so totally different from the usual attitude prevailing between employer and employee that I imagine I looked surprised.

I have a very expressive countenance I am told.

"What do you think of that?" asked the grocer, with his lips set in a straight line.

"I don't know what to think of it," I said. "I don't remember ever having heard a clerk address his employer in just that way before."

And then the grocer told me all about it and I am going to tell his story in my own words.

The insolence of the clerk came from the fact that there was a clerks' union in the place and it had the grocers where the hair was short.

About six months before that one of the grocery clerks of the city read somewhere that the clerks of other places had organized unions and had squeezed a lot of concessions out of the grocers. He had a cousin who was employed by the American Federation of Labor as an organizer or an agitator or something. The clerk wrote the cousin, asking whether there was any reason why the clerks could not organize, and if there was any reason, how to go ahead.

The cousin replied that by all means there ought to be a clerks' union there and offered to come down and start the thing going—for a cash consideration. His headquarters, I believe, were in Chicago.

Well, he came well prepared to stir up unrest and strife between the clerks of that city and their employers. The clerk who had originated the idea had seen all the other clerks and when the evening came the labor agitator found practically all of them gathered in the hall.

He made the usual frothy speech that labor troublers make—based on

the "oppression" of the employer and all that, asserting that no employee ever got what was coming to him unless he joined with his fellows and demanded it.

The fellow had gotten next to the local conditions and he told the poor clerks who sat with their mouths open drinking in his guff like fish that they ought to demand early closing, a half holiday during the summer, higher wages and a lot of other things.

After he had unloaded several yards of senseless gabble he organized the meeting into clerks' union number something or other and drew up a platform that they were to stand on.

Then he left town, unfortunately without being tarred and feathered.

In a few days a committee from the union sent a communication to the local grocers' association—there was a good strong one in the place—demanding that the stores be closed at 6 o'clock four nights and at 9 o'clock Friday and Saturday; demanding that the stores be closed at 1 o'clock on Wednesday afternoons from May 1 to October 1 and proposing a scale of union wages based solely on the length of time the clerks had been with their employers. This would have meant a raise for every man of from \$1 to \$3 per week.

The grocers were not entirely unprepared and they took a stiff stand. Every one of the clerks' demands was refused. The clerks then served notice that if they were not agreed to by a certain time every member of the union would quit.

At first the grocers thought they would hold firm, but it is a serious matter to replace a tried clerk, let alone to replace your whole staff. So at the last minute they weakened and gave in, simply because they had to. You can not go out even in a large city and get new clerks—good ones, I mean—at a minute's notice, and the grocer who trusted his business to a staff like that would be in hot water from the very beginning.

Naturally, this didn't improve the relations between the clerks and the grocers. There grew up a coolness, as there was bound to. The grocers thought the clerks had gouged them and they showed it. The clerks resented this attitude, as they thought they were entitled to everything they got.

And so the employer and the employee, instead of living together in peace and harmony and working for the common good, are in their hearts at daggers drawn, although working side by side behind the same counters.

And all because that worthless dog of a cousin came on from Chicago to stick his rummy old nose into what was none of his business!

The friction shows itself in many ways. The clerks no longer work because of ambition. They know their jobs are sure, because if one was discharged the whole gang would go out, after the affectionate manner of labor unions, and this has made their positions no longer dependent on their ability to fill them. There is no longer any need to work

well to make more money, either, because the union scale of wages insures a clerk a raise every year, whether he is worth it or not.

In other words, the organization of these clerks has insured to them, if the thing holds together, all the benefits which usually come and should only come from hard work and personal merit.

Which is a false standard, and don't you forget it!

I know a lot of you will say that the grocer is a fool to stand it, and that as long as you run a store you are going to be master of it and a lot of other pretty things.

He can not help but stand it. Put yourself in his position. Suppose you have three clerks. They have all been with you for some time and have gotten accustomed to both you and your business.

In short, they are good men as clerks go.

Suppose they all went out on strike at half a day's notice—what would you do? "Get others?" Yes, you could do that. You could advertise in the morning paper and maybe have twenty-five applicants there by 8 o'clock. The most of them would have had no grocery experience; they would be waifs of the street—the professional unemployed in search of anything to turn a penny.

Like to hire three such people, would you? Like to trust your customers to them? Like to give them your confidence?

If you would, you have more nerve than I would have.

The chance is that you and I would give in, just as the grocers of this little Ohio city gave in—because there would be nothing else to do.

I believe in the right of all laboring men to organize for their own benefit and to make demand on the employers for everything they are reasonably entitled to, but they ought to ask and suggest—not demand. They ought to discuss the matter as friends and neighbors—not write an ultimatum in blood and deliver it to their employers on the point of a sword.

And above all, they ought not to take a cheap outside labor shark into matters that concern only themselves. For the labor agitator is never happy and content unless he has changed friends into foes and arrayed the employee against the employer. He never wants to see difficulties smoothed over peaceably.—Stroller in Grocery World.

A political reformer in his first run of righteous sap is a fellow who feels that he has to do something quick to save himself from ingrowing patriotism.

Want to Sell Your Store



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

Established 1881.
Frank P. Cleveland, Real Estate Expert,
1256 Adams Express Building. Chicago, Ill.

We are
Distributing Agents for
Northwestern Michigan of



John W. Masury & Son's

Railroad Colors

Liquid Paints

Varnishes

Colors in Oil and in Japan

Also Jobbers of Painters' Supplies, etc.

We solicit your patronage, assuring you
prompt attention and quick shipments.

Harvey & Seymour Co.

Successor to

C. L. Harvey & Co.

Grand Rapids, Mich.

PRACTICAL RESULTS

To Be Accomplished by Civic Improvement Confederation.
Written for the Tradesman.

With the coming of the spring the spirit of the good housekeeper is asserting itself. Time was when it confined itself indoors; but that time is past. Not only must the house and the yards, both front and back, have an overhauling but the street, or, as a disgusted landholder has explosively declared, "all outdoors has to have a spring cleaning!"

From Maine to the Golden Gate there is howling against the telegraph pole. Every town in the same stretch of territory is waging war against the hideous billboard. The finger of condemnation is pointed at whatever obstructs the sidewalk. The business man and the householder are no longer permitted to sweep their refuse into the streets. The guileless teamster is forbidden to distribute his loads over the streets, paver or unpaved, and—what is most abhorrent to the free-born inhabitant of this freedom-loving Republic—expectoration and similar filthiness have been stopped by ordinance. The whole Nation, as it were, has come under the unwritten law of spring cleaning and is expected to submit kindly and enthusiastically to all requirements.

Theoretically there never has been any question as to the soundness of this yearly cleaning-up, whether it pertains to the homestead or to the nation. Cleanliness is next to godliness in house and back yard and alley irrespective of locality and the single purpose of the Confederation is that the Nation as a whole shall in time become a type in attractiveness that many a community has already become in all that pertains to comeliness in the widest sense of the term.

At one time it was the popular thought that it was the village only that needed the improvement. There was where the back yard needed attention. There was where trees were to be set out and taken care of, unsightly mudholes to be filled up, gutters made that would drain, fences and front gates looked after, vines and shrubs and flowers planted to produce the best effects and the whole village, from blacksmith's shop to meeting house, made so charming that outsiders seeking a home, transient or permanent, would come and tarry a while or settle for the sake of the higher village life which had made itself manifest in the beautiful surroundings.

It did not take long for the idea to expand. These columns, not so many moons ago, took note of the transformations made in back yards and alleys given up to the ash barrel and the tin can. Eyesores were made into beauty spots, the worse than desert was made to blossom as the rose and, what was more to the purpose, the life that was dwarfed and had dwindled there was brightened and uplifted and made worth the living. In a word, in theory and in practice the village improvement idea was found available everywhere and the Civic Improvement Confed-

eration—the same thought with a wider application—is the result.

The Tradesman, with all its old-time earnestness, wishes the Confederation Godspeed. Baltimore, rising sphinx-like from the ashes, has already taught the country what must be done with the telegraph poles. The safest place—and so the only one for them—is underground. They darken the streets, they are not pleasing objects to look at and, strung as they are now with "live" wires, they are a menace to whomever they come in contact with. The war against the billboard still goes merrily on. The idea that the columns of the newspaper are the best place to advertise is assuming goodly proportions. The plea that these boards are so many art galleries—and so uplifters of art—is as groundless as it is absurd. The claim that the sidewalk belongs to the merchant, who can at his own sweet will obstruct it to the detriment of the public, has been pronounced untenable. The selfish property holder no longer views with complacency the quagmire and patched-up hole in street and sidewalk and impudently asks a long-suffering public what it is going to do about it. The earthcan now at the street corner for papers and refuse, backed by an ordinance that means what it says, is encouraging and the world wonders when the tobacco-user now steps to the curb to perform his compulsory and disgusting duty. Truly the world, the plodding, prosy, work-a-day world, is improving and the Civic Confederation, with a promising future, is to be congratulated upon what it has so far accomplished.

It is submitted, however, that the village and the city do not include all the territory that the Confederation hopes to cover. There is the country to be looked after; and they who live there and know what the word means need not be told that there, after all, is the place for the best work to be done and for the accomplishment of the farthest-reaching results. There nature delights to carry out her matchless ideas of landscape gardening for there only has she the real landscape to deal with. Mountain and plain are alike to her and with either she is sure to produce the best results and there alone, when the country comes to it, will that same country be made to unfold its choicest charms. He who walks from Warwick to Kenilworth when the English sunshine lies sprawling upon the English meadows understands, as nobody else can, what the culture of centuries has done for that "dearest spot on earth." Interlaken lies like a gem between the lakes that have named it, but a three-mile morning walk towards the Jungfrau tells the same delightful story that some day is going to be told about our America: that the wildest outdoor life offers the greatest attraction where art has intelligently adapted itself to nature and where the wilderness of the one, in pleasing contrast to the other, has brought out with delightful effect the best in both. Lake Como without its palaces is of little spectacular account; with them it is one of earth's beauty spots.

The Civic Confederation wants to have the humblest home in America beautiful in itself, and still more beautiful when it is looked at as a part of the landscape; and this great result is surer of attainment when the home and its surroundings are found at their best. It is a consummation devoutly to be wished. May the realizing of the ideal be not too long postponed.

R. M. Streeter.

No Time to Discuss It.

Customer—My husband says cattle are much cheaper now than they used to be. Why do we still have to pay such high prices for steak?

Man at the Meat Market—That is a question for the academicians, ma'am. How many pounds this morning?

Saves Oil, Time, Labor, Money
By using a
Bowser Self Measuring Oil Outfit
Full particulars free.
Ask for Catalogue "M"
S. F. Bowser & Co. Ft. Wayne, Ind.

AUTOMOBILE BARGAINS

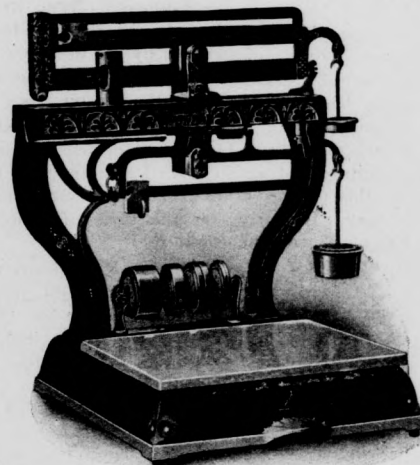
1903 Winton 20 H. P. touring car, 1903 Waterless Knox, 1902 Winton phaeton, two Oldsmobiles, second hand electric runabout, 1903 U. S. Long Distance with top, refinished White steam carriage with top, Toledo steam carriage, four passenger, dos-a-dos, two steam runabouts, all in good running order. Prices from \$200 up.
ADAMS & HART, 12 W. Bridge St., Grand Rapids

ELECTROTYPES
DUPLICATES OF
ENGRAVINGS & TYPE FORMS
SINGLY OR IN
TRADESMAN CO. GRAND RAPIDS, MICH.

\$39.00

Invested in one of our

Perfect Standard Computing Scales



Will bring better returns than any other purchase you can make. Saves its own cost in six months. Save the large commissions paid to agents by ordering of your jobber. Full particulars will be given if you send us your address and name of your jobber.

Standard Computing Scale Company, Ltd.
Manufacturers of Computing and Quick Balance Weighing Scales
Detroit, Michigan

Voigt's Crescent

"BEST BY TEST."

"The Flour Everybody Likes."

Very modestly submits all questions of superiority, popularity, individual preferment, etc., to the mature judgment and unbiased opinion of a conscientious and discriminating public.

THERE CAN BE BUT ONE DECISION.

VOIGT MILLING CO.

Grand Rapids, Michigan

AROUND THE STATE

Movements of Merchants.

Perry—D. A. Jackson has sold his grocery stock to Wm. McDivit.

Lowell—A. L. Weyrick has opened a meat market at this place.

Berrien Springs—R. C. Bell, meat dealer, has sold out to John Doyle.

Gaylord—Peter Laturzek has sold his grocery stock to Standley Kwapis.

Eureka—Martin & Green have sold their general stock to E. J. Rininger.

Alpena—D. Desjardins & Son have purchased the meat market of Otto Kannooski.

Owosso—Clarence A. Fox has sold his stock of boots and shoes to Rolla L. Chase.

Jackson—The suit and cloak house of the Faulkner & Porter Co. has become bankrupt.

Lansing—Dr. Henry A. Dowley succeeds C. M. W. Blakeslee & Co. in the drug business.

Cedar Springs—Elliot Stone & Son have sold their meat market to Ira H. Peck and Fred Weaver.

Jackson—Wm. M. Shad has purchased the grocery stock of Hiram C. Eddy at 213 Francis street.

Ironwood—Jos. Niezworski, dealer in general merchandise, has filed a voluntary petition in bankruptcy.

Riverside—John Wood, of Jackson, has engaged in the furniture and undertaking business at this place.

Ludington—D. C. Gay, formerly with Starr & Son, has purchased the cigar and newspaper stock of A. W. Hamel.

Bendon—M. M. Deake, of Newaygo, has purchased the general merchandise stock and store building of M. L. Gleason.

South Haven—R. R. Thompson continues the furniture and carpet business formerly conducted by T. E. Thompson.

Entrican—The Arthur J. Steere general stock has been sold to H. W. Smith, formerly engaged in general trade at Bowne.

Detroit—Rasch & Kiesling, merchant tailors, have dissolved partnership. The business is continued by Edwin A. Rasch.

Flint—The store building and grocery stock of John Hopcroft, on Cornelia street, have been purchased by Jacob Emmer.

Eureka—Green & Wright have engaged in general trade, having purchased the general merchandise stock of Chas. J. Dennis.

Middleville—The Ferguson drug stock has been divided between F. E. Heath, of this place, and Fred L. Heath, of Hastings.

Howell—L. W. Hovey has sold his bakery business to Miers Bros., of Ovid. The business will be continued at the old stand.

Vermontville—C. W. Moore has sold his stock of groceries to J. H. Sackett, of Grand Rapids, a former Vermontville resident.

West Bay City—Gilkey & Johnson, grocers, have dissolved partnership, Prescott B. Gilkey continuing the business in his own name.

McBain—Samuel Ardis has purchased an interest in the general stock of Ardis Bros. and will hereafter manage the store here.

Howell—J. P. Dillon has purchased the Candy Kitchen of Mrs. I. W. Moncrief and will conduct the business in the Hopper building.

Pontiac—J. L. Marcero & Co., wholesale and retail dealers in cigars, have increased their capital stock from \$10,000 to \$20,000.

Greenville—Madsen & Christensen, dealers in groceries and crockery, have dissolved partnership. The business is continued by Nelson P. Madsen.

Grand Ledge—John Hunter, of Eagle, has purchased an interest in the meat market of Benton & Van Horn, the style now being VanHorn & Hunter.

Hamilton—Borgman & Hellenenthal, general merchandise dealers, have dissolved partnership. The business is continued under the style of Hellenenthal Bros.

Marshall—Dr. O. E. Pratt, of Ypsilanti, has purchased the drug stock and fixtures of J. Hindenach & Co. and will continue the business at the same location.

Middleville—Wm. Brightrall & Co. have leased the store building now occupied by the millinery stock of Mrs. Hendrick and will open a dry goods stock therein on April 1.

Mason—Archie Marshall, of White Oak, has formed a copartnership with E. A. Densmore, of this place, to engage in the hardware business under the style of Densmore & Marshall.

Altona—R. E. Fowler has purchased the A. E. Gill stock of general merchandise. He has thoroughly renovated the store building and will continue the business at the same stand.

Grand Ledge—Ralph Love, of this city, and Frank Lewis, of Grand Rapids, are negotiating for the Taber & Co. jewelry stock and expect to put in a stock of wall paper, paint and similar goods.

Port Huron—John B. Petit and sons, Earl and Kenneth, have organized the Port Huron Plaster Co. and will manufacture a wood fibre plaster. It is expected that operations will begin April 1.

Hillsdale—C. H. Sayles has sold his interest in the grocery business of Sayles & Vandeburg to Fred Wells, of Battle Creek. The business will be continued under the style of Vandeburg & Wells.

Bay City—Julius Kramer succeeds J. M. Huellmantel in the merchant tailoring business at 215 East Front street. Mr. Huellmantel has been engaged in business in this city for the past twenty years and has now retired from trade.

Detroit—The James Roach Co. decorator and furnisher, has been organized to take over the business of James Roach. The capital stock is \$50,000, of which \$30,000 in common stock has been paid in, representing the value of the former business, and \$20,000 in preferred stock. The stockholders are James Roach, F. B. Dickerson, S. O. Johnson, R. A. Hawkins and James Roach, Jr.

Grand Ledge—Fred Chappell has purchased a half interest in the drug and grocery stock of Geo. W. Campbell & Son and the business will hereafter be conducted under the style of Campbell & Chappell.

Alpena—W. F. Kavanaugh, who recently engaged in the fish business at this place, has sold his interests to J. Kavanaugh and Geo. Hassett, who will continue the business under the style of Kavanaugh, Hassett & Co.

Ithaca—Frank Waters and George Beek have formed a copartnership and will buy butter, eggs and poultry at the old F. W. Brown stand. Both gentlemen were with Mr. Brown for several years before he removed to Detroit.

Ionia—T. A. Carten, dry goods dealer at this place, has purchased the dry goods stock and fixtures recently sold by A. J. Palmer under a mortgage given for the benefit of his creditors. The goods will be removed to this place.

Shelby—F. M. Meyers has purchased the interest of N. Phillips in the mercantile business which they have conducted in partnership for several years. Mr. Phillips is contemplating a change of climate in the hope of an improvement in his health.

St. Johns—H. A. Sage is contemplating the erection of a brick store building on his property on Clinton avenue. The building will be fitted with all the latest improvements for a first-class meat market and, upon its completion about May 1, will be occupied by Webb & Son.

Monroe—The Monroe Hardware Co. has been organized with a capital stock of \$20,000 to engage in the hardware, willow ware, harness, buggy and machinery business. The stock is held in equal amounts by A. Baur, H. K. Eichbauer, G. G. Guettler, J. H. Heiss and A. H. Goebel.

Detroit—W. R. Hees has organized the Hees-McFarlane Co. to deal in window shades, rollers, hardware and sundries, operations to be carried on in Chicago and business office to be located in Detroit. The capital stock is \$250,000, which is all held by Mr. Hees with the exception of two shares.

Lansing—Smith G. Young has taken the management of the Lansing Cold Storage Co., which is a sufficient guaranty that the business undertaken by the company will be conducted in a satisfactory manner. Mr. Young will not relinquish his hay business, which has grown to large proportions under his careful scrutiny and efficient management.

Detroit—John J. Dodds, the well known druggist, died March 12 at his home, 63 Davenport street, as the result of an acute attack of stomach trouble. He was taken seriously ill at his office in the Farrand, Williams & Clark plant, where he was employed about a week before he died, and was conveyed to his home. His system had been weakened by frequent attacks, extending over many years, and he sank rapidly. Mr. Dodds was 58 years old and was born in Scotland. He came to Detroit at the age of 15 and spent the remainder of his life here. He was a partner of Col.

F. W. Swift, when the latter was in the drug jobbing business on Woodward avenue several years ago. Later he conducted a drug business on Shelby street near Larned, under the firm name of John J. Dodds & Co. In 1890 his business was purchased by Farrand, Williams & Clark and Mr. Dodds was placed at the head of that firm's pricing department for the country trade, which position he held up to the time of his death.

Manufacturing Matters.

Detroit—The Sheet Metal Specialty Co. has decreased its capital stock from \$30,000 to \$15,000.

Holland—C. J. DeRoo has tendered his resignation as manager of the Walsh-DeRoo Milling & Cereal Co.

Lansing—The capital stock of the Hammell Cracker Co., Limited, has been increased from \$52,000 to \$75,000.

Detroit—The Williams Bros. Co., pickler and preserver, has increased its capital stock from \$250,000 to \$500,000.

Detroit—The Detroit Timber & Lumber Co. has filed a certificate for an increase of capital stock from \$140,000 to \$500,000.

Marshall—The Malt Wheat Biscuit Co., Limited, has been reorganized and the style changed to the Lambert Food & Machine Co.

Detroit—The creditors of the Manna Cereal Co. have appointed Ira L. Wood trustee, and given him two weeks to sell the property.

Grand Haven—Kilbourne & Kilbourne continue the manufacture of tubs and hollow ware, formerly conducted by Kilbourne Silas & Co.

Detroit—The Detroit Canara Paint Co. has changed its name to the Loranger & Murray Paint Co. J. E. Loranger is President of the company and William D. Murray Secretary.

Port Huron—Rathfon, Scent & Co. have organized to engage in the lumber and timber business, with business office at this place and operations to be carried on at Barboursville, Ky. The authorized capital stock is \$25,000, owned by C. F. Rathfon, Port Huron, 1,400 shares; F. W. Scent, Barboursville, Ky., 1,000 shares, and C. J. Rathfon, Port Huron, 100 shares.

Menominee—The Prescott Co., manufacturer of iron and steel machinery, has incorporated its business under the same style. The authorized capital stock is \$150,000, held as follows: D. Clint Prescott, Chicago, Ill., 8,850 shares; L. L. Prescott, Marinette, Wis., 2,050 shares; S. R. Prescott, Marinette, Wis., 2,050 shares, and E. L. Prescott, New Orleans, La., 2,050 shares.

Commercial Credit Co., Ltd.

Widdicombe 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.



S. Orwant & Son have removed their butter and egg business from 101 Third street to 465 Ottawa street.

J. J. Matteson, who sold his stock at Sitka last October, recently purchased the general merchandise stock of G. Eanerson, at Diamond Loch, and has now added a line of shoes, which he purchased of the Herold-Bertsch Shoe Co.

W. A. Clarke & Son will engage in the boot and shoe, grocery and bazaar business at Sparta about April 1. The Lemon & Wheeler Company has the order for the grocery stock and Straub Bros. & Amiotte have the confectionery order. The shoe order has not yet been placed.

The J. G. Alexander Manufacturing Co., manufacturer of draughting tables, has sold out to Fritz & Goedel, manufacturers of chocolate coolers, ice cream coolers, etc., at the corner of First and Alabama streets, who will continue the business at their own location. Mr. Alexander will devote his entire attention to his real estate business.

The Grand Rapids Meat Dealers' Association will hold its annual banquet at the Livingston Hotel on Thursday evening, April 7. The programme includes instrumental music by an orchestra, vocal music by a quartette and an address by Thos. H. Scofield, Secretary of the Master Butchers of America. Invitations will be sent to the leading meat dealers in the other cities of the State, with the intention of making the banquet one of the most pretentious affairs of the kind ever held in Michigan.

The Produce Market.

Apples—Fancy, \$3.50@4; common, \$2.50@3.
Bananas—\$1.25 for small bunches and \$1.75 for extra jumbos.
Bermuda Onions—\$2.75 per crate.
Butter—Factory creamery is steady at 24c for choice and 25c for fancy. Receipts of dairy grades are spasmodic. Local dealers hold the price at 12 c for packing stock, 15c for choice and 18c for fancy. Renovated is steady at 17@18c.
Cabbage—Scarce at 4c per lb.
Beets—50c per bu.
Celery—25c for home grown; 75c for California.
Cocoanuts—\$3.50@3.75 per sack.
Cranberries—Cape Cod and Jerseys are steady at \$7 per bbl. and \$2.50 per bu.
Eggs—The slump predicted by the Tradesman last week has taken place, jobbers having dropped their buying price to 14@14½c and their selling price to 15c.
Game—Live pigeons, 75c@\$1 per doz. Drawn rabbits, \$1@1.50 per doz.
Grape Fruit—\$3.50 per box of 60 to 80 assorted.
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@3.25 per box.

Lettuce—Hot house leaf stock fetches 15c per lb.

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

Onions—\$1@1.25 per bu., according to quality.

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

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

Pieplant—10c per lb. for hot house.

Pineapples—Floridas fetch \$4.50 per crate for 30s.

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

Potatoes—The local selling price is \$1 per bu. Country buyers are paying 60@80c, but the Tradesman predicts that the price will go to \$1 per bu. before the end of April, on account of the condition of outside markets and the large amount of stock frozen in the pits.

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—25c per doz. for hot house.

Spanish Onions—\$1.75 per crate.

Strawberries—Florida, 40@45c per quart.

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

Tomatoes—\$3 per 6 basket crate.

Hides, Pelts, Tallow and Wool.

There is little change from day to day in the hide market. Stocks are not large and country receipts are light. Dealers find it hard work to replace stocks at any price that will afford them a margin. Tanners are not free buyers, holding off for concessions in cost. Prices hold firm and occasionally the asking price is obtained, but the tendency is downward.

Sheep pelts are scarce and prices are well up. The demand is good.

Tallow prices continue to sag, with little doing. Buyers have their own way, while stocks are increasing. Greases are dull from light demand.

Wools are selling well at Eastern markets, but are not relatively higher. Local buyers have started prices on early clips at the top. Agitation of the tariff, Eastern wars and presidential year make Eastern dealers timid about entering the market at prices named by locals.

Wm. T. Hess.

Waldron, Alderton & Melze, the Saginaw shoe jobbers, have secured the State agency for the Lycoming and Keystone rubbers, which they will handle in connection with the Woonsocket and Rhode Island brands. This addition to their line has necessitated their securing a warehouse, which they will maintain in connection with their jobbing house.

A salesman should remember that his house pays something for its goods, and that it is a pretty close proposition to make adequate profits even under the best conditions.

The Grocery Market.

Tea—The market will probably tend upward for some time to come. The war complications up to the present time have had the effect of advancing the general line from 2 to 5c per pound. This advance has not been felt to that extent in all cases, since jobbers have simply sold a poorer quality at the same price. The entire East is disturbed by the war, and a hardening market is certain as long as the conflict lasts.

Coffee—The speculative market this week so far has been a fairly steady one and at occasional advances. In the spot goods there has been little change. The increase in the receipts of coffees other than Rio and Santos has been a factor that the bears have made the most of. These are larger by several hundred thousand bags than for the best previous year. Locally, there is little change in the coffee situation. The trade, as noted before, is fairly well loaded up on coffee and all the buying that is done is for immediate requirements, in view of the antics of the market within the past month.

Canned Goods—Salmon is rapidly acquiring a place of chief interest at the front of the market on account of several things. One of these is the persistent reports that Russians and Japs are buying large quantities of low grade goods on the coast for the use of their armies. This is reported to have cleaned up pretty well these varieties. With the season of the heaviest demand approaching and stocks very light it is easy to see that there will be something doing in this line before a great while. Tomatoes are looking up a little but there are undoubtedly plenty of them—such as they are—to last until the new crop is on the market. Corn is in good demand and brokers are selling some stock that evidently has been held out for this purpose. California advices say of fruits: Business would probably be very good in this line were it not for the fact that lines are so broken and goods not to be had in many instances. Apricots, peaches and pears are about cleaned up, small fruits, cherries, grapes and blackberries being in more plentiful supply at present than other kinds.

Dried Fruits—The demand for prunes is good and as soon as the spot stock is exhausted and local buyers have to go to the coast, the market will probably be higher. Peaches are in about the same position, being still below the coast parity. There are some signs of hardening, however, and the market will likely advance as soon as spot stocks are exhausted. Currants are dull and unchanged. Seeded raisins are in fair demand at unchanged prices. Loose raisins are in better shape than for some time, the secondary markets having advanced about ½c from the recent very low point. The cause is the fact that prices in secondary markets have been so low that no stock has come from the coast, and the market has had to feed entirely on spot supplies. These have now become depleted and the ensuing advance is entirely natural. Even at the advance the price is below the

coast parity. Apricots are in fair demand at ruling prices.

Rice—Dan Talmage's Sons say: "With good demand locally and from nearby points, market rules steady to firm. Assortments are in fairly good shape with no overplus of medium grades, which are in larger request and constantly sold to arrive. Advices from the south note continuance of quiet conditions on the Atlantic coast. At New Orleans a good demand prevails, the sales of the week being the largest (with two exceptions) of any like period since the opening of the crop. The untoward weather at the north had its effect on the movement, which, but for this, would no doubt have been the record breaker for the past decade."

Syrups and Molasses—Compound syrup is unchanged and quiet. The market, however, is firm. There has been considerable inquiry during the week for sugar syrup, particularly for the cheaper grades, which are extremely scarce. The sugar market is high and firm. Molasses is unchanged, but firm. The demand is light. Present prospects point to a higher market next fall for fine molasses.

Fish—The cause of the present depression in mackerel, which has lasted through Lent, has been the large supply of Irish mackerel, which has depressed the market for all grades. The demand for mackerel is merely ordinary. Cod, hake and haddock are unchanged. There is very little cod being offered from first hands, and the price is firmly maintained on the high ruling basis. Though, as stated last week, some new haddock is offered, no interest is being taken in it, as the price of 6¼@7c is almost prohibitive. Sardines are unchanged and quiet. It looks now as if the advance in spot sardines which was expected to occur before the new packing season begun, by reason of the low spot stocks, might not come, since the season is opening so late that new goods will be on the market before the spring demand will be fairly open. Salmon is unchanged, but the demand from Japan is hardening the market. Lake fish is firm and unchanged.

State Chemist Walker, of Nebraska, after spending several weeks in analyzing tomato catsup and strawberry jam, states that only one brand of catsup was found which was made from tomatoes and was not artificially colored. Pumpkin was found to form the basis of all the others, and the coloring is attained by means of coal tar dyes. Alleged strawberry jam in a number of cases he found was made chiefly from pumpkin, colored with coal tar dyes and containing a preservative in the form of benzoic. Timothy seed was also found to be an ingredient in some cases.

One peculiarity of the sleeping sickness, which is causing such havoc among the natives of Uganda, is that for a year or longer the victim may seem perfectly well, and often the disease makes itself first known by undue signs of exaltation on the part of the patient, who, instead of sleeping, is very much awake.



Saint Patrick's Day as Celebrated by Local Stores.

Last Thursday the show window that didn't have a bit of green somewhere in its makeup to remind one of "the ould sod" was a deal unpopular.

Dettenhaler had his fresh vegetables of the good old spring time to draw on to make his east window attractive to the sons of Erin and he utilized them to telling—perhaps one might say talking—advantage. The crisp leaf lettuce was dotted here and there with tiny bunches of little round red radishes which lent their appetizing plumpness to form a most pleasing contrast. The strawberries are getting more and more luscious—in appearance—but the price appeals only to the pocketbook of the luxurious liver.

In Treusch Bros.' pipe display "Monty's" only catering to the popular sentiment was exhibited in the tubing of his Turkish pipes, mentioned in last week's issue of the Tradesman.

Some of the window dressers had made only the floors or backgrounds—or both—of the space at their disposal display the Oirish color, and among those illustrating this idea were windows of Leonard Benjamins, the Douglas Shoe Co. and Miss Rachel Brennan. Miss Brennan's one window is always characterized by extreme neatness, as are also the samples of the millinery art which she places therein. This little lady never makes the very common error of overcrowding her exhibits, often not more than four or five hats being displayed. The high full large-meshed curtain of cream colored bobbinet shirred on to the heavy brass pole makes a rich and effective background. The keynote of all Miss Brennan's work is "elegant simplicity," which appeals ever to the lady of refined taste.

One other store employed the color of the grass as its floor coverings—the Puritan Shoe Co.—along with white. The thick quality of the felt formed a very appropriate article on which to exhibit their men's and women's shoes, the former in the window at the left of the entrance, the latter at the right. This store manages somehow constantly to interest the public, if one may judge by the many people who pause to admire the examples of the substantial and the dainty which are exhibited to catch the eye, and later the money-holder accompanying that eager eye!

The Douglas Shoe Co. is another establishment whose windows are always worth looking at, and the faces in front of it are not always those of the sterner sex, either. Many a lady stops to examine the men's shoes and the mysterious little boxes which are generally interspersed therewith. Sometimes these contain "daubers" or brushes or blacking, but one usually has to stop and

read the outside label before he—she—knows "for sure" what is inside, and therein lies their charm, I suppose—the unraveling of the unknown.

To go back to the clothing store of Leonard Benjamins. The east window is always taken up with the heavier articles of men's apparel, while the opposite one is given over to the small accessories of the Lords of Creation. (I use capitals advisedly.)

Quite out of the ordinary was the trimming of the last-mentioned window on Saint Patrick's Day. Two immense—you could call them by no other name than goblets—filled almost the entire space. These were made up of all colors of long neckties of the two-inch four-in-hand variety. Forming a circle on the white-covered floor, to which they were carefully pinned, they met at a common point above, where they were joined by others of the same sort which branched out into a cup shape and the individuals of this second tier were all pinned at the goblet's rim to a white-covered barrel hoop. Cords reached straight across this hoop and at the center of these where they crossed each other another cord tied them all firmly together and this reached to the electric light fixture above, to which it was attached. This means of steadying the two goblets would pass entirely unnoticed by the average window-gazer, and at the same time he would be filled with curiosity as to how the result was accomplished.

Asked how he happened to get up such a unique arrangement, the obliging trimmer, Mr. A. Hazenberg, informed me that half of the idea he picked up in a magazine on window decoration and the other half he originated.

Green crepe paper laid smoothly all around to a height of perhaps six feet formed the simple background, and this was surmounted by a row of electric lights. A nickel floor standard equidistant from the two goblets was the bearer of a nicely printed card of modest proportions which read, "up and down," "Your 25c Choice." That was the only placard in the window and, from its central position, could not fail to compel attention.

All around the window, about a foot from the glass, were tilted boxes of tiny ties, on cardboard as they leave the hands of the manufacturer. These cartons were a foot or more apart, and I counted fourteen of them.

The reader must understand there was nothing inside of the neckties that formed the goblets—just empty space outlined by the ties except that a nickel standard reached from the floor to the center of the goblet where they all met from the floor and from the barrel rim above. This also helped to steady the goblets, which stood out like silhouettes against the green crinkly panels in their rear and were visible from across the street as a distinct shape.

I have had occasion before to speak of the growing success of this young man as a window decorator. He

reads and thinks and the consequent effects he produces are pleasing to the public.

This last trim of his might easily be gotten up by any country merchant with the same or similar materials. I have described the goblets thus plainly in the hope that the idea may be assimilated by some "remote from the city's din."

Just the merest hint of emerald was admitted in the handsome window of Starr & Gannon—only three of the very narrowest satin midget ties lying on top of as many hats of the Hawes style. The window contained many different shapes of Hawes, from strictly business to strictly dress; also fancy laundriable vests, neckties and small-figured shirts with collars and cuffs of the same goods. These last were so neat in design that they made the "shirt waist girl" fairly green with envy—I suppose to match The Day!

Peter Christopher's contribution to "thot same" was two columns covered with crepe paper of an apple green shade. His candies were of the every-day kind—nothing particularly pertaining to the home of the murphies—or Murphies!

You couldn't really tell whether the Ten Cent Store was leaning toward the celebration of Saint Patrick's Day or the observance of Easter, for one window section was completely filled with green-dyed excelsior, in which were imbedded every conceivable kind of Easter emblem. This window was interesting to old and young alike. 'Twas impossible for the first-named not to desire to

purchase for the latter one or more of the cunning little animals nestling in the make-believe grass.

On Canal street I walked down as far as Wurzburg's, the proprietor of which, by the way, rejoices in the proud distinction of being "the seventh son of a seventh son." In this store's windows there was nothing of an especially Irish-y nature, but across the street, on the southeast corner of Crescent avenue, O'Hara fairly blossomed out in Erin's own. Green and white and white and green made up the color scheme here, which was consummated by the use of elaborate convolutions of white and the color referred to. These did duty to separate the panels of white at the back of the windows, the floor of which was divided up into an intricate pattern by a pretty arrangement of parallelograms, on which shoes were disposed at regular intervals.

Among the dry goods stores, the Boston Store and Friedman contented themselves with a few striking articles of the prevailing color, without any special effort along this line.

Steketee's had two fine windows.

The large eastern one was a cozy looking presentation of household necessities in the way of lace curtains, rugs, ornaments, etc. By an ingenious arrangement of these the distance from front to rear of the window appeared foreshortened and it gave a snug, comfortable look to the space.

The window to riverward had the prettiest, oddest frieze I have seen for many a day—and here was where

State Agents

For the Celebrated

Lycoming Rubbers

Never was there a time when rubbers were given such hard usage and worn more constantly than now. Therefore, "the best is the cheapest." The Lycoming rubbers stand at the top for

Durability, Style and Perfect Fitting

Our new and commodious quarters give us increased facilities to take care of and supply the retail merchants quickly with

The Very Best Rubbers Made

Old customers know this, and new customers can and will by sending us a trial mail order.

Waldron, Alderton & Melze

Wholesale Boots, Shoes and Rubbers

131-133-135 North Franklin Street, Saginaw, Mich.

their use of the verdant came in. All around the three sides of the window was shade cloth of a deep cream color, laid on smoothly. Above this was what at a distance seemed to be beautiful encrusted wall paper, very rich in appearance. On closer inspection the frieze was found to be made of a long strip of lace curtaining (that comes by the yard), alike on both edges, laid on apple green shade cloth. In front of this was cream colored chaille with black pin-head polka dots. This was looped up into graceful festoons and the lace frieze glimpsed through the openings. Below all this elaboration of detail was to be viewed a beautiful assortment of thin dress goods of the voile order for the warmer days to come when one's heart is more wrapped up in clothes—really more and really less!

Herpolsheimer's electrified the pedestrian with a vivid display of ladies' green hosiery which was startling in the extreme, especially as one of the stockings encased a shapely nether limb. This store further flaunted itself in the face of the Orangemen by the employment of different-sized flags for ornamental purposes, in the large east window, bearing the exasperating inscription, "Erin go braugh!"

I have saved the best Saint Patrick exhibit until the last. That was a whole windowful of—what do you think? Green candy! And not only one shade of the color but many shades—grass, olive, sage and a peculiar green known as Breath of the Nile. This green window had much besides green candy in it—pretty little green containers of all sorts and descriptions, the cutest of which were little harp-shaped white boxes, green-trimmed, with a shamrock laid on the top.

Long live the Emerald Isle!

Movements of Michigan Manufacturers.

Detroit—The Aronson Co. succeeds Geo. W. Willard in the dress-makers' supply business.

Benton Harbor—The style of the McDonald Lumber Co. has been changed to the Peninsular Lumber Co.

Detroit—The style of the Wolverine Belt Co., manufacturer of men's and women's belts, has been changed to the Wolverine Belt & Specialty Co.

Menominee—The Sawyer-Goodman Co. will build a large woodenware manufacturing plant here to operate in connection with its sawmill and planing mill, at an outlay of \$100,000.

Detroit—The capital stock of the Sheet Metal Specialty Manufacturing Co., manufacturer of dish washing machines here and at Pontiac, has been decreased from \$30,000 to \$15,000.

Saginaw—The Standard Cheese Co. will operate a cheese factory in the northeast corner of Birch Run township this season, and a new factory will be established at Thetford, near Clio.

Mt. Morris—W. F. Curtis, representing the Mt. Morris Cheese Factory Co., has purchased the material for the new factory building, which will be equipped with the most up-to-

date appliances for making cheese.

Jackson—F. H. Newkirk, R. A. Smith and H. H. Corwin, of this place, and A. A. Corwin, of Pontiac, comprise the membership in the Corwin Lumber Co. which has been organized to engage in the lumber and shingle business. The authorized capital stock is \$15,000, all paid in.

South Haven—Stafford & Goldsmith, of Chicago, have purchased the entire interest of the Gallagher Pickle Co., including the plants at Grand Junction, Covert, Lawrence and Decatur. The new purchasers now own seventeen plants in Illinois, Indiana, Wisconsin and Michigan.

Detroit—The James Roach Co. has filed articles of incorporation. The company manufactures materials for house decorating and furnishing. The authorized capital stock is \$50,000, the principal stockholders being James Roach, 246 shares; James Roach, Jr., 80 shares; R. A. Hawkins, 10 shares, and S. O. Johnson, 10 shares.

Mt. Clemens—The City Drug & News Co. has been formed to engage in the manufacture and sale of watches, clocks, jewelry, books and wall paper. The authorized capital stock is \$10,000, of which \$8,100 has been paid in. The principal stockholders and their holdings are: Geo. Chambers, 360 shares; R. J. Stewart, 360 shares; M. L. Green, 40 shares; W. W. Switzer, 40 shares, and F. P. Smith, 10 shares.

Educational Value of Advertising.

Advertising plays a part in the world of trade that does not appear upon superficial reading. True, there is much advertising that contains nothing beyond screams of alleged bargains and rhetorical rhodomontade. But there is advertising with a deeper purpose, which, while written with the expectation of sufficiently remunerative immediate response, also serves a deeper and broader usefulness to the store that exploits it, as well as conserving to broad public good. You probably think of advertising as confining its efforts to winning your interest in the store's merchandise, and impressing you with the fact that a certain store is a good one to trade with. But advertising of the higher sort aims at ever so much more. It does not confine its efforts to telling you where to buy things of which you feel the need—it educates desire.

Following its larger purpose of stimulating the industries of the world, it tells you what new things the genius of the world has contrived for the comfort or beautifying of the person or the home. It tells the world what the rest of the world is wearing or using in the home. It tells all the beauty or benefits of the articles. It also tells how easy it is to possess these things. It teaches the public that there are better things to eat than they have used before. It tells them of garments that perhaps they have neglected to possess until advertising exploited the necessity. It tells them of things that add character and distinction to the home; and homes grow more beautiful. The successful writer of advertising has a keen sense of the philosophy of

human nature. He knows what inconveniences and discomforts exist in every-day life. He knows the personal ambitions, the housekeeping ambitions, of people. Then he tells just how the various kinds of merchandise may meet the perhaps unvoiced wishes of the reader. The consumer is glad to receive the suggestion which betters his condition; and industry is stimulated by increased demand.

John Wanamaker.

Breaking the News Gently.

There is a man in Liverpool who is renowned for his imperturbable calmness on every imaginable occasion. One day he strolled leisurely into the office of a friend.

"I have just had a chat with your wife," he said, by way of beginning.

"Why, I didn't know she was in town."

"Oh, she wasn't in town," replied the other. "I called at your house."

"I didn't know she was receiving to-day," said the husband, with some

surprise. "I thought she had a headache."

"She didn't mention it to me," said the calm man. "There was a crowd at the house."

"A crowd!" echoed the husband.

"Yes," went on the calm man, "they came with the fire engine."

"The fire engine!" gasped the husband.

"Oh, it's all right," said the calm man, "it's all out now. It wasn't much of a fire, but I thought you'd like to know about it."

You Know You Do.

When someone's step comes up the walk
Your cheeks take on a rosier hue,
And though no other hears his knock,
You hear it well, you know you do.

And when his arm steals round your chair
You give a smothered scream or two
As if you didn't want it there—
But oh, you do, you know you do.

You let him kiss your blushing cheek,
Somewhat your lips meet his lips, too;
You tempt him, pretty thing, to speak—
You wicked flirt, you know you do.

And when he timidly doth press
His wish to make a wife of you,
With happy heart you answer yes—
You darling girl, you know you do.

WE WILL START YOU

in the

DRY GOODS BUSINESS

for

\$133.00

Write for particulars

LYON BROTHERS, Madison, Market and Monroe Streets
CHICAGO, ILL.

SPECIAL OFFER

Total Adder Cash Register
CAPACITY \$1,000,000



"What They Say"

Datona, Fla., Jan. 4, '04
Century Cash Register Co.,
Detroit, Mich.

Gentlemen:—

The Cash Register reached me in good condition Saturday. I put it up and began operating it at once, and so far have found it very satisfactory.

In consideration of the price I find it much ahead of the \$350.00 — that I operated for three (3) years while manager of the Ponce de Leon Pharmacy, at St. Augustine, Fla.

I called in one of my competitors, Mr. Haukins, doing business under the style name Atwood's Pharmacy, and explained the machine to him. He was so much pleased with my Register that he remarked as he left the store that he would buy one at once.

I believe that I can sell several Registers here without any trouble.

Yours truly

E. L. BURDINE, Druggist.

Mr. Burdine says it is ahead of the \$350.00 machine that he operated. We believe it is impossible to make a better machine than our No. 2, 1904 Model. Nearly every mail brings us letters similar to the above.

Every machine sent on 7 days' trial
and guaranteed for 5 years. . . .

SPECIAL OFFER—We have a plan for advertising and introducing our machine to the 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 20th Century Cash Register for very little money and on very easy terms. Please write for full particulars.

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

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



DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

Published Weekly by
TRADESMAN COMPANY
Grand Rapids

Subscription Price

One dollar per year, payable in advance.
No subscription accepted unless accompanied by a signed order for the paper.
Without specific instructions to the contrary, all subscriptions are continued indefinitely. Orders to discontinue must be accompanied by payment to date.
Sample copies, 5 cents apiece.
Extra copies of current issues, 5 cents; of issues a month or more old, 10c; of issues a year or more old, \$1.

Entered at the Grand Rapids Postoffice.

E. A. STOWE, Editor.

WEDNESDAY - MARCH 23, 1904

THE FIRE WASTE.

The immense losses from fire which have recently occurred in this country have served to draw public attention to the enormous waste of national wealth which results from fires. Were the losses in other countries anything like as large per capita as with us the whole matter might be regarded philosophically as something that is unavoidable, but as a matter of fact nowhere in the world is there so great a fire waste annually as in this country.

Owing to the fact that most property is covered by fire insurance, and that the losses are in a great measure paid by the insurance companies, the masses of the people are apt to regard the great fire waste with little attention. While it is true that insurance so distributes the loss that individuals feel its pressure but lightly, it must, nevertheless, not be forgotten that every fire represents just so much property irretrievably destroyed. In order that the immediate sufferers may be compensated in a great measure, the entire property-owning public is taxed by the insurance companies in the shape of the premiums collected for insurance. Wherever the losses leave the companies no margin of profit the companies recoup by increasing the rate of premiums exacted, so that in the end the general public pays the loss.

Commenting editorially on this subject of fire waste, the New York Financier, a leading banking and financial publication, says:

A conservative estimate places the loss through fires in the United States during the last twenty-six years at three thousand millions of dollars, a sum equal to one-thirtieth of our national wealth, as disclosed by the last census returns. On this immense fire loss the aggregate insurance loss amounted to nearly 1,829 millions of dollars. These are stupendous figures, and now that public attention has been attracted to the subject by reason of the recent partial destruction of Baltimore, and unusually disastrous conflagrations elsewhere, it seems pertinent to enquire whether the spirit of carelessness which has marked the construction and care of buildings in the United States since the Civil War should not give way to a more conservative and stringent regard for public safety.

This brief paragraph gives succinctly an idea of the enormous destruction wrought by fires, and suggests the remedy, namely, that we now build better buildings and insist on greater watchfulness and care. The fire waste of a single year represents about half what it is estimated

the Panama Canal will cost this country, while the aggregate fire waste of the past quarter of a century represents a loss equal to the total cost to the country of the great Civil War.

No other country than this, where wealth is so abundant and so easily acquired, could stand such a constant and enormous drain. How much longer will we be able to stand it, and the constantly growing cost of fire insurance? The heavy losses which the underwriters have suffered recently are certain to lead to a general raising of rates, so that the entire country will feel the bad effects of the Baltimore fire. This, if nothing else, ought to induce people to adopt better protection against fire. Better and strictly enforced building laws should be enacted, and greater care should be exercised in the operation of machinery, the installation of electric plants; and in the congested districts of large cities special and stringent regulations should be adopted to prevent such disasters as the one which recently visited Baltimore.

Such large conflagrations as that at Baltimore represent greater losses than can possibly be covered by insurance. While the destruction of property is serious enough, the losses due to the crippling of so many business and industrial establishments, the losses in wages by work people and in trade by merchants represent as much again as the actual loss by fire. While it will not, of course, be possible to prevent fires altogether, it does look as if we have a great many more fires than there is any excuse for. This reckless waste, due to carelessness, or worse, should be avoided by all means.

Prof. Wm. H. Burr told the House of Representatives at Washington that two million dollars will be required to meet the cost of putting the Panama Canal route in good sanitary condition. In brief, this condition is to be permanently secured by providing the cities of Colon and Panama with water works and sewerage systems, and by permanent drainage systems covering the 46 miles of territory between those two points. With the summit level 287 feet above water level and with the mountain floods pouring down into such a drainage system, there should be no question as to its efficiency and when one considers the cost of water works and sewerage systems in scores of the lesser cities in the United States, there should be no protest as to the cost of the Panama improvement. Especially is this true when the whole world's new waterway is taken into consideration.

During a drought in Russia last summer a deacon had a lightning rod put on his house. The peasants were greatly interested in it, but when they learned that it was used to divert the lightning they got greatly excited, and concluded that it had caused the drought. They promptly proceeded to demolish it, and a rain happening to come along soon thereafter, they were confirmed in their belief.

PRODUCING TOO MUCH.

Advance in civilization and in the practical arts of life steadily increases up to a certain point the number of people who can secure the means of living in any given country. Only a few hundred thousand human beings could ever have lived by hunting game in England. The gradual development of agriculture in its various branches soon rendered possible the subsistence of millions there. Manufacturing enterprise and the rapid growth both of domestic and of foreign trade made room, so to speak, for millions more; but there is a point at which the continued increase of productive power becomes a source of danger. Everything goes well as long as no considerable part of the population is afflicted with the evil of enforced idleness. If a country could produce all that it needs and could employ all its working people in its own fields and workshops, it would be in a prosperous condition, even should it fail to produce a surplus of any exchangeable commodity. No inconvenience will follow the production of a surplus of anything so long as that surplus can be sold abroad. The trouble begins when production exceeds the limit of the domestic plus the foreign demand. Then there is suffering, not because the country does not produce enough to support all its people, but because it produces too much.

When the question of the annexation of the Philippines was under discussion in this country, some four years ago, it was contended by some practical statesmen who favored the project of annexation that the warehouses of this country were overfull; that the manufacturing industries of this country were turning out goods in excess of the demands of the then available markets and that the necessary relief could be found only by building up new markets. It became apparent afterwards that there was no immediate ground for the apprehension so persistently proclaimed by the annexationists at that time. The absorbing capacity of the United States is enormous, but there is an increasing, rather than a diminishing, demand abroad for American goods, and especially for food products and raw materials of every sort; but there is no doubt as to the general tendency towards overproduction in many of the great manufacturing and trading countries at the present time. This country—the United States—is exceptionally fortunate in that it is practically self-supporting. The most serious problems with which Great Britain and Germany have to deal have grown out of the fact that their economical development has not been symmetrical. Their agricultural interest has been largely sacrificed to the promotion of their manufacturing interest. They are no longer able to feed all their own people with the yield of their own fields, and this must not only prove a source of weakness in case of war, but it must end in overproduction. It has already led to a demand for new markets, and to a dangerously intense feeling of commercial rivalry between the two powers immediately concerned. It

is true that the returns of the British Board of Trade seem to show that the foreign trade of Great Britain was greater for the year 1903 than it had ever been before; but British agriculture is in a state of depression, and the army of the unemployed over there is frightfully large—and that army is one of the by-products of an industrialism that has been overhastily developed.

New mechanical inventions, new processes, new systems of organization, are adopted with a view to save time and labor and to increase the productive power of the individual worker. The combinations known as trusts have been defended on the ground that they economize energy; that is to say, they do the same work, or more work, with fewer men. They are intended to shorten the payroll and they would disappoint their promoters if they threw no one out of employment. The object of the labor unions is to escape competition, and their actual effect is to exclude large numbers of men and women from occupations in which they might otherwise earn a support. Here, again, the tendency is to recruit the army of the unemployed and to render poverty a permanent condition. Can this tendency be checked? Can the situation be redressed by building up new markets? The German Emperor discovers to his distress that German emigrants, as a rule, are not disposed to seek new homes in the colonial possessions of their country. Even the British colonies, more attractive than the German, as many of them are, increase but slowly in population. Emigrants from every quarter usually prefer to settle in the United States. But here they are confronted by combinations and organizations which are fast depriving this country of its proud distinction as the land of opportunity.

When we read that the ports of Colon and Panama are 3 degrees west from Washington and 10 degrees north of the equator, we have a sort of geographical chill and wonder what the statistics signify. And so it is interesting to know that Panama is directly south of Colon and the line of longitude thus indicated passes through Cuba at Cienfuegos; extended further north it passes through Charleston, S. C., Pittsburgh and Erie, Pa. Extended south from Panama it touches the extreme western shoulder of South America at Guyaquil. As to longitude, Colon and Panama are a trifle south of the Gulf of Aden (below the Red Sea); of the lower points of India (and north of Ceylon), and south of the Sandwich Islands, Manila, Cochin China and Siam.

When the Panama Canal is an accomplished fact, steamships and sailing vessels may sail from Australia to Great Britain—by way of the Canal—having the ocean's currents in their favor over more than nine-tenths of the distance. And, paradoxical as it may appear, the government charts of ocean currents show that the return trip, although a trifle greater, may be made with the currents in favor of the ships over seven-eighths of the distance.

WHY THEY FIGHT.

There are two common notions concerning the existing war in the Far East. One of these is that Japan is defending herself against wanton and inexcusable aggression. The other is that the war, however it may result as between the two combatants, will not involve any other nation.

Sydney Brooks, an English journalist of note, writing in the North American Review for March, declares that the war was inevitable so far as both Russia and Japan are concerned and that it will be little short of a miracle if either or both England and France can come out of it unscathed by gunpowder. Says Mr. Brooks:

It is not a struggle between right and wrong, but between right and right; or, to expand and emphasize the phrase, it is a struggle between might and might, between necessity and necessity. It was the fate, but in no way the fault, of Russia and Japan to be so placed that policies deemed not merely profitable but absolutely essential by each, could be neither prosecuted without the certainty of conflict nor abandoned without a sacrifice such as no nation will peacefully submit to. Their antagonism from first to last has been in no sense artificial, or spasmodic, but permanent, deep-seated and unavoidable. And being so, one may add by way of parenthesis, the present war, whichever way it ends, can not finally disarm or suppress it. To suppose otherwise is altogether to underestimate the forces that have necessitated it. For our day and generation the issue may be decisive enough; but an antipathy of fundamental interests so vital as that which has driven Russia and Japan to arms is beyond compromise or adjustment, and the issues involved in it are too inseparably bound up with the first principles of national existence to be settled off-hand by a few campaigns.

In order to understand how this may be Mr. Brooks sets forth that to Japan, with her rapidly growing population, her restricted area and the change she is undergoing from a mainly agricultural to a mainly industrial State, unhampered intercourse with Korea is a commercial necessity. Korea is the Japanese granary, the outlet for Japanese colonization and the chosen field for Japanese development and industrial expansion. Japanese enterprise and capital already dominate Korea, in which great numbers of Japanese emigrants are settled. Then there is the strategic consideration. With Russia in possession of Manchuria the next step would be Russia in Korea, and that would mean Russia at the throat of Japan. Japan is an island kingdom like Great Britain, and it would die of strangulation if Russia should be allowed to seize on the Manchurian and Korean Peninsula.

As for Russia, ever since it has been a nation, an overpowering necessity has driven it to secure ocean outlets for its trade. Vast as is the country and immense as is its population, Russia has no sea front save on the Arctic Ocean. It touches, for thousands of miles of its northern limits, the waters of a frozen ocean, and where it reaches the Baltic on the northwest, and the Black Sea on the southeast of Europe, it is so hemmed in by other nations that this vast country has no adequate ocean outlet.

A combination of European powers—England, France, Italy and Turkey—combined in the past to keep Russia from reaching the Mediterranean with her ships. This was done by closing the exit from the Black Sea through the Strait of the Dar-

danelles, which is wholly in Turkish territory. The limited outlet of Russia on the Baltic Sea is virtually controlled by Denmark, Sweden, Germany and England, and it is so far north that it is frozen up and impassable for a considerable period of each year. The necessity for unlimited and unrestrained access to the ocean is so urgent for Russia that it dominates every other consideration, and how to supply the demand is an overpowering matter of public interest.

We, of the United States, may be able to appreciate to some extent Russia's position when we recall the situation which existed before the consummation of the Louisiana purchase and while the mouth of the Mississippi River was under the control of a foreign nation. At that time the country along the Ohio and Mississippi Rivers depended for its commerce upon the river's mouth, which was owned by France and subsequently by Spain, and latterly by France again. To secure it was the object of the Louisiana purchase, in 1803, by the United States. So urgent was the demand for this ocean outlet to our trade, that it is certain that if the United States had been unable to gain possession of it peaceably, the people of these States would soon have resorted to war in order to take it by force. It is quite as certain that the main reason why the Western States of the Union were opposed to the secession of the Southern States was that such secession would have again put the mouth of the great river into the possession of a foreign nation. The Mississippi River was in many ways a most important factor in the saving of the Union.

Russia can not get to the sea except through the territory of some foreign country. To get there is a necessity of the most urgent nature. The nation's very existence depends upon it. In such a case nations do not stop to parley. They act. The great American Republic seized on a part of the South American Republic of Colombia, set it up as the Republic of Panama and dictated the policy of the new State, in order to get an outlet from the Atlantic to the Pacific Ocean. Russia has been doing the same sort of work to get to the sea. Where progress could be made by negotiation and friendly arrangements it was done. When such measures failed violence was resorted to.

Failing to fight a way to the sea through Europe, an Asiatic route was taken, and it proved entirely successful until the Pacific Ocean was reached. The last step was the occupation by Russia of the Chinese province of Manchuria. It was secured partly by treaty and partly by seizure. China never would have resisted, but when the Russians approached the neighborhood of Japan, the Japanese at once made a stout resistance, and this is the war that is now in progress.

Long ago, on emerging from a disastrous and humiliating war, France, needing aid and comfort, gladly seized on an opportunity to make an alliance with Russia. England, always

afraid of Russia and recognizing with joy the sudden rise of Japan as a military and naval power and the necessity which would soon drive Japan to make war on Russia, proposed an alliance, which was eagerly accepted. Thus Russia and France are allies relatively against Japan and England, which are also allies. Says the writer quoted above:

To what does England stand committed? There is no misunderstanding the terms of the Anglo-Japanese Alliance. The essential articles in the Agreement are Articles II. and III. By Article II. it is provided that, if either Great Britain or Japan becomes involved in war with another power, the other will maintain a strict neutrality and use its efforts to prevent other powers from joining in hostilities against its ally. Should any other power or powers join in hostilities against that ally, the other High Contracting Party is bound by Article III. to come to its assistance, to conduct the war in common and to make peace in mutual agreement with it.

Apparently, England has nothing to do but to wait until France shall interfere in behalf of Russia, and France has only to wait until England shall take part on the side of Japan. Thus the two allies, check-mate each the other, and no move by either is required while their principals fight their controversy out. But, declares Mr. Brooks, will not a series of Russian reverses, threatening a final defeat, lay upon France an irresistible compulsion to move to the aid of Russia? Says the writer mentioned:

Under the Franco-Russian Alliance France is secure, and not only France, but the French Republic. The moral effect of treating on equal terms with the greatest power in Europe was worth almost anything to the nervous, sensitive, self-conscious sentiment of the French. The Alliance has strengthened internal, and guaranteed external, peace. It has lifted the awful horror of invasion, the sickening sense of helplessness, under the blight of which the nation, a bare fifteen or twenty years ago, was rebuilding itself from nothing. No other political combination could give France what the Dual Alliance has given her, and the consciousness of this, although it may be concealed, is never really absent from the French mind. In the event of a Russian defeat, there would unquestionably be a strong and sustained movement throughout France against the "betrayal" of her ally. The position of a French government is never a very strong one; and it would have to face not only the popular fear that if France abandoned Russia in the Far East, Russia might hereafter abandon France in Europe, but only the unescapable conviction that a Russian collapse must react on the fortunes of France and by so much diminish her security, not only the attacks of the Nationalist opposition who see in war their last chance of ousting the present regime, but also the danger that Germany might come to Russia's assistance while France was hesitating, and so fatally undermine the vitality of the Dual Alliance. It is, indeed, an open question whether a secret agreement does not already exist between Germany and Russia, pledging the former, in return for some commercial and territorial concessions, to help the latter to the utmost limits compatible with a formal show of neutrality. If such an agreement exists, the position of the French government would be so hazardous, and the force of popular opinion would be so strong, as to make a decisive rally to the Russian side more than probable.

Such is the situation. Russia has virtually been driven from the sea by the Japanese. The remainder of the conflict must now be fought out on the land. Should she be subjected to further defeats the Russian prestige would be destroyed in Asia and greatly damaged in Europe. France, as an ally, would suffer correspondingly. Should, however, the Japanese be overwhelmed with defeat upon the land, England could not stand by and see her ally destroyed. The war promises to be very strenuous and it will be fortunate, indeed, if European nations can be kept out of it. Let but one interfere, and nobody can tell where it will all end.

AN UNPOPULAR SUGGESTION.

In the good old times, a long while ago, to be sure, all the clerks in dry goods and other stores were men. Women did no work of that sort and those who had to earn their own living did it in other and less attractive ways. It is years now since the dry goods stores first began to engage ladies as clerks and nowadays more women than men are employed in all these establishments. Miss Emma Lamphere, of Chicago, takes the position that women ought not to compete with men in this employment and she thinks they would be a great deal better off if they would leave their brothers to fill all the clerkships. It is her conclusion that if the girls were kept out of the stores the men would earn enough so that they could afford to marry and keep their wives comfortably.

Miss Emma Lamphere is a labor union organizer. Her specialty is the organization of the several unions which constitute the Retail Clerks' Protective Association, of which both sexes are members. She complains that no sooner does she get a lodge organized and its members interested in their mutual welfare than, catching sight of each other, they lose sight of the object for which they are associated. The meetings resolve themselves into sociables which are well attended for a time until each couple thinks it would be more enjoyable to spend the evening by itself somewhere than at the regular meeting of the union. As a result pretty soon the organization falls of its own weight, because its members are not sufficiently exercised about it. She finds it easy enough to get up an organization, but very difficult to hold it together. Pretty much every employment is better organized than the retail clerks. The principles and practices of unionism do not appeal to them and it is equally certain that Miss Lamphere's suggestion for solving the problem will not find adoption. There is no danger that the young ladies in the department stores will desert their positions until the time comes for them to set up an establishment of their own, in which, if they work it right, the husband may be only a clerk.

Don Luis Terragas, Governor of Chihuahua, is the cattle king of Mexico. His grazing grounds cover millions of acres, his cattle number nearly 1,000,000 and his sheep about half as many. In a small way he is also a farmer. His irrigated land takes in about 100,000 acres, and his reservoirs would be a fortune to a water company. In other directions he is a banker and manufacturer and altogether—in Mexican dollars—he is reputed to be a millionaire 300 times over.

Congressman Bede, of Minnesota, in speaking of the growth and development of the country, said by way of illustration: "A few years ago Chicago was only a dot on the map. Now they think they own the earth out there. They are beginning to build libraries there. In a generation or two they'll begin to read them. It is natural progression and they can't help it."

HIGH SCHOOL EXTENSION.

Report by Special Committee of Board of Trade.

Gentlemen—The sub-committee appointed by you for this purpose, which sub-committee includes in its membership the President and the Chairman of the Building Committee of the Board of Education and the Superintendent of Schools, herewith presents a statement in some detail of the facts and circumstances which seem to be of importance in determining whether the plan to issue \$200,000 of bonds for new school buildings should meet public approval.

I.

The Actual Conditions—Past, Present and Future.

The Grand Rapids High School has always been one of the public institutions of which the city had a right to be proud. During the last twenty-five years probably 2,500 pupils have graduated, and as many more have attended one or more years without finishing—in all, doubtless 5,000 men and women have, during this period, received preparation in this school for their life as citizens of Grand Rapids, scattered as they have been through all the different trades and occupations. No one thing is more important than the continued progress and well being of this High School.

Some of you will remember that a certain prejudice once existed because it was thought that the High School was only for teaching useless things in preparation for a college course, and was attended only by the children of those who could well afford to pay for the higher education in a private school. Such supposed condition, if it ever existed, exists no longer. While maintaining its standing as a preparatory school, it has educated **four or five** who have gone no further, for every **one** who has gone on into college. The so-called practical things, the sciences, modern languages, mathematics, etc., now largely overshadow the mere mental gymnastics. The pupils are, in **overwhelming proportion**, those whose parents could not or would not send them away to school, and who, except for the High School, would get no similar education.

That this is the character of the attendance is evidenced by its astonishing growth. Instead of the school of three or four hundred pupils and eight or ten teachers, which many of us carry in our recollection as the image of the High School, there are now enrolled in the Central High School 1,225 pupils, and there are thirty or more teachers.

The present Central High School building was erected eleven years ago. It was planned to accommodate 900 pupils. During the several years following 1893 there was sufficient room, but about three or four years ago it should have become evident to all of us that more room would be necessary; and these conditions have been gradually increasing until now they are intolerable. The session rooms have become full and overflow seats have been placed in many of the class rooms. Rooms have been pressed into service for class rooms

to express his ideas in things. In doing this he comes to know and appreciate himself as a force—capable of shaping his surroundings, of controlling his environments; he finds which are unfit for that purpose. One room has been fitted up in the attic, and the necessity of fitting up one or more temporary rooms in the ends of the halls is now imminent. Many single divisions of classes have 45 or 50 members each, some even more. Such classes almost make recitations a farce. Each pupil can have **four or five minutes** of recitation **once a week**.

As already stated, there are now 300 more pupils in the building than can properly be taught. The number of teachers can not be increased because there are no more class rooms. It follows that there are to-day 300 pupils who are **denied** the efficient and thorough High School education to which they are entitled. To be more accurate, it follows that the entire 1,225 fail to receive the education to which they are entitled, because the whole school is affected alike by the overcrowding.

For five years or more it has continually been the desire of the Board to establish a commercial course which should give a practical business education; but this has been absolutely impossible on account of lack of room. With the addition of this department a large number, at least one hundred every year and probably twice that number, of those who finish the eighth grade would, instead of paying their money to the private "business universities," remain in the High School, for one or two years at least.

Still further, universal experience shows that the addition of manual training and domestic science to a High School course increases the attendance, often 25 per cent. Beyond any doubt, the addition of both the commercial and manual training courses would have that result. This means **immediately**, or as soon as the new courses get into operation, an increase of 300 in the present attendance. Considering this in connection with the present overcrowding, we have not less than **five or six hundred** children who are **at this time** deprived of the High School education which, with proper facilities, they would be receiving.

This is only the present condition. The average annual increase for the last ten years has been fifty per year. The present rate of increase is much greater. With the addition of the new courses it will be greater still. It is perfectly evident that, in the exercise of ordinary prudence in whatever plans we make now, we must provide for a total High School attendance of from 2,500 to 3,000 pupils, certainly within ten years and very possibly within five years. Any plan which undertook to meet only the present conditions, without proper regard for the immediate future, would be a makeshift unworthy of us, and, like all makeshifts, would be in the end more expensive.

All these things lead to the conclusion that the High School situation requires a remedy, and requires it **now**; not two or three years ahead,

service if they have enabled the youth to find his greatest capacity and interest, hence the avenue to his greatest efficiency. To this end the meth-high schools have rendered their best but **now**. It will be, at the best, a year from the present time, and probably a year from next September, before new buildings can be occupied, and before that time comes the conditions which now seem intolerable will be actually so.

The main and substantial thing to do at present is to provide suitable High School accommodations for the pupils who need them. All the other questions involved are specific and secondary. Whether manual training, domestic science, and commercial education shall be added to the course, and, if so, to what extent, where the new buildings shall be erected, and upon what plans and of what materials they shall be built; how many years the bonds shall run—all these things are comparatively unimportant, though very proper to be considered. The essential thing is to get the new buildings.

During the last four years Grand Rapids has fallen into line with practically all the other important cities in the country and introduced manual training into the schools. It has been introduced gradually, and has met with universal approval from teachers, parents and pupils, but, so far, has been confined to the grades below the High School. It is now proposed to extend this into the High School grades, as far as may be found feasible, and while, as already stated, the question of manual training is not at all controlling upon the question of the proposed bond issue, it is so far unfamiliar to many of you that we include herein a brief statement of its purposes, and of what is proposed in this direction:

II.

Educational Value of Manual Training.

Hand and eye are important factors in education. They aid both in acquiring ideas and in expressing ideas. They are avenues to intellectual quickening—windows through which the light may be let in. So important are they as modes of learning as to make them worthy of consideration in any intelligent scheme of education. A manual training school is a school that recognizes these factors and utilizes them for purposes of education.

The hand as the seat of touch is a gatherer of information—an exploring organ. It gives **reality** to words and **meaning** to much that would otherwise remain but an empty dream. All primary ideas of distance and direction trace to the hand; whatever sight **infers** touch **verifies**; whatever hearing **indicates** touch **realizes**; the hand is thus the mediator between the outer world and the inner. Hence head-education alone becomes superficial and airy, indefinite and inaccurate; it needs the aid of the hand to give it ballast, to bring it down to solid earth, to give it meaning and accuracy.

The hand is also the agent of the expressive and executive activities—the achieving organ. It enables man

that he can do things, can **make things happen**; his growing sense of power and responsibility gives him self-confidence and he acquires habits of **efficiency and success**.

We owe much to the hand for our mental development—more than will at first appear. We acquire in this way so easily and so naturally, and the knowledge becomes so fixed in our mental possessions that we are hardly aware of when or how we acquired it. To illustrate: One may learn from books the properties of the various commercial woods; he may learn their names and be able to classify them as hard or soft, brash or tough, fine or coarse, etc. But this can have no real **meaning** to him until he has **handled** woods and knows their textures from actual first-hand experience. Much of our knowledge is gained in handling things in this way. Moreover, in a manual training school, he gains this knowledge of woods not simply for the sake of knowing it, but for the sake of some larger interest or purpose—for the sake of using it; he must know it in order to adapt his material to the use which he is to make of it. In book study the **need** for knowing things is remote; it is not immediate and pressing; in manual training the student must **use** his knowledge, hence there is always a pressing need and a reason for knowing things; the gains to progress which the **feeling of need** alone produces are very great; the student wishes to **know** more in order to **do** more difficult things; in a school devoted exclusively to books the student's chief reason for knowing more is because his teacher expects it or to secure credits toward graduation. The gains in moral attitude, in intensifying thoroughness, in establishing a sense of responsibility and devotion to duty, and in giving a worthy purpose to students furnish abundant reason for utilizing the hand as a factor in education.

Manual training is a time-saver. Things which lend themselves to this form of instruction may be acquired in this way much more quickly than from books; knowledge becomes a part of the student; it does not require **drill** to fix it in his organism; only artificial, second hand knowledge requires drill to make it stick—to make it permanent and lasting. Manual training is therefore a natural mode of learning; it is the way in which the student makes the things he studies a part of himself; instead of increasing the burdens of the school it removes burdens and saves time.

Fortunately children are not all alike, although the school that employs only one mode of appeal assumes that they are; it at least seeks to make them so. They have different capacities and interests and a variety of modes of appeal are necessary to stimulate and quicken the intellectual life of all. At best human ingenuity will fail to utilize all the opportunities for ministering to their needs. The elementary and odds of the studio, the laboratory and the workshop should be freely added to the school, thus greatly increasing its practical value to the community.

Manual training multiplies the agencies employed in education but does not change its direction. Its chief business is culture; incidentally—as a by-product—hand-skill results. We must distinguish sharply between a manual training school whose aim is general education, and a trade school which fits for specific industrial occupation. One sidedness is always to be avoided in the conduct of schools. A one-sided manual training school which lays exclusive stress on the development of hand-skill is as pernicious as the present school which emphasizes head-education and employs only books, and which views man only as a getter of information. A manual training school which would lay exclusive stress on tool work would debase man to the level of a machine. On the contrary the purpose of educative manual training is a liberal education, keeping in close touch with the industrial and business life of the work-a-day world.

Fortunately manual training is not an experiment; it has a history in this country covering a period of twenty-five years, during which its educational value has been fully demonstrated. Grand Rapids stands almost alone among cities of its size, without it, while many of the smaller cities of the country have established manual training and commercial courses. All the leading cities of the country, both East and West, have manual training high schools, among which may be mentioned New York, Chicago, St. Louis, Minneapolis, St. Paul, Indianapolis, Toledo, Cleveland, Milwaukee, Philadelphia, Boston, Baltimore, Kansas City, etc. In Michigan no less than twenty cities have manual training, among which may be mentioned Ann Arbor, Ishpeming, Calumet, Saginaw, Muskegon, Kalamazoo, etc. So general has it become that a writer in a leading magazine for the current month says: "Any high school without both drawing and manual training is considered as one without a progressive tendency."

The history of manual training shows: (1) That its contribution to education is as an aid to culture; (2) that it is a mode of learning; (3) that it does not make mechanics; (4) that its graduates do not with few exceptions gain a livelihood in any of the crafts; (5) that it is in no sense a trade school; (6) that it quickens the mind and trains the imagination; (7) that drawing is one of the most valuable subjects for a high school; (8) that it meets educational needs by opening new avenues to the mind, appealing to many students who are not interested in books alone; (9) that it enlarges opportunity, thus developing unexpected capacities and interests and enables students to find their place of greatest efficiency.

Briefly stated, an educative manual training high school would offer the usual academic courses. In addition it would offer courses in mechanical and free-hand drawing, in wood-working, including joinery, turning and pattern-making, in forging and some work in sheet metal, together with a limited course in machine-shop practice, the whole ex-

tending through a period of four years and occupying one hour to one and one-half hours a day, about four studies being required of each student, of which wood-working and free-hand drawing would constitute one. For the girls courses in sewing and garment-making, cooking and household management would take the place of the workshop for boys, with similar requirements as to time and studies. In a similar manner would the commercial studies be integrated throughout the course with the academic work now offered; these would include commercial arithmetic, commercial geography, book-keeping, commercial law, industrial history, stenography and typewriting. In all courses stipulations would be necessary indicating required studies and electives.

Grand Rapids as an industrial and commercial center should have unusual interest in a manual training high school. It is peculiarly striking that it stands as the leading city in the country in a wood-working industry and yet does absolutely nothing to offer its youth opportunity for the practical phases of education—even in wood-working. That it is one of the last cities of its size to introduce manual training is no less surprising.

Abundant reason is found in the increasingly industrial character of our time for the introduction of manual training into the High School. The steady drift toward specialization, and the need for broad-minded and large-hearted leadership in the industries demand that youth shall early find its place in the work-a-day world. Since it is found that the High School can do more than prepare students for college (most of whom go no farther than the High School) it is well to broaden our ideals of culture, relating it closely to the industrial and business life of the community. The introduction of manual training would greatly increase the number of students who remain for graduation, also the number who go to the University. Grand Rapids has now more students in the engineering department of the University of Michigan than any other city—forty-two in all—and while it stands fourth in the list of cities on the basis of total student-representation, being exceeded by Ann Arbor, Detroit and Chicago, it stands first in the number of students in the technical department. Again, a manual training high school would enable these students to secure advance credits at the University, thereby enabling them to do more work in the four years or to complete the work in less than four years. What would be the saving if forty-two students could be spared the expense of a year in college and given an earning capacity for that year?

Like other institutions, schools are affected by tradition and precedent. The free public school for all children was fashioned after its predecessor, which was planned for the few who looked to literary or art pursuits or to a life of comparative leisure. Science was in its infancy and industry and commerce were unknown as the pursuits of cultured

men. Conditions have changed marvelously, and it is the business of education to adjust itself to the new conditions. Dr. Balliet well says: "The general development of mind and character, while it must always remain the chief aim of education, can no longer remain its sole aim; the schools must produce, not merely a good man, but a good man who is good for something—good for some specific thing." If we eliminate precedent and seek to provide an education best suited to the needs of the city's youth—an education that will best fit them for efficiency in the active commercial and industrial pursuits—we must most assuredly introduce manual training and commercial courses in addition to the academic work already offered.

III.

The Thing To Do.

The immediate question, therefore, is as to the best method of supplying additional room. There are two possible things to do: First, enlarge the present building. Second, build a new building.

Enlarging the present building is not the right thing. Neither the building nor the grounds are suited for so large an addition as would be necessary. The location is not, in fact, central for the entire city. No new building not thoroughly fireproof ought to be erected, and such combination with the old building would make patchwork. To provide for the necessary new space in the form of additions to the present building would necessitate so much changing, grading and alteration that it would be at least as expensive as a separate building; probably more expensive. But, after all, the chief objection is that the school has reached the limit of size which it ought to have. There should not be more than nine hundred or one thousand pupils, at the outside, and thirty teachers, in one building, and under one administration. This is now the prevailing rule throughout the country, and the cases where, of late years, any high school building for more than a thousand pupils has been erected are very rare. The plan of division high schools, each one accommodating from eight hundred to one thousand pupils, is being generally adopted everywhere, and the exceptions are caused by unusual local conditions. It seems to us perfectly clear that it would be almost impossible to expect to find a satisfactory administrator for a school of twenty-five hundred pupils, and sixty or seventy teachers; at any rate, there is no reason why we should take the risk of making a failure of the whole, when by a division we can keep the situation within manageable bounds.

It will be seen readily that to bring all East Side pupils to the Central High School means, for an increasing number, absence from their homes for many hours daily, the walking of long distances, or, if they ride, the payment of car fare. Investigation shows that the pupils in the High School now living south of Wealthy avenue pay about \$2,800 a year in car fare.

This situation, and the fact that we must provide in the immediate future for sixteen hundred pupils, and in the near future for twenty-five hundred, compels us to adopt the plan of an independent High School; and undoubtedly, if this building is erected it should be somewhere south of Wealthy avenue and east of Division street.

The enlargement of the present Central High School building so as to accommodate the manual training and commercial departments, in connection with its own regular attendance, and an enlargement of the West Side High School so that the pupils there shall have the same opportunities as in the other two High Schools, necessarily follow as a part of any plan of this nature. Neither one can be omitted.

IV.

The Cost.

The cost of this work has been figured conservatively and prices of materials are lower now than at any time in the past two years. The additions proposed will have to correspond in style and character with the buildings to be enlarged, none of which are expensive.

The new high school building must be as nearly fireproof as the means at command will allow. Every question as to safety from fire, as to good sanitation, as to adequate warming and ventilating will be decided in the interest of the pupils. Only the best will be good enough in these directions, but a great deal of the extravagant interior finishings that have recently gone into American high schools will be omitted.

Granting for definiteness of statement that the bond issue will run eight to ten years, the average to be paid annually, for principal and interest, will be \$29,500. On the present valuation of the city this will be an annual charge of forty (40) cents on each thousand dollars. The taxpayer, paying upon \$1,000 of property, will have to pay in eight years \$3.20 to do his part in carrying out this project.

Complaint is made of the burden of taxation. Investigation will show that on the same property, comparing 1903 with 1901, the school tax has increased 25 cents on the dollar, the State tax 50 cents and the county tax 100 cents. Wisdom would dictate retrenchment in the State and county in order that the supremely important work of providing substantial school buildings and proper means of education be not neglected.

Excepting one primary school and two additions we have built nothing for the last twelve years. During all this time we have been practically exempt from any expense for new buildings, and the time has now come when we must assume the burden which might well have been partly distributed over these years, but has not been.

Wm. C. Sheppard,
A. C. Denison,
Wm. H. Elson.

When you put your proposition in such form that it fits the other fellow's self-interest, you can do business with him.



Observations of a Gotham Egg Man.

The egg market has been in a very satisfactory condition during the last week or ten days. When the first heavy break in prices occurred—from 34c down to 21c within one week—a good deal of money was lost, both by commission shippers and by operators here who had bought eggs in the country anticipating a more gradual decline. But when our market fell to 21c on February 27 all hands made up their minds that the market was soon going on down to the spring speculation basis, and country prices were marked down accordingly. Since that time the bulk of the goods coming into the large distributing markets have been bought on a basis of lower prices than have had to be accepted and the profits on stock arriving have been considerable as a rule.

When egg supplies in the late winter begin to exceed the outlets as fixed by previous high prices there is nothing to stop the decline except a speculative willingness to hold the surplus for a time—it was only such willingness to carry a little surplus stock that stopped our first heavy decline at 21c—but this speculative stopping point is always governed by conditions that are more or less uncertain, as the effect of the decline upon consumptive demand can only be estimated and as the increase in later receipts is also a matter of estimate.

In the recent developments it happened that the heavy fall in egg prices from the high winter basis stimulated a very rapid increase in consumptive demand in all sections of the country. In this market, and in other Eastern distributing centers, it enlarged the trade so much as to absorb all the stock arriving and to prevent further serious decline for more than two weeks; and in interior cities it had the same effect, keeping so large a part of the increased production at interior points as to delay for a considerable time a further material increase in receipts at seaboard markets.

The maintenance of values thus made possible—having exceeded general expectations—has been the means of realizing good profits on recent purchases of eggs, nearly all of which have been made in anticipation of a greater decline than has actually occurred.

The very close clearance of stock recently experienced in this market, and the fact that buyers have generally had some difficulty in obtaining a full supply, have prevented a very close discrimination as to quality and resulted in an unusually narrow range of values for the stock arriving. Under the rather exceptional conditions prevailing a range of $\frac{1}{2}$ c has covered the different qualities of Western eggs arriving; some of the finest Southern have been taken at full Western prices, and even the poorer

qualities have usually been salable by a cut of $\frac{1}{2}$ @1c per doz.

It is well for egg packers to remember that these conditions will change as soon as offerings become relatively larger. When the supply begins to exceed consumptive demand buyers can afford to be more particular in their selection of quality and they will always be just as fastidious as they can afford to be. By the time current packings of eggs reach the distributing markets the supply will probably be larger in proportion to the demand for consumption and there will be a greater discrimination as to quality; moreover, the storage demand will have begun, and extra quality will probably command a relatively higher value. It will therefore be worth while for egg packers to begin a closer assortment of their goods and to see that their No. 1 grade is packed in first class cases and fillers.

When supplies become more plenty it will be especially advantageous to have stock that will pass a strict inspection under the rule for "firsts"—and if they can pass as "storage packed" firsts, so much the better.

To sell as firsts in this market the following points must be observed:

Packages—Must be new, of good quality, smooth and clean.

If sold "storage packed" the cases must be well seasoned white wood and all of 30-doz. size.

Fillers—The fillers must be of substantial quality, sweet and dry, with flats (or suitable substitute) under bottom layer and over top.

If sold "storage packed" the flats must be of strawboard.

Packing—In "firsts" the packing must be sweet, dry excelsior or other suitable material—under bottoms and over tops.

In "storage packed" firsts the packing must be sweet excelsior unless otherwise specified; cork shavings would pass all right if enough are used, but such packing must be specified when sale is made.

Quality—During the spring season "firsts" must contain 85 per cent. reasonably clean, full, strong eggs of good average size; the balance, other than the loss, may be slightly defective in strength or fullness, but must be sweet; and the loss, to pass at mark, must not exceed one doz. to the case.

If sold "storage packed" the cracked or checked eggs may not exceed 18 eggs to the case.—N. Y. Produce Review.

The most attentive man to business we ever knew was he who wrote on his shop door: "Gone to get married; back in half an hour."

WE NEED YOUR Fresh Eggs

Prices Will Be Right

L. O. SNEDECOR & SON

Egg Receivers

36 Harrison Street, New York

Reference: N. Y. National Exchange Bank

Fresh Country Butter

I always want it—of course, got to have it.

Eggs

Have to have 20,000 cases selected or straight run stock, and while I hate to do it like everything, I suppose I've got to pay a third more than they are worth. I never gamble myself, but my friends do, and as I have to store these eggs to please them, I am in the market. Write me.

Process Butter

I make tons of the highest grade process on the market, put up in any style you like; finest quality, high flavor, made entirely from fresh roll butter, cream, milk and salt. Wholesale only. Also fine fresh creamery butter all sizes, low prices.

Iowa Dairy Separators

I am State agent for them. I want local agents, good, bright, live men. I have a cream separator that is a genuine farmer's machine, and by that I mean the very best. Easy to clean, very long lived, easy to run, the closest kind of a skimmer on hot or cold milk, very few parts, and they replaced at low cost. What more does any one want? Who has one as good? I guarantee them every time.

E. F. Dudley

Owosso, Mich.

EGGS

Brand New Proposition

Money in It for Every Egg Shipper

Write or wire for full particulars.

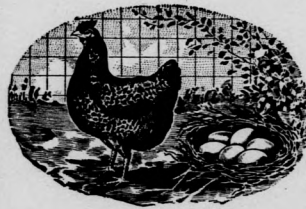
Harrison Bros. Co.

9 So. Market St., BOSTON

Reference—Michigan Tradesman.

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

Many have written us quoting prices on eggs, but we still wish to hear from more. Do not fail to keep in touch with us for spring eggs. Will try hard to trade with you. Write or telephone us quick.



LANSING COLD STORAGE CO. LANSING MICHIGAN

FODDER CHEESE.**Cheese Jobbers Advise Against an Early Opening.**

Prominent houses in the New York cheese trade have prepared the following circular, which is being sent to the cheese factories of the United States:

"The undersigned members of the cheese trade of New York City take this opportunity of calling your attention to the very unfavorable prospects for fodder cheese this season, and it is their desire to advise the manufacturers at the beginning of the season to avoid making early or fodder cheese, believing it to be against the interests of all connected with the manufacture of full grass cheese from the farmer to the consumer. While the trade realizes that some fodder cheese will be made, they earnestly counsel that all farmers who can consistently do so, turn their milk into some other channel. The market for both butter and calves being much more favorable as assuring a higher return for the milk than fodder cheese possibly can this spring, it would thus seem advisable to manipulate the milk in the manufacture of butter, or the fattening of calves. We desire to call the attention of all farmers and factory owners that the fodder cheese this year in all probability will sell at a very low figure, as all such cheese must go for export, and where the conditions prevail making it necessary to use the milk in the manufacture of fodder cheese, we would suggest that such cheese command more attention on the export market. The present stock of old cheese is sufficient for all home trade purposes until new full grass cheese arrives, and therefore if you do not want very low prices, do not commence making cheese before May 1."

The Montreal Produce Merchants' Association has issued the following circular to dairymen of Canada:

"The Montreal Produce Merchants' Association desires once more to record its objections to the manufacture of fodder cheese, either at the beginning or at the end of the season, believing it to be against the interests of all connected with the manufacture of full grass cheese, from the farmer to the exporter. It is the opinion of this Association that the time has arrived when the manufacture of fodder cheese should be discontinued, and a time for the opening and closing of cheese factories definitely arrived at.

"The amount of cheese manufactured in Canada last year reached the large total of 2,900,000 boxes, being about 350,000 boxes over the previous year. This was largely owing to the excessive manufacture of fodder cheese in March and April, and November and December. The uncertainty of the extent and time of the manufacture of these fodders, together with the inferior quality produced, tends to depress the market, creates a lowering of values, and affects the prices obtainable during the whole of the summer season. The opinion of this Association is that it is strongly in the interests of dairymen that the manufacture of cheese should not

commence before May 1, and should close not later than November 15. If this is done, a steadier market would result, and a better average price would be obtained. The question of what to do with surplus milk during the seasons referred to is easily settled by the manufacture of butter. By giving closer attention than heretofore to the requirements of the trade in butter, the quality would be very much improved, and we should soon gain a reputation and quick market for goods made during the winter and early spring months. Most profitable use could be made of the skim-milk for the feeding of stock.

"The prospects for the profitable manufacture of butter have never been brighter than they are this season. The exportation of butter from Russia, which is assuming large proportions, will likely be much curtailed by the war between that country and Japan, and this fact, together with the firm advices from England, should bring about higher prices in the near future. With the present good home trade demand producers of choice creamery butter will find prices profitable this spring. The stock of cheese in Great Britain and Canada is now almost double that of last year, and if many fodders are made it is bound to result in phenomenally low prices during the coming season."

The Butchers Are Right.

One feature of the peddling ordinance pending in the Youngstown, Ohio, Council which does not meet with the approval of all business men of the city is the unjust provision which will force butchers who maintain regular places of business in the city to take out a license of \$35 annually. The ordinance lets out farmers who raise their own products, but makes no provision for meat dealers of Youngstown, who keep a regular stand and who pay rent and taxes to the city. The primary object of the legislation, it is said, is to put a stop to transient dealers coming to Youngstown and doing business in opposition to regular established dealers. This one clause, however, does not fulfill this intention, but, in fact, works in an opposite way. In speaking of this a meat dealer who conducts a peddling wagon said:

"This part of the ordinance does not seem to me at all just to the butchers. We have to keep up our regular stands and we pay taxes for the maintenance of the city government, just the same as any one else. The grocery man is allowed to go from house to house taking orders and delivering the goods later in the day. We could do this, but because of the nature of the goods we handle it is just as convenient to take along a supply of meats in a wagon and so not be forced to cover the same ground twice. If we were transient dealers who paid nothing to the city treasury it would be different, but I can see no justice in making us take out a license the same as a man who drops in here to do business a little, contributes nothing to the support of Youngstown and then departs."

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.

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

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.

L. STARKS CO.

THE LARGEST EXCLUSIVE DEALERS
IN POTATOES IN AMERICA

Michigan Office, Houseman Bldg., Grand Rapids, Michigan

SEEDS

We handle full line Farm, Garden and Flower Seeds. Ask for wholesale price list for dealers only. Regular quotations, issued weekly or oftener, mailed for the asking.

ALFRED J. BROWN SEED CO.

GRAND RAPIDS, MICH.

Write or telephone us if you can offer

POTATOES BEANS APPLES
CLOVER SEED ONIONS

We are in the market to buy.

MOSELEY BROS. GRAND RAPIDS, MICH.

Office and Warehouse 2nd Avenue and Hilton Street,

Telephones, Citizens or Bell, 1217.

DRY GOODS

Weekly Market Review of the Principal Staples.

Brown Goods—Brown sheetings and drills have shown considerable improvement of late, as far as the attention of the buyers is concerned. Business, too, has shown some little improvement, but not enough to warrant stating that sheetings and drills are active. A fairly good business is being transacted from week to week, nevertheless, and the outlook is very encouraging for some heavy business in the next few weeks. Jobbing buyers have been free takers of brown goods when they have wholly ignored the other staple lines.

Bleached Goods—Bleached goods in the coarser lines are receiving some little business, but orders are coming in so slowly that the market can be said to be far from active. In the fine muslins, cambrics and long cloths some good business is being received right along from the cutting-up trade. Lingerie makers are free buyers, but their orders are placed more for their future needs than for future requirements. Jobbers and the retailers are not interested at all and they are continuing the tactics they inaugurated some few months ago, i. e., using up their surplus goods and buying only when their trade demands what they can not supply. In these fine bleached goods the prices seem to be unusually low as compared with the prices that are being paid for some of the coarser fancy two-harness goods. In a cambric of the 208-thread variety, in which some Egyptian or Sea Island cotton is used to produce the fine yarns required, the selling houses are asking not over 15c. The cost of the cloth based on cotton at 14c should be some 2c greater than the price that is being quoted. Yet buyers are holding off because they allege that the market is too high. One of the largest manufacturers of fine bleached goods in this country says that in his opinion prices should be considerably higher and that he is seriously contemplating asking a small advance within the next few weeks.

Ginghams—Ginghams of the finer grades are well sold up for the spring and summer trade and a good deal of business has been done in lines intended for late fall wear. The latter goods have been sold more in the darker shades. These dark shade goods have never been shown so extensively as they have this season, and buyers are showing their approval by buying very freely.

Heavy Fancies—Heavy fancies have not shown up so well as the lighter fabrics intended for late fall wear, but buyers can be expected to come in with more enthusiasm a little later as they are putting off buying these heavy goods until the last possible moment. Fancy twists are being largely shown and are very similar in appearance to the woolen

goods. Some lines are napped on the back in imitation of the woolen stuffs.

Dress Goods—Just at the present time there is perhaps considerably more activity in the dress goods market than in the men's wear. Some of the most important buyers of both dress goods and cloakings have been in the market, and there is little doubt from the nature of their purchases and the attitude that they assume that they have full confidence in the future. We do not mean to say, by any means, that the market is a lively one, for it is not, and, as a matter of fact, there has not been as much business accomplished as there was a year ago at this time, yet many report that they are doing what they consider a normal amount of business. The question of plain goods or fancies is yet to be solved. Still there is a general leaning toward the plain goods, principally because the buyers feel that by purchasing these they will be on the safe side. The manufacturer of extreme novelties has met with considerable disappointment, for neither the jobbers, the cutting-up trade nor the big retailers who buy direct have shown any disposition of favoring them. One reason for this is the fact that the spring season now under way has developed strongly in favor of plain goods, with the natural result that the buyers are not willing to risk purchases of fancies. Modest fancies, however, have shared in a moderate business, and mills that have held their prices down to last year's level or thereabouts have fared reasonably well.

Fancy Fabrics—The question of fancies in both worsteds and woolens has been an interesting one this season, and the matter has practically resolved itself into the fact that modest tones in quiet patterns have been banked upon. Really in only one section of the market have bright effects prevailed at all, and that is among the mercerized worsteds. In all other lines soft, modest effects were selected almost to the exclusion of everything else. In the mercerized worsteds, the very nature of the fabric called for more latitude in this respect, and it was given more latitude, with the result that these fabrics stand out in strong contrast to the market in general.

Hosiery—Fancy hosiery in a good many lines is bound to be a "big" seller for spring and summer, but a good many lines are bound to be a drug on the market. In half hose the neat embroidered patterns will receive a large amount of business it is certain; but in lace effects and in grays and champagnes it is almost sure they will be left over to be sold at some "sacrifice sale." In ladies' hose the lace goods are bound to be good sellers and many cases have been made in anticipation of a good demand. Tans will probably be in larger demand this spring than they were a year ago, but for 1905 makers are looking for a tremendous business. For the last two seasons tan shoes have been gradually coming into favor again, and while it is expected that they will be largely worn this season, it is thought that in the

season of 1905 they will be at their height. This is what shoemen say and knitters have already received this very early pointer.

Underwear—Balbriggan and ribs are in small supply in both the jobbers' and retailers' hands, but jobbers have not seen fit to place any more orders than they have been absolutely compelled to do. The market is in good shape as far as surplus stocks of goods are concerned, and, but for prices, every mill in the country would be running overtime. The mesh goods, which have been so largely advertised by importers, are being imitated to a nicety by numerous domestic knitters, but while they expect a good business in these goods, well-posted knit goods men believe that meshes will never take the place of the balbriggan or rib.

A New Garment—Is being shown to jobbers for fall delivery that is made of linen and wool, which should sell for about \$2. Numerous experiments have been made in the past with this combination of fibres, but none have turned out very successfully. The garment in question is one that should satisfy all buyers as far as manufacture and appearance are concerned, but the price is perhaps a little too much to expect much interest being taken in it until its wearing qualities have been proven by the public.

Carpets—The trade on carpets from the retailers' end of the business has been slow of late, due, they claim, in a large measure, to the cold and stormy weather conditions which have prevailed for some weeks past.

The housewife postpones her purchase until the weather becomes mild in order to have her spring cleaning done, and the winter fires are dispensed with before new carpets are laid. This condition has prevailed very generally throughout the country. As a result the country merchant is not disposed to duplicate his orders as freely up to this time as usual when weather conditions are mild and pleasant and always act as a stimulant to trade. The cut order end of the business shows some improvement of late, although this end is not up to expectations. Manufacturers continue fairly busy, in general, on initial orders taken earlier in the season, the three-quarter goods leading in the volume of business reported. The rug end of the business has been very active and bids fair to continue brisk right up to the end of the season.

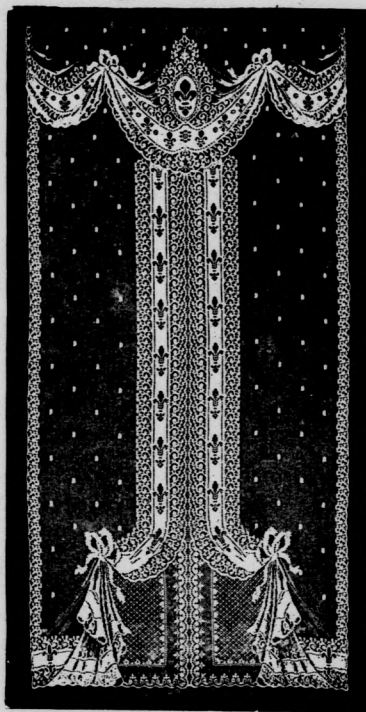
Art Squares—Are also active, more especially in the wool lines. Cotton art squares have not been so brisk as usual at this season, owing to the high prices of raw material and yarns.

Cotton Ingrains—Have been slow all this season and the advances in price will curtail the amount of new business from this time forward to the end of the season, which is expected to be a short one.

Upholstery—Jobbers report business slow on all lines of piece goods. The retailers are confining their orders to actual requirements and will not carry stock, preferring to come in oftener to purchase.

Veronas—Continue in fair demand

\$1.70 Per Pair



for Lace Curtains as illustrated. We have others at 65, 75, 85, 1.00, 1.25, 1.50, 2.00, 2.25, 3.00, 4.50 and \$5.00 per pair. Now is the time to place your order.

Grand Rapids Dry Goods Co.
GRAND RAPIDS, MICH.
Exclusively Wholesale

at former advances asked by the jobbers, but even this line is slower than was expected at the opening of the season.

Mohair Plushes—Are reported slower of sale of late. This line was among those receiving a good call earlier in the season.

Hammocks—Are reported in very good demand. Some have advanced prices only 10 per cent., while others who paid higher prices for yarn are asking 20 to 25 per cent. advance over last season. Some anticipate a big season in hammocks and awning stripes.

Took the Road When He Was Twelve.

A traveling man, who is known all over the United States as the "kid," because he is the youngest drummer on the road, is at the Baltimore Hotel. Although the "kid" at all times answers to this soubriquet, he has a name—Louis Allen.

Mr. Allen is quite a character aside from his distinction of youth, for he is salesman for probably the largest house in his line in the world, and his sales annually go over the half million mark.

To the public, however, Allen is unique from personal attributes. He is just 20 years old. But this is not all, for he has been on the road over seven years. A few odd months must be taken account of in the calculation. Notwithstanding his youth, Mr. Allen has been across the continent four times a year for several years, and was in Kansas City some five years ago, coming here on a half-rate railroad ticket.

"How did I happen to go on the road?" repeated Mr. Allen to the question.

"Well, when I was 11 years old I worked as office boy for a New York firm of wholesalers in neckwear. I was satisfied for a while, but very ambitious. I liked to talk to the salesmen when they came in off the road, and I would listen for hours to their stories of adventure. I determined to be a traveling salesman. Of course I was only a little fellow"—(Mr. Allen is a "little fellow" yet)—"and when I broached the matter to one of the members of the firm he, of course, laughed at me. He was kind enough to say that if I stayed with the house until I was 21 years old he would give me a trial. That wasn't what I wanted. I kept thinking about it, until one Saturday night a man came in off the road, and, leaving his sample case in the office, he resigned. I had saved up nearly \$50, and after every one left the store that night I grabbed that sample case and bought a ticket for Providence, R. I. I had never been outside of New York, but I wasn't afraid of a town like Providence. I got there Sunday morning, and it was the proudest moment of my life when I registered and stowed my sample case away over Sunday.

"The firm I was working for concluded I had skipped out when I did not show up Monday morning. All sorts of rumors were sent adrift, most of them somewhat uncomplimentary to me, as the sample case was missed. Well, on Monday morning bright and early I went to the principal

furnishing goods store and asked some girls in the front part of the store where the buyer was. They told me he was on the fourth floor. It was all I could do to drag my heavy sample case along, but I managed to get to the buyer. I told him I represented So-and-So, and asked him if I could sell him anything in my line. Of course, he laughed.

"How long have you been on the road?" he asked.

"Three years," I unblushingly said.

"Come, now, youngster," he said, "honest, how long have you been on the road?"

"Well, I just told him all about it. I said he was the first man I had tackled. It seems he was a customer of the house, and, more as a joke, I think, he gave me an order for \$500 worth of goods.

"I was prouder than any general when I had that order safely signed up, and went to the next store. Of course, I had to take all sorts of 'joshing,' but that first day I sold altogether \$1,000 worth of goods. The next day I went to Boston and sold a lot of stuff there, and then to Worcester. By that time I had orders for about \$3,000 worth of goods, and I sent them to the house, with a request for more money. They say now that when the members of the firm saw that order they nearly fell dead. The next day I got \$100, with a message to go ahead. I remained out three weeks and sold an average of \$1,000 daily while I was out.

"Well, when I finally got back to New York I was as proud as a peacock, and was all swelled up when I found that I had a bundle of money coming to me. That was the beginning, and I have been on the road ever since."

Mr. Allen has a genuine New York drawl, and there is just a suspicion of an adolescent mustache on his upper lip.—Kansas City Journal.

A professional reformer is sometimes only an appetite for power that mistakes itself for moral courage.

PILES CURED

DR. WILLARD M. BURLERSON

Rectal Specialist

103 Monroe Street Grand Rapids, Mich.

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.

ATTENTION, JOBBERS!

We are agents for importers and shippers of oranges and lemons, breaking up cars and selling to JOBBERS ONLY. Best fruit at inside prices.

H. B. MOORE & CO., Grand Rapids

GRAND RAPIDS FIRE INSURANCE AGENCY

W. FRED McBAIN, President

Grand Rapids, Mich. The Leading Agency

RUGS FROM OLD CARPETS THE SANITARY KIND

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

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

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.

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.

New Goods

That are in great demand are the following:

Voile Melange
Gauze Bourette
Mousselines
Zibelines

Scotch Suitings
Mulls
Organdies
Dimities

These goods come in plain and fancy colors. Write for samples.

P. Steketee & Sons,

Wholesale Dry Goods,

Grand Rapids, Mich.



The Best is none too good

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

Lowell Manufacturing Co.

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



The La VERDO Cigar

Contains the best Havana brought to this country. It is perfect in quality and workmanship, and fulfills every requirement of a gentleman's smoke.

2 for 25 cents
10 cents straight
3 for 25 cents
according to size

Couldn't be better if you paid a dollar.

The Verdon Cigar Co.

Manufacturers
Kalamazoo, Michigan



Hints on Conducting a Clothing Department.

A subscriber wants to know how to handle the clothing department of his store. He carries a large stock of dry goods and the usual assortment for men.

He wants to know where to place the department, what kind of tables to use, etc.

Like everything else there are circumstances that will alter the cases in the clothing department.

It is one of the many sections in the average dry goods store that is more or less neglected. The suits are generally stuck away back in the far end of the store in the dark and little attention is paid to them.

While it may not be advisable to place the clothing right up by the front window, yet it should have a place where there is a good light. There is no department of the dry goods stock that needs any more light than the clothing—unless you want to work off shoddy goods on your customers, and we take it that no reader of the Bulletin does that.

If the clothing is put back in the end of the store it should be near the windows. Most long stores have some windows in the side near the back or in the end.

Sometimes there is a skylight under which the clothing can be placed.

One good reason for placing the clothing rather back in the store is that nine men out of ten are modest about displaying their charms to the public gaze. They will prefer to go back in the corner somewhere and try on a coat or possibly an overcoat to parading the garment right out where all the people coming in the store may see it.

To be sure there should be a trying-on room, but it is very often that the customer is not expected to go there unless he is making a try of nether garments.

If he is selecting a coat and vest he usually pulls off his old one and proceeds to try on those handed out by the salesman.

If his linen happens to be a few days worn or if his suspenders are patched with a piece of binder twine he may not like to expose that fact.

If the clothing occupied the entire back end of the establishment he will not be subject to public gaze even if he does not go into the trying-on room.

But there should be a place where the customer can go and try on the whole suit if he wants to. It should be provided with a mirror in which he can see his entire manly form at one look and not in which he can see only small portions of his anatomy at once.

There need be no elaborate furniture in the room. A chair or two or a bench is all that is needed.

This room will be found beneficial to the merchant in more ways than one. If the customer tries on the suit before he leaves the store and

gets the opinion of the salesman upon it he is not so likely to bring it back the next day.

He will know whether it fits him or not and how it looks when in use and there will be little excuse for his returning it.

Of course the merchant will exchange any suit brought back in good order, but very often this will give rise to trouble.

The customer may take the suit out into the country for half a dozen miles. It may get rained on in transit. It will get dusty in all probability. Then at home it will be tried on and tried on and handled with a good deal rougher hands than the salesman will lay on it.

It will be folded up to bring back by one who knows no more about folding a coat properly than he does about the conduct of a store in other particulars.

All this will take away the value of the garment slightly and if the dealer takes it back and tries to sell it to some one else the last customer may be just particular enough to notice the defects.

So the trying on of the suit in the store will be found an advantage for the most careful measuring will never tell that a suit will exactly fit. Even a tailor with years of experience behind him always has to try on the suit before it is finally sewed together. It is no wonder, then, that a measurement made by the average clerk will often fail to fit a suit of clothing to a man of ordinary shape.

But this is digressing upon the merits of a trying-on room. We will call that question settled.

The tables to hold the clothing should be three feet wide and thirty inches high. These are the generally accepted measurements, although some stores make them a trifle wider. They should, of course, be made as solidly as they can be, for a stock of clothing weighs several pounds.

These are all the fixtures required for a clothing department.

The tables should be so arranged as to show off the stock to the very best advantage. As a general proposition they should be placed at right angles to the front of the store. This presents a better appearance to the prospective customer and serves also as a screen to shut the purchaser off from view.

Great care should be taken in the piling of the stock. It is very easy to get a coat wrinkled so that it looks as if it had been slept in.

After a customer has been satisfied the clerk—or someone else—should go through and see that every garment is placed back where it belongs and in the proper manner. The sleeves of the coat must lie smoothly together and the tails and lapels must be folded out straight.

In purchasing the stock the buyer will have to be governed by the demands of his trade. If they want high priced garments he should have them. If they want the other kind give them to them. A full assortment of sizes is very necessary. Many a time a sale is lost by the skipping of a size in a line.—Commercial Bulletin.

Wile Brothers & Weill

Manufacturing Clothiers

Ellicott Street, corner of Carroll Street

Buffalo, N. Y., March 18, 1904.

Gentlemen:—Our booklet for Spring 1904 is now ready for mailing.

Such quantity as you want of them we will be pleased to send you gratis—bearing your name and address—for distribution to your customers, or, if you send us a list of names, mail them direct. Do not hesitate to ask us for these booklets or for our large 3 sheet posters—union or non-union—or price-cards, and all other advertising matter,

Even though you never bought a dollar's worth of goods of us—for you are the man we are after. We feel we can be of mutual benefit to each other.

We won't bother you to-day telling you about our great line of Pan-American Guaranteed Clothing, as it is in between seasons, but if you are not all bought up for Spring and are looking for a few exceptional values tell us so and we will do the rest.

We are still showing some choice patterns, especially in the \$7, \$7.50 and \$8.50 lines. A postal will bring samples, express prepaid.

We expect to blow our trumpet soon for the Fall campaign.

We hope by the time our men start on the road to be better acquainted with you and have your permission to show you our offerings for next Fall.

We trust to be favored with an early reply from you, giving us all details as regards what advertising you want, and remain,

Yours respectfully,

WILE BROS. & WEILL.

Pertinent Hints on Advertising a Clothing Store.

If you decide to advertise, get into a paper with a positive circulation all the time; take a small space, if you can not afford a larger one. You can say a great deal in a small space if you pick your words carefully and put them together properly.

If you experiment in advertising, with the notion that the first insertion will crowd your store, save your money—and yet, if you only desire to experiment once and make up your mind to give the people something ridiculously cheap, and will put your intention into words few and of meaning, you will even then discover that the public is ready to take you at your word.

The money "burnt" annually in experimental advertising would be sufficient to start a bank with a good working surplus. Some people say that advertising is an expensive experiment. So it is, if treated as an experiment. Advertising should be treated in a business way—with an equal display of judgment that would be necessary for the success of any venture.

The business man that never advertises is much like the man without a home; no one knows where to find him. He is an advertiseless man, selfish and lonely; the homeless man, morose and melancholy; the one longs for the angel spirit of business to enliven the dreary abode of his self-walled tomb; the other follows his shadow from morn until night in search of peaceful rest; both are playing hopefully with time and waiting for something to turn up to brighten their souls and to enliven their drooping spirits. The advertiseless man has his just reward; the homeless man deserves the pity of the benevolent; the condition of the first is of his own making; that of the second came upon him through circumstances beyond his control.

The business man with capital was able to surround himself with a finely selected stock of goods and elegant store fixtures. His object was twofold: to benefit himself while helping others. He acted upon the principle that elegance of stock and store fixtures was all the needful requirement. He presumed that his highness was all-sufficient to bring swarms of customers, and any means to make himself and his store known to the public was a waste of money. He would not advertise; no indeed, for how could the dear people remain ignorant of the magnate among them? "Not to know me," he mutters, "is to argue oneself unknown." Such stateliness may have its just recognition among nabobs, but among plain Americans it goes for naught.

A man in business must make himself and his wares known to the people. To do that he must advertise; he must keep his name and the kind of store he keeps before the people. They need to be told how the merchant is going to benefit them. Their interests must be reached; they must be told how their wants can be supplied with the least expenditure of money. One time telling will not

suffice; the lessons require oft repeating.

Every town and village has a newspaper for the dissemination of knowledge among the people; that paper will help you if you give it the opportunity. Has it ever occurred to you that no man has ever become great in modern times without the aid of the newspaper? You may think your newspaper is published weekly and therefore it can do you no good. If you think so you are acting upon erroneous premises. You, as an individual, may have no influence, but place yourself behind a newspaper as its manager, and notice how quickly you can clothe yourself with power among the people that read your paper. A word or a line in your weekly newspaper commending you and your goods to the public is beneficial to you. In rural districts everybody that can reads the town news in the weekly paper. Not only that, but they read all the locals and all the advertisements.

Should you place an advertisement in your town paper do not allow yourself to think you have done your duty as an advertiser for a whole season to come. Do not allow your advertisement to remain over one week without change. Keep it in the paper every week, but let each issue be a new advertisement. If you publish the same advertisement every week, it will become stale reading, and instead of doing you any good it will do your business a positive injury. In one of our exchanges we have noticed a clothing and furnishing goods advertisement that has been standing seven weeks. What is the impression one receives from such methods of advertising? We need not go far for an answer, for it is apparent the merchant has foggy notions, and that he is far in the rear of the progressive merchant, that his stock is all old, and that enterprise has died within him.

Good methods of advertising economize attention and concentrate it upon the matter the merchant wants the reader to know about his goods. Everything in an advertisement foreign to the goods advertised detracts from its effectiveness. The space is valuable and should have been utilized for the presentation of matter pertinent to the object of the advertisement. The use of foreign matter to attract attention with the view of converting that attention into interest for the things advertised is contrary to all mental laws.

The advertiser should not belittle the goods he advertises by going into the gutter for the language of his advertisement. Selling goods is an honorable business. There is nothing in the business that makes slang necessary to success. Everything the merchant has for sale is presumed to serve a special purpose; it is an article of utility, and not an article that needs dragging through colloquialisms and slang to get the people to realize its utility. When the advertiser has anything to say to the public about his goods, he should use words in good repute, plain, simple English that every English reader can understand. By so doing he does not only bring his goods to the

attention of families, but he brings to them good English, which makes him a benefactor as well as an advertiser.

The successful advertiser knows what his competitors are doing. If he does not employ "shoppers" then he has his family, friends and the family and friends of the trusted employees furnish him with the doings at the other stores, and whenever necessary for comparison purchase the articles. The successful never advertise haphazard. They know how much they can invest in advertising before they advertise. They set aside a certain sum for that purpose per year. This sum is arrived at on the percentage basis. The greater the sales this year the more money should be invested in advertising next year; but thereby the percentage does not increase, but rather decrease. Those that have not regularly advertised in the newspapers should figure out how much they paid out within the last twelve months for all kinds of advertising that really does not advertise, and invest a like sum the next twelve months in their best newspapers and refuse without exception to advertise in any programme or other medium not regularly published at least twelve times the year, and you will be surprised at the results in comparison.

It is to the interest of all advertisers to insist on a circulation statement as a part of their contract, and when it is refused, they should refuse their business. It is to the interest of all legitimate newspapers (also trade papers) to encourage advertisers to exact this information, and thus shut out a mass of schemes and worthless mediums which prey upon retailers and manufacturers and absorb a large proportion of their advertising expenditure. — Clothier and Furnisher.

Feminine Logic.

"Ma, why shouldn't you look a gift-horse in the mouth?"

"Oh, I suppose, dear, because horses of that kind bite."

"Ma, what kind of horses are gift-horses?"

"Oh, the kind that bite if you look at their mouth."

"Ma, why do they bite you if you look at their mouth?"

"Oh, dear, I suppose it is because they are gift-horses."

Made on Honor

and

Sold on Merit

Buy Direct from the Maker



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

Ellsworth & Thayer Mfg. Co.

MILWAUKEE, WIS.

B. B. DOWNARD, General Salesman



Get our prices and try our work when you need

Rubber and Steel Stamps Seals, Etc.

Send for Catalogue and see what we offer.

Detroit Rubber Stamp Co.

99 Griswold St.

Detroit, Mich.

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.

HOW TO ATTRACT TRADE.**Offer Prizes to Clerks for Best Suggestions.**

Perhaps you are a little cloyed with the ways of doing business in your store and would be glad of any number of new ideas to attract trade or present goods so that the public would buy more freely. That is about the situation in most stores.

You have tried hiring assistants of all sorts from other stores and other towns and have been temporarily pleased with the results obtained from them, but somehow their supply of original ideas soon gives out and you are about as flat on the floor as you were before the changes were made, and you are wondering if the cost of the changes has not been more than the returns obtained.

Your experience this year in that line is the same as that of last year, and your conclusions are about the same. The experience of next year will be the same. Now, why should you wait for certain stated and periodical times to make your changes, and why should you figure that you must change next season or next year by obtaining help from outside?

One of the most successful publications in this country, from both a business and an editorial point of view, has followed a practice of offering prizes to its readers to tell what is wrong with the paper and what can be done to right it or improve it. The subscribers and readers have made the paper successful. Why can't you do the same thing with the people who are constantly in touch with you and your business methods and needs?

Look within the confines of your departments and among the employees of your store for much of the assistance you need. Offer prizes to the clerks of each department to tell you in writing what is the matter with the department and how its sales and profits can be bettered. Make such offers effective once a month, hold the letters in strict confidence and keep a careful record that you may know the best employees you have all over the store.

Once in two months offer prizes for like written fault findings and suggested remedies as applied to the general business of the store, or any other departments than those in which the writer is working. Make it as largely obligatory as possible and request plain and frank statements. Encourage investigation and business thought and attention in that way.

Not only will you find the good and the bad of your employees, but you will be surprised to know that some of the employees you considered worth very little to be bright and valuable assistants. You will also find that clerks now in one department have a natural inclination toward some other department where they could do you and themselves better service, but to which they are now refused admission because of the perverseness of floorwalker or

superintendent. Doesn't this give you an idea to work out?—Dry Goods Economist.

Recent Business Changes Among Indiana Merchants.

Butler—M. W. Brogan has purchased the general merchandise business of Lester J. Neal.

Churubusco—X. Kocher succeeds Martin Kocher in the boot and shoe business.

Decatur—Lock & Linn, hardware dealers, have dissolved partnership, N. A. Lock succeeding.

Fort Wayne—Thompson & Bacon, dealers in pumps and windmills, have dissolved partnership. The business is continued under the style of Bacon & Bacon.

Indianapolis—The style of the Williams Soap Manufacturing Co. has been changed to the Williams Soap Co.

Lafayette—Louis G. Deschler has purchased the interest of his partner in the cigar business of Timberlake & Deschler.

Loogootee—The hardware firm of Huebner, Shirley & Gates has been dissolved. The business is continued by John Huebner.

Markland—McCreary & McCreary, dealers in groceries and dry goods, have sold their stock to Fred Stoop.

Monroeville—Brown & Schlemmer continue the implement and vehicle business formerly conducted under the style of Friend & Brown.

Muncie—Prewitt & Merz, boot and shoe dealers, have dissolved partnership. T. A. Prewitt continues the business in his own name.

Muncie—W. W. Trullender has purchased the interest of his partner in the grocery business of Trullender & Williams.

Otterbein—Lesley & McConaughy have purchased the grocery and notion stock of Winfield M. Waddell.

Ottwell—Miss Annie Haskins has sold her millinery stock to Mrs. Eva Davidson.

Ottwell—Harris & Harris have engaged in the hardware business. The stock was purchased of Wiscaner & Goodwin. The business will be continued at the same location.

Poseyville—The style of the general merchandise business of Jacob Heiman is now Heiman & Engbers.

South Bend—E. D. Shenefield & Co. are succeeded in the implement and fuel business by Ullery & Ullery.

Vincennes—J. Mike Dattilo has taken a partner in his fruit business under the style of Rocca & Dattilo.

Wabash—The Howard Elastic Wheel Co. has been reorganized under the style of the Wabash Manufacturing Co.

Auburn—A receiver has been appointed in the case of the Model Gas Engine Co.

Bluffton—The creditors of the Wells County Canning Co. have applied for a receiver.

Indianapolis—The business of the Indianapolis Arm, Bracket & Pin Co. has been placed in the hands of a receiver.

Indianapolis—Nelson & Dunbar, commission produce dealers, have been sued for \$1,000.

A mother's tears are the same in all languages.

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 Tonia Street, Grand Rapids, Michigan

The greatest stock in Michigan, largest sample rooms and one of the biggest lines (including union-made) of samples to select from in the Union, for Children, Boys and Men. Excellent fitters, equitable prices, all styles for spring and summer wear; also Stouts, Slims, Etc. Spring Top Coats, Rain Coats, Cravettes. Everything ready for immediate shipment. Remember, good terms, one price to all.

Mail orders solicited.

Phones, Bell, 1282; Cit, 1957

M. I. SCHLOSS

MANUFACTURER OF

MEN'S AND BOYS' CLOTHING

143 JEFFERSON AVE.
DETROIT, MICHIGAN

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

Leather from the Ocean.

A great deal of good leather comes out of the sea—not the kind of leather that comes from the backs of walrus, seal and otter; everybody knows about that. There is a queerer leather; it comes from the bodies of fish.

An extremely fine quality of green leather made in Turkey is manufactured from the skin of an ugly fish called the angel fish. This is a kind of shark—a shark with thick, wing-like fins that have earned for him the name of angel, although he does not look a bit like an angel, but rather the opposite.

The sword grips of the officers of the German army are made from shark leather, too. They are beautiful in pattern, being marked with dark diamond-shaped figures. This skin comes from a North Sea shark, known as the diamond shark.

German leather manufacturers have tried to produce a leather from animal hides that shall supplant this skin, but in vain. Unlike animal leather, fish leather is absolutely impervious to water and never gets "soggy" from dampness. Therefore it is ideal for sword grips, as, no matter how much the hand may perspire, the grip remains hard and dry.

The sturgeon, despite his lumpy armor, furnishes a valuable and attractive leather. When the bony plates are taken off, their pattern remains on the skin just as the pattern of alligator scales remains on alligator leather. The Pacific coast sturgeon and the sturgeon of the Great Lakes produce a tough leather that is used to make laces for joining leather belting for machinery, and the laces often outwear the belting.

The strange garfish, an American fresh-water fish with long toothed jaws like a crocodile, has a skin that can be polished smooth until it has a finish like ivory. It makes beautiful jewel caskets and picture frames.

The skin of the garfish used to be converted into armor by some tribes of American savages. The hide is so tough and hard that it makes a breast plate that can turn a knife or a spear. Some of the finer specimens that have been found are hard enough to turn even a blow from a tomahawk.

The savages who wore this fish-armor also used to wear a fish-helmet. It was made from the skin of the prickly porcupine fish, and besides protecting the wearer's head, it was used as a weapon of offense. The warriors butted their enemies with it, and as it had hundreds of iron-like spikes the operation was eminently painful to the object of attack.

In Gloucester, the "king town" of fish, the humble cod has been utilized with success for making leather for shoes and gloves. In Egypt men walk on sandals made from the skins of Red Sea fish. In Russia certain peasant costumes are beautifully trimmed with the skins of a fine food fish, the turbot. Bookbinders in Europe are binding books with eel skin.

The eel skin serves another and less pleasant purpose. It is braided into whips. The writer was the unhappy member of a European private school where one of these eel skin whips was a prominent instrument

of discipline, and he has never really cared for eels since then.

Along the big salmon rivers of Siberia the natives often wear brilliant leather garments dyed red and yellow. They are made from salmon skins.

In Alaska beautiful waterproof bags are made from all sorts of fish skins.

The queerest use is that to which the intestines of the sea lions are put. They are slit and stitched together to form hooded coats, which are superior to India rubber as waterproof garments.

Walrus intestines are made into sails for boats by the Eskimos of Northwestern America.

Even the frog does not escape. Several factories in France and a few in America make card cases and other small leather articles out of this squawky citizen.

Climbing Through Three Zones in an Hour.

There are two places in the world where a person can pass through the tropical, sub-tropical and temperate zones inside of an hour.

Hawaii is one and Darjeeling, in Northeastern India, alongside of little Nepal, is another.

In both these places the trick is done by climbing up the high mountains.

In Hawaii the traveler starts with the warm breath of the Pacific fanning him and the smell of palm trees. He passes for a space by great clusters of tropical fruit, and as he mounts the trees change, until he is in the kind of scenery that may be found in the Southern United States. Still he climbs, and soon he notices that it is much cooler and that the character of the scene has changed to one that reminds him of the temperate zone, with fields in which potatoes and other Northern vegetables are growing.

In Darjeeling the change is still more wonderful. The entrance to the tableland, on which the little mountain city stands, is through a dark, somber tropical pass, full of mighty palms and hung with orchids and other jungle growth. After a

while the trees change from palms to the wonderful tree ferns. These alternate with banana trees, until, after some more climbing, forests are reached that are composed of magnolias and similar trees. Through these magnolias the way leads ever up, and all at once, over an open pass, there come to the view immense thickets of Himalayan rhododendron and the evergreen of firs and cedars, and beyond stand the white, grim, snow-clad, frozen mountain peaks like Arctic icebergs on land.

In less than two hours a traveler can ascend from orchids through jungles to tea plantations, and thence to a climate of Northern roses and violets.

As They Parted.

"We've certainly had a delightful evening. Now, you and George must come around to see us sometime soon. Haven't forgotten where we live, have you? Carrie, I think your hair looks better to-night than I've ever seen it. Seems to be growing a little, too. What are you doing for it? Oh, yes, I've heard that's a grand remedy. It is just too funny for words. You know Uncle Will hasn't any more hair on his head than I have on my hands. Well, the other night somebody told him of something new to make it grow. Uncle Will tried it, and now his head is as red as a beet. Don't know what it was he used. He said he was sure he used the right quantity of each prescribed ingredient, and he had it prepared by a reliable druggist. Don't say anything about it for the world. He's just awful angry. See that story yesterday about two hens being blown to death because they tried to hatch frozen eggs? The eggs thawed out and exploded. Wasn't that just too nonsensical! Yes, we will have to be going now. Good night. Don't forget to give my love to Aunt Emma."

All of this was said in one breath on the front porch, and with the thermometer ten degrees above zero.

Good breeding is a letter of credit all over the world.

Your Son or Daughter Could Keep Your Books!

Our accounting and auditing department can send you an expert to devise a simple yet complete set of books and give all necessary instruction.

*The expense is small!
The advantages many!
Write us about it NOW!*

THE MICHIGAN TRUST CO.

(Established 1889)
GRAND RAPIDS, MICHIGAN

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



Agents Wanted

Everywhere in Michigan to sell the famous

F. P. Lighting System

I want good reliable men who are hustlers, and to such men I can make a proposition that will net them from \$20 to \$50 per week. All my agents who are hustling are making big money. One of them made \$3,500 last year. Our system is the best known and most popular one of the kind on the market. 40,000 in use now—1,000 being sold every month. Get one plant in a town and the rest sell themselves. This is no fly-by-night scheme, but a steady, established business. If you are a good man and want to make good money, let me hear from you.

H. W. LANG, Ft. Wayne, Indiana, Michigan State Agent

HARDWARE

Pertinent Hints on Advertising a Hardware Store.

Some are born great, some have greatness thrust upon them—others advertise. The merchant who sits down and waits for business to come to him will find himself among the left over baggage when the Empire State Express of business success pulls out.

Business success needs three things—knowledge, push and good advertising. In these strenuous times advertising bears about the same relation to a business as steam does to an engine or rather as the fire under the boiler to the steam it creates. Advertising alone will not make a millionaire out of any man. It is the pinch bar with which a live, hustling man may make a business move with little perceptible power.

Advertising isn't an art; it's just applied common sense. Advertising is naturally a creative force. Since it has been applied to modern commerce there have been created dozens of commodities and branches of trade that did not exist before its advent. The six hundred millions of dollars spent annually in this country for publicity have set many hundreds of millions of dollars running into wholly new channels.

Business is warfare—in a sense, a hard constant fight to the finish. Advertising is the business man's most modern, most effective weapon.

Once in a while we hear some old fellow saying: "I have never advertised and am still doing business at the old stand." He means that he is doing business at the old standstill.

Advertising is the yeast cake which causes the business bread to rise. Advertising is simply telling some person or persons some fact or alleged fact concerning something. It is therefore as old as the human race, for didn't the serpent by his plausible arguments induce Eve to pick the apple, and after tasting it didn't Eve tell Adam it was good and persuade him to take a bite? In olden times the Greek merchant was accompanied on his rounds by musicians who assisted him in chanting the virtues of his wares. In a ruin of Ancient Egypt was found written on papyrus an advertisement for a runaway slave. This advertisement is undoubtedly at least 3,000 years old.

It has always been a wonder to me that advertising in different ways was not more general among hardware dealers. For it seems to me that the modern hardware store, with its thousand and one specialties and articles of general use, presents one of the easiest advertising propositions in the field of business. Our grandfather's stock, made up as it was, chiefly of nails, butts and screws, and the like, would have made rather a difficult subject for even an expert advertising man to handle, but the hardware stock of to-day, with fancy builders' hardware, cutlery, sporting

goods and almost an endless number of specialties for the housewife, farmer, children and grown-ups, offers material for a dozen or more good advertisements for every day of the year.

When once you decide to commence advertising don't spend a dollar for printer's ink, paint or posters until you are ready for results. You wouldn't invite a lot of people to your house to partake of a Christmas dinner and when they arrived have no fire in the parlor and no dinner to serve. An advertisement is an invitation to the people of your neighborhood—all of them—to come to your store and see something worth the trip, so, in the language of the Scriptures "put your house in order" first, make your store attractive. It will cost something, but you can't expect people—especially new customers—to come a second time unless you give them the right kind of a reception when they make their first visit.

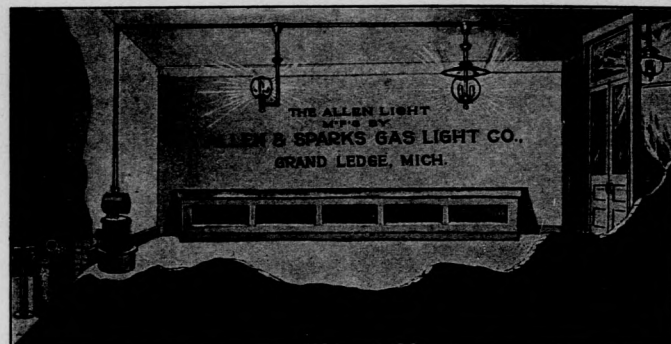
Put your most attractive, most seasonable goods to the front—new customers will not be favorably impressed if, on coming into your store, they run against a lot of shovels, wheelbarrows, nail kegs and the like. Every hardware store keeps those goods and if anyone wants them they will ask for them. Put your cutlery, small tools and other bright goods in the front where daylight will strike them. Arrange your stoves in neat rows and keep them polished. Keep your newest specialties in conspicuous places, exhibiting working models where possible so that each one will tell its own story. Put your nails and other homely goods out of sight and you will have a store that says "Welcome" to all who enter and "come again" when they leave.

Study your trade and buy the goods it demands, and don't buy second-class goods. Goods that are not good enough to bear truthful advertising are not good enough to sell—or even to give away. Study your goods and see that your clerks know just as much about them as you do. If you started a man out to canvass the town for orders for a new washing machine you wouldn't allow him to commence soliciting orders until you were assured that he knew the strong talking points of that machine. It is just as important that you and your clerks know every strong argument concerning the hundreds of articles on your shelves and counters. This means work but no half hearted policy will bring success.

I wonder if there is not someone who expects me to say: "Then call in the advertising expert with his hand-me-down advertisements"—if so, you will be disappointed. The average advertising expert—the man of whom it is said

The time is past when poets starve
In garrets without hope.
They're making seeds by writing ads
For breakfast foods and soap,
is about as much use to the retail hardware dealer as a refrigerator to an Esquimau. A knowledge of the goods and of local conditions must be possessed by the man who successfully advertises a hardware store.

There may be readers who expected me to insist that a course with a correspondence school of ad-



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

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



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

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

When You Want Best Quality

ASK
FOR THE BRANDS

**Crown and
Fletcher Special**



Fletcher Hardware Co.

Detroit, Michigan
Jobbers of Hardware

vertising is absolutely necessary. Again you are doomed to disappointment—at least partially so. Of course a knowledge of type, engraving, arrangement, etc., is certainly a valuable asset to the writer of advertising, but there are many successful advertisers who do not know 6 point old style from 36 point Gothic or a printing press from a paper cutter. A few dollars spent in subscribing to one or two magazines devoted to advertising will furnish you with all of the technical information necessary.

The hardware dealer can advertise in an almost endless number of ways, but I will mention only those that are in my opinion first in importance and productive of best results.

I have already spoken of the advisability—rather the necessity of having an attractive interior to the store as a method of holding trade, and as one of the first methods of attracting the attention of the passerby—the man on the outside—I wish to say a word about the store's exterior.

You or I might have walked over the hills of Cripple Creek stumbling over the rocks and think those barren hills one of the last places on earth from which man could have gained a living. The man of minerals comes along, picks up the stones we have stumbled over, crushes and smelts them and carries away millions in gold. He knew what was inside of those rocks. The hardware dealer is dealing with people who don't know what is inside, so he must put a little glitter on the outside, to excite the curiosity of the passerby. The exterior of the hardware store should say "come in" to everyone in sight, just as the interior should say "welcome" and "come again."

In dressing windows the same arrangement should prevail as in the main part of the store. Don't fill the windows with prose, staple goods—you don't need to tell people that you keep these goods; fill your windows with attractive articles; make your windows talk; display seasonable goods in a way that will suggest the need of them in the minds of the people who see your windows; keep the display bright and clean and change it frequently; keep the people wondering what you are going to do next, but look out for the nonsensical. The merchant who does some fool thing to draw a crowd generally gets it, but such a crowd produces only a few unstable customers and for every such customer gained in this manner a dozen would-be customers turn away with a feeling of mingled contempt and disgust.

Another mode of advertising which can be carried on with little expense is the use of circulars or booklets. Much good material for this kind of advertising can be obtained practically without cost. The manufacturers of specialties in many cases furnish the dealers with circulars or booklets describing their articles. At a small expense your name can be printed on these, or a rubber stamp can be used; never let a piece of advertising matter leave your store until your name is on it. Whenever you put in a stock of stoves, refrigerators or any other seasonable goods, have an attractive circular printed announcing the fact. Cheap printing is too expensive—it doesn't bring business. Really good printing means a larger printer's bill but it also means more sales.

One very good method of distributing circulars or booklets is by placing one in each package of goods sold. A little good judgment is necessary in this, for profitable results could hardly be expected from a circular describing boys' skates if wrapped up with a flour sifter sold to a maiden lady of uncertain years or a lawnmower booklet given to a section hand who resides in a railroad shanty. This method of distributing will of course reach only your present customers. To reach others necessitates either a house to house distribution or the use of the mails. Sending circulars by mail costs more, but like good printing, it invariably brings much better results, and more than this it permits classification. If you put in a new line of carpenters' tools, send advertising matter concerning them to all the carpenters in town. If a new line of Sad Irons send the booklets or circulars to the housewives. It is said that a man always hits what he aims at, but that the reason for so much poor shooting is that the shooters don't aim. A man with a blunderbuss uses a pound of lead, and is pretty sure to hit something, but a steady hand behind a rifle loaded with a half ounce bullet is even more effective and besides it saves ammunition.

Painted signs nailed up along country roads and advertisements painted on fences, barns, etc., will make the rural population acquainted with your name and business. Little or no argument can be made in advertising of this character but considering the length of time during which these signs remain standing and their moderate initial cost, money spent in this direction is generally considered well invested.

I have now reached that most modern medium for advertising, the one accepted by leading authorities as the best. I refer to the newspaper. Being a newspaper man it is natural that I would favor this class of advertising, however, I hardly imagine that I will be accused of partiality considering the recommendations I have already made for spending a large part of the advertising appropriation in other directions. I have left what I have to say concerning newspaper advertising to the latter part of my remarks, because success in newspaper advertising depends to such a great extent on preparation—on the advertisers' being ready to care for results. The other methods that I have suggested are really part of this preparation.

The first and one of the most important steps in newspaper advertising is the selection of media. In small towns this is a small item, especially where there are only one or two newspapers. In larger towns with a half dozen dailies and twice that number of weeklies, it requires exceedingly good judgment on the part of the advertiser to place his appropriation to the best advantage. The politics

of a paper should never, in my estimation, enter into the consideration. It is not at all likely that your customers and possible customers are confined to one political party. Other things being equal I should select the evening paper in preference to the morning paper for advertising hardware, for the reason that the evening edition is the one most generally read by the housewife and by the laboring man; both are too busy in the early part of the day to more than glance at the morning paper at the breakfast table, while the evening edition is read by the family around the fireside.

If you have a number of papers from which to make your selection try to pick out the papers which reach your trade—that is if your trade is largely among laboring men get into the laboring man's favorite. If your trade is general in character it will be necessary to add a paper favored by the richer classes. You can decide on this matter after a personal investigation on a small scale as to the popularity of different publications. The rural population should not be overlooked. To reach them use the best weekly papers or if the surrounding country is covered by rural free delivery find out what daily papers the farmers subscribe to most generally, and use them.

Honest advertising solicitors can assist you in making selections, and here let me say a word concerning the representative of the newspapers' advertising department; if he knows his business the average solicitor can give you many pointers and tell you many

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

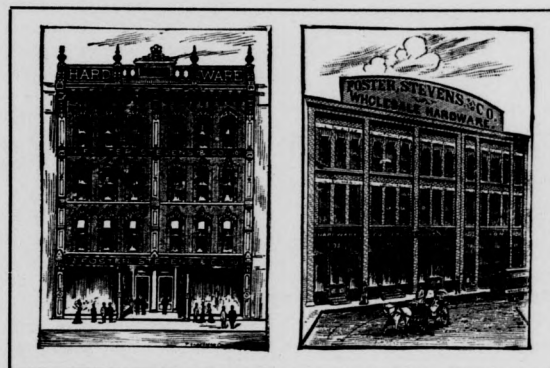
You can co-operate with us to your advantage—the expense and trouble are ours.

Potato Implement Company

Traverse City Michigan

The Acme of Potato Profit

Foster, Stevens & Co.



Grand Rapids, Michigan

Buckeye Paint & Varnish Co.

Paint, Color and Varnish Makers

Mixed Paint, White Lead, Shingle Stains, Wood Fillers

Sole Manufacturers CRYSTAL-ROCK FINISH for Interior and Exterior Use

Corner 15th and Lucas Streets, Toledo Ohio

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

things you don't know. When he makes his first call receive him courteously, if he seems honest, conscientious and experienced receive him with equal courtesy when he calls again. Advertising men like hardware drummers, and, in fact, like all salesmen, are sometimes tempted to draw the long bow, but, on the whole, take the average and you will not be able to find a more industrious lot of men. Quick in perception, ever ready with suggestions, broad-minded, you will find the honest advertising man of experience a valuable friend.

The size of space to be used is another important item. Use space enough to present at least one strong argument. Large space is unnecessary, except in the event of special sales or at the opening of a season. A space of from 3 to 8 or 10 inches single column filled with an argument straight to the point on one subject, changed every day, or at least three times a week, if inserted in daily papers, will bring more business for the money expended than a half page crowded with a disconnected jumble of different articles. Let the story you have to tell decide the size of space. State your argument as pointedly, as briefly as possible, have it set up in readable type and if it takes 3 inches that is enough, if 10 inches, use ten. A ten inch advertisement in a 3 inch space is about as much out of place as a three hundred pound man in his boy's express wagon. Too many advertisements are spoiled by over crowding and to cut the advertisement short, to leave out essential points, to stop before the story is complete spoils the advertisement just as surely as crowding it. Of course this applies to "all year around" advertising. During the holiday season or when you receive your spring goods or on other similar occasions a forcible announcement in a large space is advisable. The larger the advertisement the more care necessary in arrangement. An advertisement which looks like a Chinese puzzle won't have many readers, and you can not expect the dear public to get out an extra pair of spectacles in order that they may learn what you have to say.

The best article ever made, advertised in the best medium ever published, will not bring results unless the advertisement is properly written. This is the rock on which so many advertising ships have been wrecked and the current which carries them to disaster is named "Big Words."

An old Irishman used to say, "foine words butter no parsnips"—highfaluting talk won't bring business. Human talk is what is wanted. When the rubbish is cleared away, and we get down to rock bottom, this advertising business is as simple as A, B, C. A whole band wagon full of college-bred theories can't compete with a hard-headed business man with a stub pencil and a sheet of wrapping paper in getting up good advertisements. Plain human talk is what you want; the kind that talks square toed English, with no frills put on. If in the ordinary explanations a joke creeps in naturally, it is splendid

stuff—helps to set off the advertisement and gives it that real human touch that brings buyers.

Get out your stub pencil and a big sheet of manila wrapping paper. Write just the same as you would holler to a fellow across the street: "Come over here, Jones, and see the finest article you ever saw in a hardware store." When he comes over, you go into detail, tell him all about it and why he needs the article.

A firm belief that your business is worthy of patronage is the first essential to the writing of good advertisements and the man who can forget that he is writing, and talk with his pen as he would under ordinary circumstances will get the trade. Advertising experts prepare barrels of high-sounding advertisements, but when it comes to getting trade for the hardware dealer no one has ever improved on the good old-fashioned way of telling the plain facts in an intelligent straightforward manner.

The advertisement that doesn't contain information is not the business bringing kind. It is a mistake to presume that the public is familiar with the goods you carry. In writing advertisements it is a good idea to presume that people generally know nothing at all about your business or the goods you sell, and that it is your especial duty and privilege to enlighten them. The man who knows his trade and knows what it wants and knows how to intensify its wants by suggestive advertising will always be in the front seat of the business band wagon.

Make your advertisements to the point—don't be ambiguous or you may find yourself in the predicament of the young lady who inserted an advertisement to the effect that she would like to meet a gentleman fond of out-door life. The advertisement was answered by a score of hoboos.

A customer recently called at a grocery and said to the proprietor: "I believe that you advertise your establishment as a real live grocery." The grocer, with a large open-faced smile, replied, "You have said it." "Well," continued the customer, "your advertisements are certainly truthful, for the cheese I bought here yesterday was about the liveliest thing I ever encountered."

Advertising something you haven't is like writing checks when you have nothing in the bank; there will be trouble when you don't make good. This reminds me of another cheese story: A man said to a grocer, "What's the price of cheese today?" "Fifteen cents a pound." "But the fellow across the street is selling it at ten cents." "That's the place for you to buy it." "But I've just been over there and he hasn't any." "Well, then, the kind of cheese I haven't you can have at ten cents a pound also."

The common plan of the honest man who states what he has to sell in simple vein and language plain may take some time to tell. But the truth will out with a mighty shout. And the sound will pierce the skies, so you can't go wrong to follow my song: Be honest and advertise.

Jokes and smart aleckness are as much out of place in your advertisements as a cakewalk in a cemetery, and as one bad egg spoils an omelet

so one bad advertisement may spoil the effect of a whole series.

Don't imagine that people are standing around with open mouths and ears to catch everything you have to say. You'll have to say it so attractively, so earnestly, so boldly that they'll see it in spite of preoccupation or indifference.

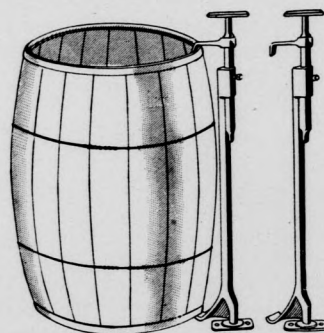
A well-written advertisement will not be read unless it is properly set up by the printer. The heading of an advertisement should tell a story in itself or be so inviting as to lead the reader immediately into the body of your announcement. Just one display line in a plainly set advertisement attracts the eye more quickly than a hodge podge of bold face and italics.

The store that runs a head line

reading "Fire Sale," "Grand Opening," "Slaughter Sale" or "Unprecedented Sacrifice Sale" every day soon takes rank with the boy who cried "Wolf" and the "bankrupt sale" often closes the chapter.

Enthusiasm without cool judgment is liable to blow in the appropriation on one or two insertions. It takes time, repetition and common sense arguments to make people believe in buying your goods and come back for more. Too many advertisers empty their appropriations, sandboxes on the first grade and the road to advertising success is strewn with the bleaching skeletons of the victims of one insertion. John Wanamaker once said, "To discontinue advertising is like taking down your sign." You have a sign above your door to let

Atlas Adjustable Barrel Swing



The Only Adjustable Barrel Swing on the Market

A substantial and most convenient fixture for under the counter near the scales for barreled goods in bulk or package, especially different grades of sugar, oatmeal, crackers, etc. Strong, durable, clean, convenient. A necessary article for the groceryman. Once tried, always used. Can be set up for use in five minutes. Is a labor saver and a saver of goods when transferred from one package to another. Swings out very easily and swings back into place alone. Adjustable to any height barrel or counter.

Note the following voluntary testimonials:

Petoskey, Mich., March 3, 1904.

Please allow us to congratulate you on the complete success there is in the working of your adjustable barrel swing. We are so well pleased with the swings which we have that we will want at least two more as soon as we get our counters rearranged this spring. They are so simple and easy to operate we consider them indispensable in furnishing an up-to-date, handy and convenient store. With friendly congratulations,

Petoskey Provision Co.

Petoskey, Mich., March 4, 1904.

I take great pleasure in recommending your barrel swings, as I have used them continuously for over two years and they have given entire satisfaction. They are time-savers and time is money to the hustling merchant. In my opinion there is only one best, and that is the "Atlas."

C. C. Hamill.

Van, Mich., Oct. 1, 1901.

Enclosed find check for the Atlas barrel swings. Please ship us two more, and as soon as extension is completed on our store we will want four more. They give us perfect satisfaction.

VanEvery Bros.

Bogardus, Mich., Nov. 5, 1901.

We take pleasure in mailing our check for the Atlas barrel swings left here on trial. We don't see how we could keep store without them, and would not have them taken out for four times their cost.

Belding-Hall Co.

For Sale by Wholesale Grocers

Manufactured by

Atlas Barrel Swing Co., Petoskey, Michigan

people know who you are, and what you are doing. That's what your advertising does. It merely multiplies your sign. It lets thousands of people know what you have to sell.

Vanity is too frequently the besetting sin of business men. They labor under the delusion that if they advertise during the few busy months the public will keep them in mind for the remainder of the year. They overlook the fact that when the mightiest of earth pass away, people cease to talk of them after a week. Only a few years ago the name of Paul Krueger was in every man's mouth; everybody talked of him, applauded him or criticised him, wondered what his next move would be. How often do you think of him now? How many of you know that in a little European village this old man, broken in body and spirit, once famous, now almost forgotten, is passing his few remaining days dependent on the hospitality of friends?

So it is with the business man. In order to be in the public mind his name or his business must be kept before the public all the time. Advertising loses one-half of its efficacy when put out spasmodically.

A. Eugene Bolles.

Habit of Doing One's Best.

This habit of always doing one's best enters into the very marrow of one's heart and character; it affects one's bearing, one's self-possession. The man who does everything to a finish has a feeling of serenity; he is not easily thrown off his balance; he has nothing to fear, and he can look the world in the face because he feels conscious that he has not put shoddy into anything, that he has had nothing to do with shams, and that he has always done his level best. The sense of efficiency, of being master of one's craft, of being equal to any emergency, the consciousness of possessing the ability to do with superiority whatever one undertakes, will give soul satisfaction which a half-hearted, slipshod worker never knows.

When a man feels throbbing within him the power to do what he undertakes as well as it can possibly be done, and all his faculties say "Amen" to what he is doing and give their unqualified approval to his efforts—this is happiness, this is success. This buoyant sense of power spurs the faculties to their fullest development. It unfolds the mental, the moral and the physical forces, and this very growth, the consciousness of an expanding mentality and of a broadening horizon, gives an added satisfaction beyond the power of words to describe. It is a realization of nobility, the divinity of the mind.

Why a Locomotive Is Called She.

Some one has solved a problem and offers the following explanation why a locomotive is called "she."

"It wears a jacket, an apron, has hose, and drags a train behind it. It has a lap, needs guides, rides wheels and will not turn for pedestrians; sometimes foams and refuses to work. It attracts the men sometimes, is contrary, and always takes a man to manage it."

What Constitutes a Good Salesman.

While there are, of course, many points which go to make up a good traveling salesman, there seem to me, however, to be certain ones which are most necessary. The following are, in my opinion, some of the essentials which every good commercial traveler should possess:

First, last and always a salesman must be a gentleman in every sense of the term. He must be thoroughly kind-hearted, for the reason that a man of an unsympathetic nature does not know how to sympathize with others, and unless you are able to comprehend the feeling which animates another you are, of course, at a loss to know how to deal with him. A salesman must be at all times considerate of others' feelings, and lastly of his own.

He must be able to win the confidence of a customer and be entitled by reason of his actions to the regard and esteem of his house.

He must carefully avoid anything which savors of trickery or unreliability.

He must never promise, or lead a buyer to expect, any concessions or conditions which will not be fulfilled to the letter.

When it comes to the question of work a successful salesman must consider that his day's work is complete only when he has seen the last man that he ought to have seen.

He must plan his route so as to see as many men each day as can well be handled, taking all time necessary with each man, but wasting no time with anyone.

During business hours the salesman should keep his mind on business only. His eye should be open to observe anything pertaining to his line, and his tongue should be silent on all matters that may give pointers to his competitors.

Above all things, the successful salesman must be a good reader of human nature. To do this requires that he continually train himself until it becomes second nature for him to mentally compare everyone he meets with some one whose characteristics are most nearly represented by the particular person he is presently "sizing up."

A salesman must be able to reverse positions with the buyer, and look upon the question from the point of view that the buyer has a right to, thus being able to forestall any and all arguments which might be brought out by the buyer, and save the salesman from finding himself in a trap from which there would be no egress except acknowledgment of defeat.

The successful salesman never leaves the buyer under any condition except in a pleasant frame of mind, and he is extremely careful never to tell the buyer that he is at fault except in such a way as will be readily seen but not felt by the buyer.

W. S. Quinby.

If you continue to hand out the coin of your confidence and the currency of your friendship without collateral or security in kind, it will not take long to put your political future into the hands of a receiver.



Give Forest City Paint and Forest City Methods a chance to increase your profits. You'll be more than pleased with the results.

Moses Cleveland

of ye Forest City Paint & Varnish Co.

WHY NOT SELL PAINT?

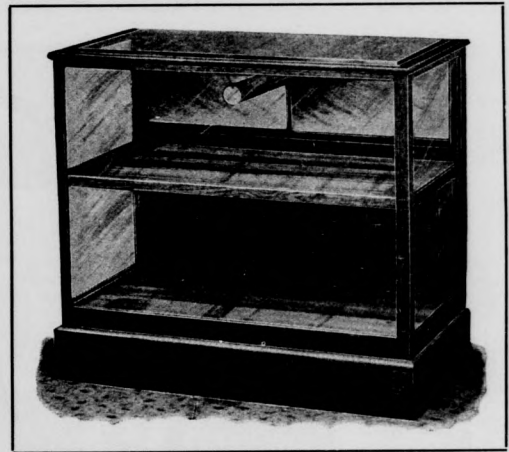
How many folks daily come into your store for something or other in your line and then cross the street to buy a can of paint? Why not sell them the paint, too? It's just as easy as selling almost any other article if you sell good paint, and there's certainly good profit in it. You don't have to turn your store into a paint shop, either. A small stock of

FOREST CITY PAINT

prominently displayed will practically sell itself. It's good paint put up in attractive, convenient sized packages. All you need to do is to supply the desired color and quantity and pocket the profits. The effective local advertising, with which we will furnish you free, will get the business for you—the quality of the paint will hold and increase it. Write to-day for our Paint Proposition. It explains all.

THE FOREST CITY PAINT & VARNISH CO.
KIRTLAND ST., CLEVELAND, OHIO

SHOW CASES



Do you need them now and need them quick?
Do you want the best and at a price that's right?

IF SO, WRITE US

"We Can Deliver The Goods"

High-Grade Work Only

GRAND RAPIDS FIXTURES CO.

Bartlett and South Ionia Sts., Grand Rapids, Mich.

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



Woman's Ability To Be Good by Proxy.

Written for the Tradesman.

It is to be feared that this is an unpius age that takes its Lent lightly. Nowadays when we don our sackcloth it is silk lined, and all our ashes are ashes of roses, nevertheless Lent is a time when the thoughts of even the most worldly turn to righteousness, and thus we are enabled to observe one of the most remarkable phenomena of the feminine temperament—woman's ability to be good by proxy.

This is a distinctly feminine accomplishment. When a man thinks about being good he begins with himself. He stops drinking, or swearing, or playing poker, or whatever his particular vice was. When a woman decides on leading the higher life she turns the batteries of her noble resolutions, and directs her reform against somebody else. She does not even contemplate giving up gossiping, or bridge, or bargain sales, or the thing that was her besetting sin. On the contrary, she contrives to enjoy her own little vices in peace and content, but she devotes all her energy and zeal to trying to make her husband quit smoking, or give up his modest glass of beer, and she feels that she is entitled to a high place among those who have per-

formed works of supererogation if she can harass him into resigning from his club.

If further proof were wanted of woman's noble and altruistic nature it could be found in the fact that all



Women societies are all for reforming men.

the great reforms inaugurated by women have had the suppression of the vices of men for their object, and this, too, when there was plenty of need of looking to their own fences. It has never yet occurred to the woman reformer to tackle the vices of her own sex. All of women's anti-societies deal with the things that they are opposed to men's doing. You never hear of the Christian Woman Temperance Talking Union, or the Mothers' League for

Suppressing Bad Children, or the Anti-Gadding Society, yet the abuse of the tongue has done as much harm in the world as the abuse of liquor, and there are no other wrongs comparable with the crime of raising bad and spoiled children and maintaining an ill-kept home.

It is a soothing and unselfish idea that our brothers' souls need our attention more than our own, and so, during Lent, when all of the feminine ethical societies get busy, we are treated to the amusing spectacle of hordes of reformers who are enjoying all the sacred pleasures of being reformed without any of the penalties of giving anything up that they wanted to do, and who are filled with a feeling of self-righteous virtue because they have formed a league to abolish betting in pool rooms or chewing tobacco, or something that they never did anyway.

Nor is this ability of woman to be good by proxy confined to her public acts. Every woman who is married to a man who lets her hen-peck him considers herself a good wife and congratulates her husband upon having married such a domestic treasure. The feminine idea of wifely duty is getting along smoothly with a man who does not dare to contradict you and who never interferes in the housekeeping. His humble attitude of acquiescence never counts, although in reality his wife may be only amiable because she is never crossed.

Likewise, a woman always considers herself a good mother when her children happen to be born with

healthy constitutions, and are lucky enough not to take the measles, while the feminine definition of a good friend is another woman who will lend us her new sleeve pattern before she has used it herself, and who will let us dictate to her about her clubs and whom she will invite to her pink tea. We frequently admire our own disposition because we get along harmoniously with people who will refrain from rubbing us the wrong way.

When it comes to economy it is somebody else's extravagance that



She holds up her friends.

woman usually lops off first. A woman in boasting of her achievements in this line once said to me: "Why, I made my husband wear the same suit of clothes for three years." But

Golden Essence of Corn

Karo Corn Syrup, a new delicious, wholesome syrup made from corn. A syrup with a new flavor that is finding great favor with particular tastes. A table delight, appreciated morning, noon or night—an appetizer that *makes you eat*. A fine food for feeble folks.

Karo

CORN SYRUP

The Great Spread for Daily Bread.

Children love it and thrive upon its wholesome, nutritious goodness. Sold in friction-top tins—a guaranty of cleanliness. Three sizes, 10c, 25c and 50c. At all grocers.

CORN PRODUCTS CO., New York and Chicago.

this same woman explained that it was economy for her to go to the best dressmaker. Anyway, she cut off all of her husband's indulgences, and they got rich, and to this day she always attributes their success to his having had such an economical wife. A man never knows until after he is married that it is economy to give up cigars in order that you may put the money in bric-a-brac. A woman's burnt offerings are usually made of somebody else's taste.

Self-sacrifice has always been regarded as woman's star virtue, but even in this she generally manages to sacrifice somebody else instead of herself. It is the same spirit that prompted Artemus Ward, in a burst of patriotism, to declare that he was willing to sacrifice all of his wife's relation to put down the rebellion! Women are unconscious of this, but when you hear one railing at the frivolity of fashion you may be sure that she is too lazy to dress, and when you hear one assert that she believes in plain living and high thinking, and that she sets her face against the pleasures of the table, you may rest assured that she is a dyspeptic who has no appetite anyway.

The phase of this mania, however, that women have for being good by proxy that is most objectionable, and that is in peculiar evidence during Lent, is the habit they have of making somebody else foot the bills for their charity. In every city throughout the country there is a coterie of women who outdo the scriptures in not letting their left hand know what their right hand gives, for their pocket-book never finds it out at all. They sustain a flourishing reputation for generosity and philanthropy, and are conspicuous on hospital committees and orphan asylum boards. They are the head and front of every church fair, and missionary bazaar, and tea, and are supposed by people on the outside to be lavish givers, yet they never contribute a cent of their own money.

Let a case of destitution be known, and such a woman claps on her bonnet and is out collecting food and clothing for the sufferers from her neighbors, but it never occurs to her to supply their needs from her own store room. Let a church fair be started, and she gives herself nervous prostration rushing around soliciting contributions from merchants, but you never hear of her digging down into her own pockets and fishing up a cent. Her generosity, which is lauded in the papers and heralded through the community, is purely vicarious, and consists in holding up other people and making them give.

It is pleasant to be charitable when it does not cost you anything, and one of the reasons that women are so easily touched is because they expect to touch somebody else for the price of their sympathy. I have a suspicion that there would be about a million fewer "causes" in the world if women supported them themselves instead of making other people do the contributing. As it is, every woman you know has two or three pet charities that she depends on running by holding up her friends. When the time for annual contribu-

tion comes around she never thinks of such a thing as raising the money by doing without a new gown, or a piece of furniture she wants. Instead, she indulges herself in whatever she desires, and raises the money she needs by the simple expedient of levying black-mail upon her friends.

Of course, it is done decently, and under the guise of an amateur concert, or a reading, or recital by an impecunious young genius to which you are compelled to buy tickets under penalty of forfeiting her friendship. Of course, she knows it is a hold-up, and that nobody ever goes to an amateur concert of their own accord, but she justifies herself to her own conscience by saying that you ought to give anyhow, and she actually and honestly feels herself an instrument of grace in forcing you



The modern saint makes others give.

to contribute to the Pug Dog Hospital, or the Home for Superannuated Cats or whatever form her charitable fad takes.

Naturally, men are the worst sufferers from this form of proxy-giving. The same sort of honor among thieves that makes each confidence man work his own side of the street keeps women from trying to hold each other up for many contributions, but men, and especially unmarried men, are the helpless victims of the female philanthropists who expect other people to put up for their generosity. This makes Lent truly a time of fasting, and self-denial, and dust and ashes for the average young man. Every mail brings him notes from Mrs. This, That, and the Other One, bulging with tickets that he is expected to buy to help some charity in which he has no interest, and sustain some cause that he has neither money nor the desire to aid. It is not easy for a man to refuse these subscriptions for they come from women whose houses he has visited, and of whose hospitality he has partaken. In reality, they are a civil dun for dinners and dances, and if he refuses to make good his welcome is a frosty one the next time he goes to call on Mrs. Proxy G. Samaritan. If only one woman did this it would be a small matter, but when tickets come in shoals, as they do during the time when women are being vicariously generous in Lent, they send the young man to the free lunch counter for food, and cause him to use lan-

guage about this particular form of philanthropy that it would do the ladies good to hear.

There is not any use, of course, in trying to make women see that it is better to be good yourself than to make somebody else perfect. They will go on to the end of the chapter plucking the mote out of their brothers' eyes while their own are full of beams, but this particular form of ticket sending nuisance ought to be abated. It is humiliating and exasperating to be forced to maintain other people's charity, and unless a woman means to support her own philanthropies she should keep out of them, and in a still wider charity refrain from holding up her friends. The best sort of goodness is individual goodness, and that does not do good by proxy. Dorothy Dix.

The Sultan of Turkey never sleeps two consecutive nights in the same room, so great is his fear of assassination. In the palace are a number of bullet-proof rooms, all of which are furnished as sleeping chambers. Only a few minutes before retiring to rest the Sultan announces in which room he intends to spend the night, so that all the rooms have to be constantly prepared for his reception.

It is important that a salesman's report of collections, of trade conditions, of adjustments, and of all matters pertaining to the business of the house, be particularly clear; that his orders, as written, leave nothing to be misunderstood.



To those buying quality, note!

Jennings' Flavoring Extracts

Mexican Vanilla
and
Terpeneless Lemon

Are guaranteed pure and the most economical Flavorings offered to the consumer.

Jennings' Extracts are never sold by canvassers or peddlers. Always sold by your grocer at reasonable prices.

Jennings
Flavoring Extract
Co.,
Manufacturers
Grand Rapids, Mich.

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

"YOU CAN'T FOOL ME."**Mere Smartness the Great Defect of American Education.**

You can divide men into two classes wherever you find them—the suspicious and the open-minded. It is not a division between the ignorant and the wise, the foolish and the prudent; those distinctions exist easily enough and clearly enough, and no one would care to defend the ignorance or the foolishness. But there are two distinct ways of looking at life and of using knowledge. One man learns and holds his knowledge as a shield against deception. He knows his Latin or his French, let us say, so that you could not deceive him with bad Latin prose or poor French. Or, let us say, he knows about boots and shoes, or about cottons and woollens so that he can not be deceived as to texture or value, or he knows precious stones in the same way.

Another man, the more Latin or French he knows the more he admires those languages; they open up to him new possibilities. He is not thinking he knows so much that no one can deceive him, but he is thinking he knows enough to be ready to know more; his mind is not on its guard, but is more and more receptive. And with this class of mind it would be the same with his knowledge of boots and shoes or cloth or diamonds. He thinks not first and always that his knowledge enables him to know bad shoes or poor stones when he sees them, but that his knowledge now enables him to make a better boot or to appreciate a rarer stone.

You can divide up men into these two classes wherever you find them and whatever they are doing. One man studies the Bible to learn what not to believe, what there is to distrust, where he may find a weak spot, and there are plenty of these quite easily found; but how much more that man gets out of the great book if he uses his knowledge to appreciate its poetry, its truth, its splendid commonsense, if he finds comfort for sorrow there, and peace for troubled minds.

How often we find men looking at the church and all her institutions and aims and plans in these two ways. One man says, "You can't fool me; look here and here and there and see this weakness and that superstition." He prides himself on that knowledge, so easily come by, if you want it, wherewith a man can make himself suspicious and find mistakes and blunders, for there are many of them. But there is another knowledge, far more difficult to come by, and with this another man sees how the church has through the ages knelt beside the wounded man in the road and soothed his wounds. He sees that, in spite of superstitions and deceptions and bloody blunders sometimes, the institutions of the church have been a center of comfort and peace to troubled hearts. It all depends whether one's knowledge has made him suspicious and caving, or receptive and forgiving.

It is the man of partial experience, of partial knowledge, who is suspicious;

it is the man of narrow and provincial mind who looks askance at everything he does not know and throws out suspicions as a guard against harm. Men of wide experience are not harsh judges of men; they are charitable. It is partial knowledge that smiles patronizingly or sneers suspiciously. Very wise men are most simple and trusting. They know so much, they have come to believe there is no end to what might be known, while we who know just a little are much inclined to think that anything that turns up that we do not know can hardly be worth knowing. The man of much learning welcomes knowledge and is never suspicious of her.

Now, the tendency of our day, in mind and manners and morals, seems to be toward the suspicious and sophisticated, rather than toward the simple and receptive. Here is one of the mistakes of our education, moral and social. Boys and young men look upon it as better to guard themselves against deception or imposition by studying to know the tricks and subterfuges of trade and of morals. We breed, in short, a great surplus of smart people—people who take pride not in finding much to believe in, but in seeing how much they can underrate things and men. We give this atmosphere to our youth to breathe. We think it is far more sagacious, more subtle, to appear knowing, and to intimate our suspicions of something underneath than to take things for the best and open the mind for a frank reception of information. Not only do men lose much by this attitude, but they are often mistaken. All men are not working, in this world, with some hidden motive beneath the surface. All politics are not petty and personal. All charities are not for mere ostentation. Now, the tone of our times is to be as wise as the serpent—to look at everything and to speak of everything knowingly, as though to say, "It looks well, but we know more than we care to tell." Men lose much by this attitude. They lose the affection and confidence of people by meeting them on this guarded basis. They deprive themselves of knowledge, for from him who is suspicious of every truth, who waits and weighs and sneers, truth turns away.

We have all been deceived many times, but we can not suspect all men for all that; we must accept the next man who comes and believe in him until he proves his worthlessness. It is probably true that in the business world the merchant who has been open and fair with his people, who has put responsibility upon them and trusted them, in the long run has profited more than he has lost, and gotten more for them and for himself than the wily man who thinks them all ready to deceive him if he gives them a chance.

Here is a main grand difference between big men and little men, great men and small men. Are not the large, generous, charitable natures forever opening themselves to the confidence and generosity of the world, allowing impressions to stamp themselves upon the waiting brain?

Are not the thoughts and hopes and sorrows and dreams of life about them sweeping through the doors and windows of their lives, making them of wide experience, making them wise through their readiness to receive impressions? And are not the little men—small, provincial men—always suspecting the messengers of truth, trying always to guard the doors and windows of life against intrusion, looking at possible guests askance and driving them thus away, being so prudent that they remain small and cramped? It is men who know little who are suspicious of learning, not men who know much; it is the boor who has swallowed some book of etiquette who is awkward, not the simple, unconscious man; it is he who is always thinking of precautions who is weak and sickly—it is he who opens his life to men and the world who is strong and happy.

Frank Stowell.

Peanuts Follow Cotton.

Peanuts are higher in price than they have been in many years. Just what has caused it is uncertain.

"Theboom in cotton did it," declared one of New York's largest wholesale dealers the other day. "The tremendous figures at which many of the Southerners sold their cotton last fall and this winter made peanut growers and dealers ambitious to get rich quick, too. Many dealers bought for a rise. And although the price is 'way up now, thousands are confidently holding on for still higher figures."

In ordinary years hundreds of thousands of bushels of Virginia grown Spanish peanuts are exported to Southern France, chiefly to Marseilles. There the oil is pressed out of them and is shipped back to America in large quantities under French labels as pure olive oil. This season comparatively few American peanuts have been exported, and the Marseilles pressers have had to rely chiefly on the African peanut, which is by no means so desirable as the Virginia product.

New York and other great peanut consuming centers in this country have seriously felt the effects of the high market for the domestic peanuts. The rise has been felt particularly by the pushcart vendors.

There are in New York also a large number of factories given over to the manufacture of peanut brittle and peanut butter. They have been handicapped this winter by the speculation in the raw material.

An interesting bit of news in connection with the present situation is the announcement by one of the large dealers that he has recently placed an order for 1,000 bags, or about 2,500 bushels of Japanese peanuts. These nuts are now supposed to be on their way to America. Peanut growing has in late years become quite an important industry in some parts of Japan, and the Japanese nut is declared by experts to compare very favorably with the American product, both in size and flavor.—New York Sun.

In Spain the daily wage of a field laborer ranges from 20 to 28 cents, without board.

Seeing Mary Home.

Written for the Tradesman.

As years go by we sometimes sigh and in the firelight's glow
Through misty haze of other days we see the long ago.
We count the years, the sighs, the tears, the hopes that were in vain,
The hard-earned sweets, the sharp defeats, the pleasure and the pain.
We wonder if the life we live is worth the heavy care,
The struggle up, the bitter cup, the heart-ache and despair.
Then memory kind brings to the mind some moment in the strife—
The heart grown sad again is glad and thankful for its life.
And so at night my pipe I light and let my fancies roam
To when a boy I knew the joy of seeing Mary home.

To school we went, on learning bent; she sat across the aisle.
She liked perhaps the other chaps but gave to me her smile.
Sometimes a note I fondly wrote and passed in manner sly
And watched the glow that lovers know up-creeping to her eye.
"The rose is red," it often said, "the violet is blue."
If you love me as I love you no knife can cut in two
That love so fond." And she'd respond with lines I'll ne'er forget—
Some simple thing—and yet they cling fast in my memory yet.
And when at four the work was o'er I felt a knight of Rome,
I was so proud the joy allowed of seeing Mary home.

When school was done and childish fun and life grown strangely grave;
When day by day I worked away and learned to lose and save;
When in a school of harder rule I studied problems new
And learned defeat was sure and fleet, success for but the few—
One tender joy I knew, a boy, was yet reserved for me:
When ways of sin fools ventured in it kept me pure and free.
When folly's light made blind the sight and lured the moths to death,
Each day, each hour, I felt one power, one look, one voice, one breath.
When into pain in pleasure's train I went the others roam
No joy could seem so sweet a dream as seeing Mary home.

Above the rest of mornings blest one day stands perfectly
When every bird I singing heard seemed singing but for me;
When every spray of blossoms gay that clustered at my feet
Seemed but to grow that it might glow upon her tresses sweet.
Each bird that sang, each bell that rang, still in my memory dwells
And down the years my heart still hears the sound of wedding bells.
In dreams I hear, in accents clear, her sweetly whispered yes—
As simple word as ever heard yet fraught with happiness.
Down in a cot to share my lot and never thence to roam—
I knew the joy I dreamed, a boy, of seeing Mary home.

Now twenty years with smiles and tears have in their courses run
Since that sweet time I heard the chime, we two were made as one.
And after she had joined with me she joined some things a few—
The "Ladies' Aid," a club that played progressive euchre, too.
My bank account for snug amount she drew upon at sight.
As president, each day she spent in planning for the night.
She's in them yet and seems to get the joining fever worse:
I guess she been some twenty in, while I am out of purse.
Clubs without end she must attend; so much she has to roam
I seldom know the joyous glow of seeing Mary home.

Douglas Malloch.

Senator McLaurin furnishes the latest origin of the term "painting things red." He says it originated in his State half a century ago, when steamboat racing on the Mississippi was an every-day event. At the start of the race the captain would shout to the firemen, "Paint things red, boys!" Whereupon the men would heap on coal and wood until the furnaces glowed so that the crimson glare could be seen for miles at night. In that way the term "painting things red" came to mean a lively time either on water or land.

One-half of all the women in Massachusetts who are able to work are wage earners.

Attend to this today.

A Result Producer

SEND us your name on a postal card and we will convince you that we have a legitimate proposition that is worthy of consideration by every active retail merchant.

It is a High-Class Business Inflator

one that will interest new trade and one that can be used to good advantage by every merchant. This does not mean an extensive advertising campaign without results, but it does mean, for one thing, an effective and sure business bringer. WIDE-AWAKE DEALERS know that to properly, intelligently and economically advertise and place their business on a cash basis, they must do more than circularize their community. They must make it an object for new trade to visit their stores. We have an original plan that is endorsed by level-headed, practical business men who do not waste their affections or money on catch-penny ideas. UNDER OUR PORCELAIN PREMIUM PLAN YOU GET THE RESULTS BEFORE COSTING A CENT. Now is the best time to change from a credit to a cash basis. We sell one merchant in a town, and if you are interested we will be pleased to send you a sample and full particulars by return mail.

Ask for Sample 81

See that the name ROBERT JOHNS is on the order sheet given salesmen.

Beware of small, unreliable imitators who claim to have a proposition equal to ours. This is not a trading stamp scheme.

Robert Johns

200 Monroe Street,

CHICAGO, ILL.

—OFFICE OF—
JOSIAH WISMAN,

—DEALER IN—

Dry & Goods, & Groceries, & Clothing, & Hardware

BOOTS, SHOES

AND GENERAL MERCHANDISE.

HIGHEST PRICE PAID FOR COUNTRY PRODUCE.

Jadwyn, Va., Jan 23,

Mr. Robert Jones.

Dealer, in Semi, Porcelain, Ware,
Chicago, Ill.

This is to certify, that, I have
used your ware, as premiums
for the last year. It has increased
my cash sales 50%, it surpasses
any thing, I ever tried, as a Trade
puller, and to stimulate business.
Very Resp. Yours,
Josiah Wisman

LITTLE BLACK PHIL.

Touching Story of the Army of the Tennessee.

There is a little newsboy on the avenue that I patronize every evening as I walk home from the capitol. He is sure to sell me a paper whether I want one or not; I am his prey. He scents me from afar and comes rushing after me, a smile spread all over his face. I always surrender to that fellow; it is easy enough to escape the others, but he captures me every time, and when it comes to the change he usually has his way about that, too. The reason for it all, however, he little suspects. The fact is I rarely see the boy without thinking of another one, his exact counterpart, that I had in charge for a few months, almost forty years ago.

It was in the summer of '63 and in Middle Tennessee. At that time, although a mere boy myself, I was a lieutenant in command of a company of Michigan soldiers, and we were on the march nearly every day. One night when almost all of my men were on picket duty, I concluded to have a cup of coffee, and proceeded to cook it over a little camp fire built at some distance in the rear of the line. During the operation there was a sudden crackling of twigs in the undergrowth near at hand, and as the country was a dangerous one I was soon on my feet and had a good grip on my revolver.

The disturbance was quickly explained, for, in less time than it takes to tell it, there had appeared in the edge of the circle lighted by the

camp fire one of the queerest little darkies I ever saw. His clothing consisted of the remains of a hat, a few strips of shirt, one suspender, and the waistband—little more—of a pair of trousers. It would be exaggeration to say that he was ragged, since there wasn't clothing enough about him to make the rags.

As he stood there in the dim light, speechless, grinning, and almost naked, he appeared like a veritable imp from the realms of darkness. I had been startled at first, but soon broke out into a laugh, in which my visitor joined heartily, rolling his big white eyes, and showing his long rows of ivories in a most ludicrous fashion. When I said, "Howdy, sonny!" he replied with a flourish of his hat, "Right smart, massa," and came up to the fire. Then I returned to my coffee, and taking up some hard-tack began my supper, slyly watching meanwhile the face of the boy who was now sitting near me.

I could see his mouth quiver every time anything was put into my own. Feeling certain he was hungry, I had intended to tantalize him for a time, but soon relented and pushed my haversack towards him with a sign that he understood instantly. He must have been nearly starved, for he ate as if he were hollow all the way down to his toes.

In answer to my questions, he told me between his mouthfuls of hard-tack that he had lived near Shelbyville and had run away from the plantation to join the Union soldiers. He was too tired to talk much that night, and in a short time was curled up like

a ball and sound asleep. The boy was up before daylight the next morning, and made himself useful in so many ways that he was again allowed to share my hard-tack, although I had none too much to supply my own needs until the quartermaster should again issue rations.

After seeing the little chap by daylight and learning something of his disposition, however, I had no inclination to drive him away. He was certainly one of the most comical figures I have seen, either in the army or out of it. Whatever his lot had been up to the time of his appearance in our camp, two square meals, a night's rest and a sight of the boys in blue had enabled him to forget all and to become as happy a youngster as the land of Dixie ever held. The sight of him made the boys laugh, and this fact pleased rather than annoyed him, since it gave him encouragement to give vent to his fun. When questioned as to his age and name, his answer was: "I rek'n I's fo'teen yeah ole, sah, by dis time, and my name's Phil."

"Phil what?"
"Dat's all de name I has. White folks couldn't 'fode two names fer little black nig like me."

"Where's your mammy?"
"Dunno, sah; never had no mammy so long as I lived, sah." And this was about all Phil knew of his pedigree.

Well, I took him along and he followed me like a faithful dog, carrying my blanket, filling my canteen with fresh water at every good brook we crossed, and picking up wood or

bringing the nearest fence rails when fires were needed. Night after night, too, the boys used the end-boards of the wagons for a platform for Phil to dance on, and he was never tired of furnishing jigs for their amusement. Being a musician, moreover, in his way, he soon became the acknowledged champion in song and dance over all others of his race who followed us.

By way of appreciation the boys clothed their star in good style, furnishing him a whole shirt and a pair of trousers shortened to correspond with his stature. From this time on Phil was fired with a new ambition, and eagerly looked forward to the day when he would be large enough to carry a gun and become a real soldier in Uncle Sam's army.

Phil's religious ideas, too, are well worth recalling. Although not remarkably profound, they were so firmly fixed in the boy's mind that he almost always expressed them in the same words, and never finished their recitation without shuddering from head to foot. The story ran something like this, but no one else could tell it as he did: "Las' winter when de cotton was all dun ginned an' de co'n dun shucked, ole Curly, de preacher, say dat we uns mus' hab a meetin', an' den all de brack folks comes an' hears him say what we uns mus' do or de debble kotch us. Ole Curly he say dat hebben is a right smart big field, full of 'simmon trees, an' de groun' all kivered up wid yams an' melons, an' all round de field is high palins. He say dat white folks dat's right kin go froo de gate, an'



A customer leaving your store must have done one of five things:

1. Bought something for cash.
2. Bought something on credit.
3. Paid money on account.
4. Collected money from you.
5. Had a coin or bill changed as an accommodation.

A National Cash Register takes care of all these things with positively no chances for mistakes.

Our 1904 models are particularly well adapted to the grocery trade because great improvements have been made in the methods of taking care of cash and credit sales.

393 styles and sizes. Prices, \$25 to \$650.

If you want to know how a 1904 "National" will help you to make money and advertise your business, send in the attached coupon. It will put you under no obligation to buy.

N.C.R.
Co.
Dayton, O.
Please have
one of your
agents call when
next in my vicinity.
I want to know more
about your 1904 models.
Saw your ad in
MICHIGAN TRADESMAN.

National
Cash Register Co.
Dayton, Ohio

Name _____
Address _____

CUT OFF HERE

brack folks dat's right kin jump ober de palins, an' brack folks dat's bad an' lazy mus' stay outside de palins, an' de debble he chase 'em roun' an' roun', an' roas' 'em wid fire!"

Phil usually acted the rest of the story, rolling his eyes, groaning, shuddering, and in conclusion carefully scrutinizing his legs, with reference apparently to their fitness for high jumping.

After a time the battle of Ch'ckamauga was fought and more than half of our regiment were killed or wounded. During the fight Phil was seen helping a wounded man off of the field, but for two days afterward he was among the missing. By that time we had taken a new position at Chattanooga, and our men were hard at work on the breastworks, getting ready for another struggle. The batteries of the Johnnies were located in our front on Mission Ridge and on our right on Lookout Mountain, and every few minutes as our work went on a shell from one of their guns came whistling over our heads. A few of us were kept constantly on the watch for a puff of smoke which announced each discharge of a cannon, in order that we might warn the others and enable them to get under cover before the shell could reach us.

While we were hard at work in this way, and just after I had given the boys warning of a coming shot, I heard a voice behind me which I recognized instantly as Phil's. "Here I is, here I is," he shouted, evidently so delighted to find our company that he forgot the terrible danger to which he was exposed, and came running toward me at the top of his speed. Just at that instant a shell from a Rodman gun struck the ground well out in front of us, bounded so as to graze the top of the breastworks near where I stood, and whizzed on its way again directly towards Phil. A second time it struck the earth in its merciless course, and rebounded, striking the poor fellow so squarely as to carry him for some distance. I reached his side as quickly as possible, and carefully raised his head. He was horribly crushed, but was conscious long enough to recognize me with a smile and to say very faintly: "Lieutenant, I'se gwine jump over de palins." He never spoke again.

That night, when the firing had stopped Will Beckley, the bugler, and I wrapped the little body in a blanket and carried it to a garden in the edge of the town. There, in a grave which we made by the side of a honeysuckle vine, we left all that remained of Phil. Above him we placed a piece of smooth board, upon which Beckley penciled as well as he could—"To the memory of Phil; he has jumped over the palins."

Chas. E. Belknap.

The Japanese and the Russians.


As was to be expected when the outbreak of war between Japan and Russia was announced, there are a great many subjects of the Czar fleeing from that country to escape military service. As usually happens, the United States will get more than its share of these refugees. Out of

2,000 steerage passengers brought by one vessel into New York recently, 1,800 were Russians whose only aim in coming was to escape being drafted into the army to fight against Japan. It is noticeable in this connection that the reverse is true of the Japanese. They must be a very patriotic people, for there are no reports that any considerable numbers of them are emigrating to avoid fighting for their country. On the other hand, hundreds of Japanese in the United States are hurrying home to take up arms. A good deal can be judged of a country by what its own people think of it and the best evidence of what anybody thinks of a country or a cause is a willingness to fight for it.

Russia has industriously endeavored to magnify and spread reports of what commonly goes by the name of the "yellow peril." A Japanese Minister of State in an interview recently published points out that the ambitions of his people are like those of the Anglo-Saxons. They desire to join in extending the benefits of commerce and civilization. They take the Americans as the best example. In support of this contention it is easily susceptible of proof that the Japanese have been more progressive than other Eastern peoples. Another important feature which goes to the merits of the case is that Japan is not seeking to acquire additional territory, but, on the contrary, is repelling what it regards as invasion. Russia, however, seeks to add Manchuria and Korea to its already immense territory. By solemn agreement Russia promised to evacuate Manchuria last October and evidences are not wanting to prove that it never intended to keep its word. It made no move toward abandonment, but, on the contrary, took steps to secure greater permanence. The two regions to which the word darkest has been oftenest applied are Africa and Russia. In point of population available for drafting into the army, Russia has the greater advantage, but the battle is not always to the stronger.

The reports of tests of structural steel at the Bostop Insurance Experimental Station show that if structural steel is incased in a sound covering of good concrete, it is proof against corrosion for a period of years, which is so long as to make the subject of more interest to our great-grandchildren's children than to us. Steel, properly covered with concrete, may be expected to last until the substitution of a yet more modern construction necessitates the removal of the building.

The head of a Berlin firm, finding that one of his young women clerks had become engaged to another member of the staff, discharged her. The young woman thereupon sued her former employer for the amount of her salary for the remaining months of the year for which she had been engaged, and judgment was given in her favor on the ground that neither the betrothal nor any slight caress could be regarded as just cause for dismissal.



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



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

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

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

The Computing Scale Co.,
Dayton, Ohio
Makers

The Moneyweight Scale Co.,
Chicago, Illinois
Distributors



Shoes Traded for Votes in Old Missouri.

In the middle of the last century the dreadful word "bribery" was not used with the horror it is in Missouri now. Candidates thought nothing of putting a barrel of whisky at some convenient point for the voters, or even lending them a few dollars. Major Tom Moody, of Macon county, Missouri, tells of an election in 1854 in which a candidate won his way into the State legislature by a judicious distribution of plough shoes.

"William E. Moberly and John Halstead were the rival candidates," said Major Moody. "Bloomington, the county seat, was the only voting place. It made a long trip for some of the voters, and they were not to be blamed for failing to exercise their right of suffrage unless the men who received their votes made it worth while.

"Moberly was a Whig and Halstead an ardent Democrat. I was helping Moberly. The day before election we had a long and earnest consultation as to the best way of getting the remote voters to the polls. The indications were the vote would be close. Both candidates were popular and they had made a thorough canvass.

"It happened that when I first came here I located in the eastern part of the county, and knew a number of men there. That is where we looked for the greatest apathy, on account of the distance from Bloomington. But they would be willing to vote for either candidate who would furnish the way to get to the polls.

"In those days most of the farmers worked in their bare feet in warm weather, but of course they would not go to town that way. That gave us an idea. Cold weather would soon be on, and the farmers would be needing shoes.

"Moberly went to a general merchandise store and bought a sack of the red leather variety. They cost 60 cents a pair and were daisies, as shoes went then. They were assorted sizes, but all large. To make the campaign complete I took along a couple of horses for the more decrepit to ride.

"I started so as to be on hand at daybreak. First I sent four men over to Bloomington on the horses, riding double, with instructions to get back in time for another trip. Of course they understood that they were indebted to Moberly's munificence for a trip to town.

"Then I shouldered my sack and circled around through the country. The red leather shoes did the business. When I'd strike a member of the advance guard of civilization he'd hail me:

"'What ye got in th' sack, neighbor?"

"'Kickers.'

"'Naw! Sellin' 'em?'"

"'Giving 'em 'way!'"

"'Honest? Let's take a look.'

"I'd drop the sack, and after he'd clean the dirt off his feet he'd try on a pair about his size and strut around in them.

"'Like 'em?' I'd ask.

"'Ye bet!'"

"'They're your'n if you'll take a little walk.'

"'I'm your's. Where do I go?'"

"'Bloomington.'

"Then he'd whistle, for in some cases it meant from thirty to forty miles to the round trip. As he hesitated I'd tell him what a time they were having there; all the bands were out, speeches were being made and at night they'd have a bonfire. All he had to do was to walk over and vote for Moberly, and the shoes were his—besides having a gay time at the county seat, with nothing to pay for it.

"It fetched 'em in every instance. No other guarantee of the performance of the contract was required than the simple word of the voters to be, and not a man went back on his bargain. Their consciences were entirely clear in the deal.

"Before the afternoon came I found men that would fit every pair of shoes in the sack, and a line of patriots was strung out all the way from Salt River to Bloomington to cast their ballots for the man with an idea that was better than giving whisky or tobacco.

"Moberly was elected by a majority that exactly fitted the gift shoe distribution. There was a celebration, and everybody was happy—more especially the unfettered voters with the shoes. Nobody would have dreamed of calling that bribery. I think the term applied to it in those days was 'lectioneering.'"—New York Sun.

Humors of Advertising.

These examples illustrate the curious effect which the misplacing of a comma, or of a word or two, often has upon the meaning of a sentence:

"Wanted, a servant who can cook and dress children."

"Annual sale now going on. Don't go elsewhere to be cheated—come in here."

"A lady wants to sell her piano, as she is going abroad in a strong iron frame."

"Dine here and you will never dine anywhere else."

"Wanted, a room for two gentlemen about thirty feet long and twenty feet broad."

"For sale, a pianoforte, the property of a musician with carved legs."

"Mr. Butcher begs to announce that he is willing to make up capes, jackets, et cetera, for ladies out of their own skins."

"A respectable widow wants washing."

"A boy wanted who can open oysters with reference."

"A boy wanted wyffiff23).TAIN

"Bulldog for sale. Will eat anything—very fond of children."

"Wanted an organist and a boy to blow the same."

"Lost, an umbrella, belonging to a gentleman with a bent rib and a bone handle."

The Season is Opening For Spring Shoes

We have a full line of everything you need. Send us your orders. No. 104 Ladies' is running better than ever. Our sales on No. 110 Kangaroo have increased over 100% over all previous records.

WALDEN SHOE CO., Grand Rapids

A RECORD

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

WALDRON, ALDERTON & MELZE

Wholesale Boots, Shoes and Rubbers

No. 131-133-135 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.

It is becoming better and better known that Herold-Bertsch Shoe Co.'s *Hard-Pan Shoes Wear Like Iron*

Because they are made from especially tanned leather. The sole is the best money can buy. The upperstock, the insole, the outsole, the counter, the gusset, even the thread, are most carefully selected. Every single pair of HARD PAN SHOES is made by skilled workmen. The greatest care is used in every process.

Hard Pan Shoes Build Up Trade

Herold-Bertsch Shoe Co., Makers of Shoes
Grand Rapids, Michigan

Points on Fitting of Feet of Various Kinds.

The foot of an adult, when it is not changed from the normal, is wider at the middle of the smallest toe, directly across the foot, than at any other place. Soles for lasts should be made accordingly.

If the sole does not narrow quite rapidly on the inside, just back of the ball joint, and very close to it, so that it almost comes under the back edge of that joint, a wrinkle in the vamp is almost certain to appear, that runs from rear of joint quite back into shank. This defect is very frequent in men's shoes that are made in France. It is usually termed by shoe men as "too short a shank."

The terms "slim foot" and "narrow foot" are not synonymous. A slim foot may be thin, flat and spready. In the latter case a shoe with the sole graded down to AA may be altogether too narrow, although the foot may not take any more than the narrow foot that might find the same sole to have a plenty, or too much width.

This width of sole, as we understand it, applies to its width across the widest part of ball, or, as it is often termed, "tread." The shape of the shank or width of the sole at the heel appears to be a matter passed by as of little consequence. But if a heel of a foot is permitted to space in the shoe, it makes the chances of the toes being crowded into too small space forward much greater than if the foot is held back in place at heel.

There are several types of feet, each having proportions quite different from all others. Climate, habits, locality and occupation appear to have more or less bearing on the peculiar shapes of them. However, it may be considered as a rule pretty closely followed, that the foot conforms more or less to the characteristics of the rest of the body.

A person of moderate plumpness, who is active and engages in much exercise, and has a good circulation, will invariably have feet that are good to look upon. They will be plump and well rounded, fairly high arch, and devoid of large joints or prominences, but decidedly meaty. Feet of this character accommodate themselves to a great extent to shoes that are far from being correct in form provided they have sufficient measurement.

The character of foot that is hardest to make good looking, smooth uppers for, and the one that suffers most from shoes that do not fit, is the one with the large bones and prominent joints. This is a lean, spready foot that should have a wide bottom shoe, although the girth measurement of it is not great, but it usually has a large heel measure.

Then we have the soft, flabby foot of the person who leads a sedentary life, or perhaps a semi-invalid, who does not develop the muscles of the body. This type of foot can be crowded into almost any shape of shoe, and as there is but very little tension on any part of it, there is great liability of its becoming a flat foot, on account of the giving way of the arches. The ligaments of such

a foot lack tension, and are easily drawn out of proper shape.

Shoes are seldom condemned by wearers because of much arch in the shanks at inside of foot. On the contrary, many feet are injured from the reason that the shoes worn upon them have shanks too flat, and fronts of the uppers too straight so that the entire strain consequent upon tight lacing of them comes upon the bones known as instep bones.

(More than one good shoe man has declared that this is the commonest of all faults of the poorly made shoe—the flat, meaty shanks, which wrinkle and sag, with a corresponding flatness on the top. The last itself, and the use made of the last in the factory are both causes. Careless and hasty shoemaking, even if the finest arched lasts were used, would fail to get the upper lasted down to the wood to stay. And the bottoming room has contributing offenses to account for also in this matter.—Gazette.)

Does the reader not acknowledge that the study of the anatomy of the foot should be one that all last model makers, and all upper pattern makers or designers, should include before they may with propriety consider their technical education thorough enough for the following of their business? The writer assures them that if they once commence such studies they will soon become so interested in them that they will devour all reliable information on the subject with an ardor not usually displayed in the whittling of last blocks, or the cutting of manila paper.—Shoe and Leather Reporter.

Muff of the Bridesmaid.

Fashion is not always original. The styles that prevail to-day in women's wear are not all new; in fact, many of them are borrowed from days of long ago. To be sure, they are none the worse because of this fact, for our grandmothers frequently displayed as good taste as do the women of the present time. Such an adaptation—and a pretty one, too—is that of substituting a muff of dainty design and elaborate workmanship for the regulation bouquet, which for many a day has been dutifully carried by the bridesmaids at fashionable weddings.

The custom, which originated a century or more ago, was revived this season, meeting with especial favor in King Edward's land. Things of beauty, indeed, are these bridal muffs, delicately perfumed and harmonizing with the color scheme and accessories of the wedding. Sometimes they are of a choice variety of fur, but, as often as not, fur is introduced to produce an effect of contrast or is omitted altogether, satin, soft and lustrous, mingled with embroidery and frills of chiffon or lace being substituted. Heart-shape is the preferred one for muffs of this sort. Fashioned of pearl-white satin, the outline is accentuated and softened by full frills of mousseline de soie, large bows of satin ribbon adding the final decorative touch. A handsome chain lends an extra touch of glorification to the bridesmaid's muff.

The muff of ordinary shape, particularly the "granny" type in vogue at

present, is adapted to this form of embellishment and garniture, satin as a background for embroidery or hand-painting serving admirably for foundation material.

Benjamin Wood Davis, a wealthy resident of Cincinnati, who recently died, left \$140,000 in his will to various educational and charitable institutions, among others \$10,000 to the Jewish hospital. But Ohio has a statute in force which nullifies all such bequests in a will made less than one year before the demise of the testator, and Davis' gifts are, therefore, void, as the bequests were made within a shorter period. A law of

that kind does not seem to have any reasonable right to a place in any statute book.

The man who lies down and goes to sleep on the soft side of a political cinch stands a good chance of waking up just in time to see his hide nailed to the barn door by the fellow who couldn't sleep because he had to whistle in the face of expected defeat in order to keep his courage up.

A boss is often a reformer who has finally grown up and got on to the rules of the game and is willing to play it square.

WHAT BOOTS IT TO HAVE ANYTHING BUT THE BEST?



The
"Glove"
Brand
for
Work
or
Sport

Order your RUBBER BOOTS now—
You'll need them.

Hirth, Kause & Co., GRAND RAPIDS
MICHIGAN

Right
Now



The time to send us your order for Boston Rubbers for next season is right now.

Bostons are better fitting and better looking than other makes and are always durable.

This season's sale is about over. While prices do not advance until June first the time to order is now, when the subject is fresh in your mind and you know just what you are going to want.

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

Part the Credit Man Plays in His House.

Every business house is like a stage. In a small establishment one man plays many parts, but in a large concern each one has his particular part to play, and the success of the house depends largely upon how well each plays his part. To the debtor, the credit man is the villain in the play or the meanest man in the house. The salesman is the one who makes himself generally agreeable to the trade, tries to win their confidence and secure their orders. He plays his cards to win their friendship. On the other hand, the one looking after credits must look at all questions without sentiment or prejudice, simply taking what cold facts he can gather and weigh them, and then decide accordingly. To the outside world this may seem easy, but we, who have this to do, know how difficult are these decisions. For instance, a traveler sends in an order for a new customer. The report we have is rather favorable. He is a new man, and his success is not yet assured. He has never, perhaps, been in business before, and upon the action taken with this order depends this man's future business. The salesman says he is a nice fellow from all he can learn, and thinks he will surely succeed. Not only are we obliged to know this would-be customer, but we must also know our salesman thoroughly and make due allowance for the information he gives us. Not that he would misrepresent facts, but he may be one of those optimistic salesmen who thinks every one is all right. It is not necessary for him to think otherwise, and as it is easier to feel kindly toward his customer, he gives him the benefit of any doubt, as he feels he is in no way responsible for his account. There are always such men employed as salesmen, and they usually make good ones. Then, on the other hand, we have men who thoroughly weigh all sides of the question before presenting an opinion, and we can always rely on their judgment. Now, all these things must be taken into consideration when the credit man makes his decision, for, if goods are shipped and a loss is made, it shows out in bold figures on the profit and loss account. If the order is turned down and the purchaser offended, and he should afterwards succeed in business, he is a living example of the credit man's mistake, and he will occasionally hear how well this man has succeeded and how he would be buying of his house except for his bad judgment in refusing to give credit. If he is not reminded of the circumstance, the fact, nevertheless, exists and he knows it, and, unless he has a level head, the next time the same condition presents itself he may err in the other direction. The mistakes of the credit man are not like those of the doctor, which die with the patient—they are ever before us.

But, on the other hand, when he makes a wise and correct decision, and the one fails to whom he has refused credit, this fact is soon forgotten. The man is out of business, and there is nothing on the books

to show that he used good judgment in this case.

The credit man is not a popular actor on the business stage, as his real worth is only known to his house. But out of business hours, when he is not playing his part in the business drama, this same credit man may be one of the jolliest of men. I am sorry to say, however, that his life has a tendency to make him otherwise, as the part he plays is not altogether rosy; but, to use a slang phrase, "he comes up against the real thing." As a general rule, I do not believe that credit men obtain as much information regarding their patrons from their travelers as they should. I think it would be time well spent if every one would talk over with the traveler every customer on his route. The best thing to do, if it could be done, would be to visit every customer, but this is not possible in many cases, so the next best thing is to enquire all about customers whom he does not know thoroughly, or, in other words, post himself all he can as to the character, habits, etc., of every debtor he has on his books.

All the unpleasant correspondence seems to fall to the lot of the credit man in every establishment. It is no easy thing to write the customer that he must pay up his account at once, and at the same time keep his good will and future business. It is hard to dun a man when he is behind and at the same time make him happy. I have observed, however, that the one who makes the least enemies in this sort of work is the man who is outspoken, candid, and tells his debtor just what he wants, without any equivocations or excuses for doing so, and does not try to whip the devil around the bush. If you do not wish to fill an order because the man is now owing you all he

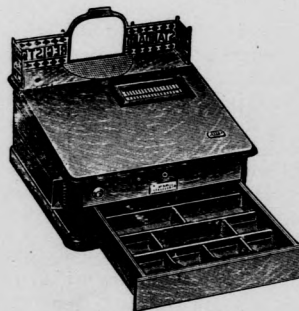
should, tell him so; don't deceive him by letting him think that you are out of the goods, or can not fill the order for any other reason than the fact that he is behind and must pay. When you deviate from the plain, straight facts you lengthen the agony, and the debtor has less respect for you, when he finds out the truth, than if you had been open and above-board with him in the first place. Men who are salesmen, and look after credits as well, are more apt to resort to tactics of this sort, I think, than one who looks after credits alone. It is a mistake, however, for every one respects a man who is frank and fearless, even if he does not agree with him.

Lucian B. Hall.

A salesman, in conversation with his trade, should never criticise a competitor's goods, for he is also criticising the judgment of the man who has bought them, and he risks the loss of the buyer's friendship by making unfavorable comment.

THIS IS IT

An accurate record of your daily transactions given by the



Standard Cash Register Co.

4 Factory St.,

Wabash, Ind.

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



New Idea Sale Managers—Also Auctioneers

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

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

YOU ARE ALWAYS SURE of a sale and a profit if you stock SAPOLIO. You can increase your trade and the comfort of your customers by stocking HAND SAPOLIO at once. It will sell and satisfy.

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

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

Advertising As a Help to Salesmen.

Advertising as used to-day is as important to the carrying on of a modern business as machinery is necessary to the manufacturer. When machinery was introduced in the factories as an improvement over the old-fashioned hand methods there was a great hue and cry raised against its use on the ground that it would displace workmen and throw people out of employment. To-day a factory can not continue existence without the use of the best types of machinery. So, too, the modern business house can not expect to successfully cope with its competitors without assistance of advertising.

Goods are sold to the retail dealers through traveling salesmen. The success of a wholesale house depends largely on the personnel of its salesmen. The house must have energetic, intelligent men if they expect to place their goods in reasonable quantities and with the better class of retailers. On the other hand, even the best of salesmen can not secure the necessary results to-day without the trade-getting machinery which comes under the general head of advertising. The publicity of the house serves as the means of introducing the house and its lines of goods to the trade. This same introduction makes the work of salesmen much easier than the old way of selling goods. A salesman can come directly to the subject of his particular line when the goods he is selling have been brought to the attention of the dealers, and especially so, when the goods have

been advertised to the consumer so that the dealer feels a demand for the lines.

Of course, it is absolutely necessary for a salesman to use the advertising done by his house as a part of his stock in trade. He must make the most of it and explain to the dealers the advantages to be derived from handling special lines of advertising. It is through advertising that both the wholesalers and the retailers can successfully combat the growing business of the direct mail order houses. By calling the attention of the consumer to the fact that he can secure such and such lines of goods in his own town, he will not be tempted to send to far away points to secure the same goods, by means of mail orders.

Then, the salesmen can stimulate lines he is selling if he can demonstrate the fact that a demand is being created for the goods, both by direct and indirect advertising. Furthermore, a salesman must also appreciate the fact that while through his good salesmanship he is able to sell a retailer a fair bill of goods, at the same time, if the goods are not in any way advertised for the retailer, there is no assurance that he will buy the same lines again, especially if a competing line of goods which are well advertised is brought to his attention.

Salesmen who have once sold advertised lines and had the benefit of all the concentrated energy in properly placing special lines before the public can not be induced to take the unadvertised lines.

In selling the plain "untold" lines they would miss one of the important features of modern selling and lose the assistance of their best selling "help." In fact, the salesman who thoroughly understands the uses and advantages of advertising can afford to sell goods on a very much smaller commission, always having the assurance that he is bound to have a certain amount of business any way, and with the additional feeling that with the proper amount of energy he can very largely increase his sales.

So a salesman who makes full use of the advertising which is placed for his benefit and that of his customers is bound to not only do more business than a man who hasn't the same advantages, but he is also sure of a more permanent position and a more lasting trade. He, therefore, is a wise salesman who follows up every advantage which is to be obtained by the use of advertising which is being done for his line of goods and in his territory.—Frank M. Fargo in Shoe Trade Journal.

Why Is It?

Some stores have an air of business success, while others look as though the enterprise of the employees was only a matter of guesswork. There must be a way to make a business place look attractive, for a great many do look attractive. And there must be a way to take away that care-worn look from the stock and general store effect. How is this to be done? Some merchants frankly say they do not know. Others try to overcome it but fail in their under-

taking, usually because they did not have the right plan for their work. Every store could be made more attractive than it is, but some stores are so attractive now they need not seek to be more so, keeping after the little points that will add to the attractiveness and make the place one of great pleasure to the people who come there to trade, and that is what is wanted.—Advertising World.

Nothings.

Only some withered blossoms
Crumbling to dry decay;
Only a glove half-torn in two
And idly thrown away;
Only a heart that's breaking—
That is, if hearts could break;
Only a man adrift for life,
All for a woman's sake.

Only a few such tokens
Prized by a love-sick fool,
Naught but the ashes that strew the ground
When love's hot flame grows cool.
Not the first man by thousands
The dupe of a heartless flirt,
Not the first time that priceless love
Was treated like common dirt.

Only in jest! You know it
Now, though it is rather late—
Rather too late to turn in your life
And seek another fate.
You're not a man, like thousands,
With a heart that will veer and twirl
And feel a glow at the word and glance
Of every flirting girl.

Finished forever and done,
Wrecked by a treacherous smile,
Following madly a will-o'-the-wisp,
Happy, if but for a while;
Only a heart that's broken—
That is, if hearts could break;
Only a man adrift for life,
All for a woman's sake.

Their Stand-by.

Mrs. Stubb—I tell you if there were no women it would be terrible.

Mr. Stubb—I should say so. A lot of sapheads at public banquets wouldn't know what to say, unless they could get up and bawl "to the ladies!"

Profit Producers 5 and 10c Cups and Saucers and Plates

They Are Bargains for Your Customers!
There's Money for You in Selling Them!

They Are Leaders That Pay a Profit and Bring New Customers to Your Store



White
Tea Cups
and Saucers
and Breakfast Plates
5 Centers

Seven inch plates. Selected seconds of fancy shapes and neatly embossed. Sold in packages only and shipped direct from factory at East Liverpool.

Assortment

50 dozen fancy shaped handled Tea Cups and Saucers at 45c a dozen
20 dozen fancy embossed Breakfast Plates, 7 inch, at . . . 42c a dozen

Packages charged at net cost—Immediate shipment.

You will never again be offered as good a grade at as low a price so
Order Now, Right Now

The Biggest Bargain Ever Offered



In a
10c selling Cup and Saucer

Finely decorated St. Dennis shape handled Tea Cup and Saucer of a very fine and smoothly glazed semi-porcelain, assorted floral spray decorations of the four leading colors, viz., Silver Gray, French Green, Turquoise Blue and Brown. All colors equally assorted. Just the thing for your spring trade. They will attract the attention of your competitor's customers. Sold in original packages only—two sizes of assortments.

Barrel Assortment

12 dozen at . . . 84c per dozen
Barrel . . . 35c
Three dozen each of the four colors.

Cask Assortment

60 dozen at . . . 80c per dozen
Cask . . . \$1.50
Fifteen dozen each of the four colors.

H. LEONARD & SONS, Grand Rapids, Michigan

New Supplementary Catalogue Just Out—Your Name on a Postal Card Will Bring It

THE LOVE OF NATURE

At the Foundation of Appreciation of the Landscape.

The Business Men's class in Park Congregational church is discussing each Sunday this year topics under the general subject of "The Simple Life." On March 13 the subject was "The Natural in Landscape," and Mr. Chas. W. Garfield, the leader, in opening the discussion, said substantially:

I can open the subject of the natural in landscape in no better way than to quote the following from Prof. Macbride:

The problem, my fellow-citizens, goes deep; it touches, as I think, the very perpetuity of our institutions. No man can love an unbeautiful land. No people, no civilized people, can long remain content when all vestige of natural beauty has been removed from sight, nor can a free government rest upon an unhappy or discontented people. The French Revolution came when rural France was almost a desert. The German loves the fatherland because of its beauty. He will even bear imperial tyranny if he may but gaze upon the forest-bordered streams. England is a land of parks, not in the great cities only, but everywhere from Land's End to John O'Groat's, and we know what Englishmen think of England. If we wish our own people to most speedily reach the maximum of contented peace, we shall exert ourselves to preserve to our God-given heritage its original, wonderful features of surpassing natural beauty.

The love of nature is at the foundation of any appreciation of the natural in landscape. A man may live very close to the attractive pictures in living things and never see them. This is very often true of the farmer who is in constant view of the most beautiful things and still who never sees them. There are residents on the borders of Central Park, New York, who have no conception of the natural landscape that has been developed under their very eyes. Every day in summer we notice people of wealth drive out in their beautiful conveyances and express themselves as in love with the country, and upon their return have no distinct impressions left of anything that is really attractive in the country. People frequent parks and have a sort of physical enjoyment in connection with fresh air and open spaces, but lacking the real love of nature become tired and are not happy unless they are eating something or reading something or talking with somebody, and they return home with no idea that they have had an opportunity equal to that which is afforded one who visits a gallery of paintings and sculpture.

The most attractive viewpoint in all this region is at the height of ground in the township of Gaines. From this position one gets a picture of the Grand River Valley for twenty miles; yet I found that the man who lives upon the farm from which this view is obtained, and who was born on the farm and is now forty years old, had never seen this picture.

Not many years ago I made a trip to the north of the city, and looking over a premises with reference to its purchase found a cottage upon the relief of ground from which could be seen the beautiful landscape known as the bend of the river. This man's house was so arranged that not one window or door faced this panorama.

The landscape artist whose work is in the line of transferring to canvas

pictures that he finds in ground and grass and trees and shrubs has a keen appreciation of the great pictures such as may be found in the "Garden of the Gods" and the "Grand Canon," but when he wishes to make a carefully worked-out study of his own, he gets some little nook near at home and finds all that he needs for the elements of a beautiful picture. The finest Gainesborough has for its elements the simple natural features of landscape near his own home. All love for particular kinds of beauty is a matter of development and we all have our limitations. There are only a few great ones who cover a broad reach of nature like Linnaeus, Darwin, Lubbock, Gray and Agassiz. However, it is true that the better we know nature the better we love her. The true lover of nature does not require the great features to be happy, for the lesser ones are just as complete in their beauty. As illustrative of this desire on the part of lovers of nature to utilize the natural in landscape for some personal purpose we find in one of our best rural cemeteries a rock covered with lichens and surrounded by bits of shrubbery, a great tree transplanted at much expense, each standing as a memorial; a favorite set of plants arranged in accordance with the taste of artistic eyes, having the same purpose in view.

Near my own home the most attractive bit of life outside the house is a Norway maple that I have watched from the germination of the seed until it developed into a symmetrical tree, occupying a large space of ground.

The lover of nature gives to us all his spirit of enthusiasm; and because he loves to impart that enthusiasm breeds lovers of nature. To some of us who may not have the opportunities or time to get away and search out these beautiful illustrations of the natural in landscape we may find as a means of developing within ourselves the love of such things, certain books that are written by lovers of nature. Among the works of this class that occur to me just for the moment are:

Little Rivers Van Dyk
Signs and Seasons Burroughs
The Foot-path Way Torrey
Views Afield Bailey
The Pleasures of Life
..... Sir John Lubbock
The Life of a Bee Maeterlinck
Nature for Its Own Sake Van Dyk
Outings at Odd Times Abbott

The elements of the natural in landscape are water, sky, ground and earth coverings. A view of the sea or a great lake, which hides from view any further border and whose horizon is the surface of the water, awakens in us certain emotions that are not aroused by any other natural feature. The little pond, which is the sea in miniature, with its shadows, its tasty embroidery, stirs within us another set of emotions. The great river, flowing by with ceaseless movement, is a never-ending source of delight to the one who lives upon its borders; and the little brook back upon the farm, about which the children play and visit, has about it associations which influence a life-

time. Let one rest upon his back upon a relief of ground, with nothing but the blue dome of heaven presented to his gaze, and he feels at once that he has never before known how large and wonderful was this expanse of sky. Allow the beautiful fleecy clouds to pass into the angle of vision and he has a variation in his picture, changing in its phases, entrancing in its suggestions, and awakening in him emotions affecting character, as beautiful, as strong, as far-reaching as any that can be created by the eloquence of the pulpit. Add to this the magnificent coloring that comes with the sunrise or follows the sunset and the vision of God is widened and intensified until one's soul is aroused to a clear conception of the marvelous in nature and the wealth of expression which comes to man through God's pictures in the sky.

There is a beauty in the ground illustrated by the wideness of rolling prairies, the attractiveness of a waving field of grain, the gentle undulations of the hills and the grandeur of mountain peaks which appeals to the esthetic nature of man in a different way, but one which is fully as effective in the development of that phase of character which appreciates the wonderful in nature and which is fully as effective in the evolution of character as in viewing the water or sky. Then in the methods which nature uses in the way of earth coverings we find an endless variation of effects which impress us in accordance with our ability to observe details. The lichens upon the

rocks; the grass in the field and meadow, the leaves that cover the ground of the forest, the flowers that ornament the roadside and embellish the deep woods, the shrubs and trees that are everywhere developing the landscape views into pictures of wondrous beauty—all make their appeals to the lover of nature and in their study he finds the study of God.

A salesman should stand up for his house; his customers will appreciate him all the more for it.



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?



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.

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.



JOHN T. BEADLE

WHOLESALE
MANUFACTURER



HARNESS

TRAVERSE
CITY,
MICHIGAN

FULL LINE OF HORSE BLANKETS AT LOWEST PRICES

Four Kinds of Coupon Books

are manufactured by us and all sold on the same basis, irrespective of size, shape or denomination. Free samples on application.

TRADESMAN COMPANY, Grand Rapids, Mich.

TRADING STAMPS.

Valid Reasons Why They Should Be Let Alone.

It goes without saying that the average retailer is, or should be, in business to-day for the purpose of making money, and when conditions exist that force him, as is the case many times, to put in long hours and plenty of hard work for a too small profit, it behooves us to look about and find out whether those existing conditions are not after all the fault of the retailers themselves, and the remedy in their own hands, only waiting for them to apply it. I have been asked to contribute a paper on trading stamps and endeavor to show, in a common sense way, some of the evils connected with them. In doing this I feel that I must confine myself to those who have not as yet been drawn into the trading stamp net, for I can assure my readers that anyone who has once had that experience needs no one to tell him of the evils. What he wants is someone to tell him how to let go. It is easy to get in, but, my friends, it is hard to get out.

The evils of trading stamps are so apparent, have been discussed, written about so much, and so generally condemned that it seems almost a waste of time to go over the ground again. I have never known of a case where the use of trading stamps has been confined to the plan for which they were originally intended, that of course being to stimulate cash trade only, and relieve the book account burden. Once adopted, it is only a question of time when some good consumer who carries a book account with you and pays so promptly that you value their trade, will ask if they do not buy as much of you as Mr. A, and if you do not rate prompt monthly settlements as cash business? Now there is only one answer to that question, and you of course say "yes." Then why don't I get trading stamps? they ask, and you well know the result—they get them. That breaks the ice, and before you know it Mr. A's neighbor or sister-in-law or mother-in-law, perhaps, who has an account with you and does not pay as promptly, has an account with you and does not pay quite as promptly, has an attack of the disease and wants to know if she has not always paid her bills, some time, and why she does not get trading stamps as well as Mr. A? A few more bars are let down, and in a short time you or someone in your town, is publicly advertising that all accounts paid in a given time—say thirty or sixty days—will receive trading stamps and from that it is a short road to giving them to any person on your books who pays an account at any time, no matter how old. One of the worst evils, I think, is the fact that so many get into the trading stamp deal without giving it mature thought, and this is partly explained by their being blinded at the time by the, to them, seeming advantage they will have over their fellow merchants in the town. They see only the apparent advantage, losing sight entirely of the fact that sooner or later the re-

sult will come in the shape of an onerous tax levied on the entire retail community of that town to continue no one knows how long, for surely every level-headed retailer knows that unless stopped, sooner or later every dealer will be drawn in—each refusing to sit quietly and see his competitor pursue any presumed advantage in the way of getting or holding trade that he can circumvent. Then it becomes a case of all in the same position as before—no one possessing the advantage, but all suffering from this unjust tax, levied and ruthlessly collected from everyone.

When a merchant enters an agreement with a trading stamp company to buy stamps from them at prices ranging all the way from two to five dollars per thousand, which they in turn agree to redeem in specific articles of merchandise, he is actually paying a good round price for merchandise which the trading stamp people give away to his customers, and frequently in competition with the very goods he is aiming to sell. This is an absolute fact and can not be denied. For a merchant to enter into an agreement of this kind is the veriest sort of nonsense and bad business, and yet it is being done by hundreds of merchants who hastily enter into such an agreement without considering the consequences. This is the onerous and bad feature of the ordinary trading stamp system. Again, we find that rarely are the same prices and terms made to users of trading stamps. The weak point of the ordinary trading stamp is the power of the trading stamp company to furnish any article of merchandise that suits its own purpose and profit in the redemption of stamps, and to give merchandise premiums which frequently come in direct competition with the goods on sale at stores giving away the stamps. It gives the trading stamp company all the profit from the non-redeemed, lost or unused stamps, and that is a very large percentage. It compels the merchant to advertise a foreign concern, and the more he advertises, so much stronger he intrenches the objectionable system on his own business, with the subsequent possibility of having the price of his stamps raised, or quality and character of premium lowered.

Then comes the pernicious practice of giving two or more stamps in the place of one. The same thing again of one merchant seeking for an advantage and as surely drawing all others into the same practice. Think just what this may mean and what a percentage is drawn from your net profits to pay for this additional expense of doing business. Can you afford this, and does your net profit allow for such a tax? If a merchant gets up his own stamps, having them printed by a local printer, he lays himself liable to suffering from counterfeits, or over-issue of his stamps.

To show you how completely a trading stamp concern can and does get its clutches fastened on a town I can cite you a case of a town in Illinois who, having paid tribute to this concern for two years and, in

desperation almost, agreed among each other to drop it at the end of the year. When the trading stamp concern, who was also operating in a larger town nine miles west, learned of this determination they took a full page in the local paper of the first mentioned town to advertise those dealers who gave out stamps in the larger town and declared they would drive all the trade away from the smaller town unless the merchants there signed a new contract with them. Now, having tried to show what you are likely to meet with in the handling of this kind of fire, comes the question of how to get rid of the evil once it is well fastened on a town, and here comes the hard part of my task. I know of no way except to put it briefly, and say the way to stop giving trading stamps is to "stop." Here again another bad feature comes up, and the merchant who really desires to discontinue the practice finds that he has lost his individuality and can not exercise his will and judgment without treating with his competitors, and in fact, it must be done by a general agreement of every dealer using stamps to give up doing so. This usually is difficult and often takes a long time to bring about. In the meantime, the payment of this tax is steadily going on. There is, however, no excuse for this delay, as every business man knows full well that he should use every means and encourage every move to throw off this yoke, and it is a poor commentary on your fraternity of retailers that they at all times do not keep on such friendly terms with each other that they can come together at any time and in a friendly and business-like manner discuss and speedily right any such a matter. What is there, my friends, about the retailers in the average community that makes them enemies and different from other trades or professions? Does not nearly every other trade or profession meet on friendly terms, counsel and enjoy each other's society? Look at the combinations all over our land, not necessarily for avarice, but for protection of profits and to do away with the evils of doing business antagonistic to each other. This it seems to me is the apparent solution of the best way to handle the trading stamps and numerous other evils that rise up and compass the retailers of

to-day: to relieve them of the unnecessary tax that saps the life blood out of their profits and makes them the slave of, in many instances, long hours, hard work, and an inadequate remuneration for it all.

D. C. Wallace.

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.

3 1/2 Per Cent.

Paid on Certificates of Deposit

Banking By Mail

Resources Exceed 2 1/2 Million Dollars



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

Trading Stamps



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

Cradesman Company, Grand Rapids, Mich.

MODERN METHODS.

Their Adaptation to the Retail Grocery Business.

If it were possible for me to give some established methods that would prove fitted for every grocer to use I should certainly take great pleasure in so doing, but practical experience has taught that a grocer needs to use much tact, be a close observer, and have a vocabulary of good business methods. It is impossible for us all to use the same methods in the different towns, as the environment surrounding a grocer in a certain town has much to do with the methods he might use successfully; that is, I mean to say that a grocer in a small town of 2,500 inhabitants could not use all the methods used by our city department stores and be successful because they would not be applicable to his business. While it is my judgment that the country grocer should thoroughly organize his business, yet I think there is danger in trying to use methods that are too citified to be practical from a standpoint of profit, and I believe that is what is bringing grocers together in conventions to discuss such methods that help to increase our profits at the close of our business year; thus we must be conservative about the use of modern business methods.

Office System.

I am convinced that there is much less loss where a complete office system is used in running a business. This is where the city stores excel our country stores, in their thorough methods of keeping accounts, they are able to stop many small leaks that the country grocer knows nothing about. There are many good systems of keeping accounts which are very simple, yet in a practical sense are very great. Just why so many merchants are so extremely careless in their manner of keeping accounts I am not prepared to say, but evidently there is one of the weak places amongst our country grocers. Where a business will not permit of the employment of a regular book-keeper I think the merchant ought to adopt some short system that he could handle and keep it up. The employment of a clerk that is familiar with book work to assist at leisure times will help considerably in keeping up the book work.

How are we to get new business? There are few harder problems for the retail grocer to solve to-day than this one. There are many good ways of advertising, and all are expensive, but all are not effective. It is the opinion of the writer that the manner in which you conduct your business is not only the cheapest advertising, but the very best, this I think is especially true in the smaller towns. In cities I think nothing equals the newspaper, so do I think that newspaper advertising is almost indispensable to a certain degree in our country stores, but the trouble is our country merchants do not put enough time and thought in writing their advertisements to have them attractive. One of the greatest difficulties with our country advertisement writers are that they say many

things in their advertisements that they do not mean, and the facts are, they are not sayings that bear the whole truth. There is another objectional feature about our country advertisements and that is this. It is hard to write a grocery advertisement and have it effective without quoting prices, and the average grocery customer is so familiar with prices on staple articles that unless you quote prices below your competitor you have not made much of an impression upon your readers, and if you resort to doing this, it is almost certain to bring on price war amongst other grocers. I believe that the most conservative customers look upon price wars as an expensive thing for them, as most of the people of to-day have come to realize that if a merchant continues in business and they do their trading with him, they have their share of his expenses to pay, consequently the price cutter must be looked upon as misleading in his advertisements.

Buying Goods.

Here is where grocerymen in smaller towns are seriously handicapped for the reason they have not sufficient outlet for goods to justify buying in large enough quantities to secure as low a price as does our larger city stores. The only possible hope I can see to obviate this is the union buying of staple goods by all the retail grocery merchants in their town. This can easily be done through a well organized retail grocers' association or by organizing a stock company with equal capital owned by the grocerymen, keeping the capital invested in such classes of merchandise that could be bought at an extra discount in quantities.

Keeping Stock.

Possibly there is nothing about a store that speaks as well for the clerks, and the management, as does the general appearance of the stock. The appearance of the grocery store has the same effect upon the appetite of its customers as does the kitchen of a housewife have upon its patrons. Therefore too much pains can not be taken to have your store look neat and inviting. All grocery stores have more or less lady custom and they are very sensitive about matters of neatness where they go to buy the goods they eat.

Buying Butter and Eggs.

This is one of the most serious questions that the country grocery store has to deal with to-day; it always has been the practice, especially amongst country merchants, to pay a premium for butter and eggs to the farmer. Although this is a very remote custom it is handed down to the retailers of to-day to do the best we can with the problem. If some wise retailers would offer us a plan whereby we could establish a uniform grade and price for this class of produce, and yet keep perfect harmony amongst the country butter-makers, he would install a new method in grocery retailing that would mean dollars of profits to the retail grocery business. It is the opinion of the writer that the butter and egg business will never be successfully handled by the grocerymen in their stores. In my opinion we must have

exclusive produce stores to handle the butter and egg business, especially in towns of over 1,000 population. I should advocate the organization of a stock company composed largely of the grocery dealers in the town. Let the stock company secure and equip a suitable room for the business and then secure a competent manager, and buy all the butter and eggs that come to town, paying the cash for them as they are delivered, according to the grade. By having one person to judge the grade of all the butter and eggs bought we could establish a uniform grade, which I believe would be appreciated by our good buttermakers, as they are very often required to take a few cents per pound less for their butter simply because they are not kickers. The only matter that is questionable about a store of this kind is whether it could be made to pay its own expense of operating. To this I will say that we are satisfied that the present method is not a paying one. I think last year we averaged about 250 pounds of butter per week, to-day we are paying 16, 18 and 20 cents per pound and we are selling what we pay 20 cents for at 20 cents, and what we pay 18 cents for we are selling at 18 cents, and what we pay 16 cents for we are obliged to sell at least half for waste butter at 12 cents. I think we sell as waste butter on an average about 75 pounds per week or about 3,900 pounds per year. If we lost 4 cents per pound on all of our waste butter this would be \$156. It cost us \$20 for ice last season and I presume the shrinkage of the butter as we bought it would be at least 100 pounds or \$16, making a total of \$172 we have paid for the privilege of handling country butter, say nothing about the amount of custom we lost simply because we could not pay all our customers 18 and 20 cents. I do not mention eggs as incurring any loss as we have always aimed to play even on eggs. In our town there are seven grocery dealers that probably sustained the same loss as we did. Now suppose we organize and say we will pay one year's loss in advance and take stock in a produce company. This would give us a capital of about \$1,500. Elect a competent manager and open up for business, say we make three grades, first, second and third, we pay 14, 16 and 18 cents for butter, according to the grade, then we retail at 16, 18 and 20 cents. The produce company having all the city retail trade in both the butter and eggs could, I am quite sure, reduce the loss to practically nothing as compared with the present system.

Soliciting and Delivering Goods.

In our town we have seven grocery stores and out of the seven stores all but one sends out their solicitor each day. The solicitor calls each day at the customers' homes and secures their orders for what groceries they need for the day. We have been told that this was an unnecessary practice by the grocers of our town by conservative customers, but I am being more convinced each day that if we did not solicit orders we would not sell to

as many customers, and our sales in a year's time would be materially decreased, as I firmly believe that customers buy more goods where a solicitor calls at their home each day for their order. I think we have the correct idea of city delivery here for towns of our size. We have union delivery at a much less cost than for each store to run individual wagons at considerable expense. I believe our best customers appreciate our economy in these matters. We get just as good satisfaction from this service as from our own wagons. Much depends on the driver as to the services rendered.

The Credit and Cash System.

Every well organized grocery store doing a credit business should have a credit man, to whom all accounts for credit should be referred. It is the writer's opinion that here is where some of our heavy losses are sustained. I am of the belief that one good rule to prevent bad accounts is worth a dozen good rules for collecting them. Our Retail Grocers' Association is quite active in aiding its members by a system of reports concerning certain persons' accounts, but I believe this could be handled better by each store electing a credit man and these credit men form themselves into a credit board to take charge of the book accounts. I believe by this method the credit board would soon be able to classify all accounts into their proper class, if they are A1 class them A1, if they are good, but slow, charge them interest, if they are no good do not trust them. With this kind of a system why should we need to lose anything on accounts? There is considerable pleasure about doing a limited credited business, where you can have a good class of credit customers, but where a customer lets his account run for more than thirty days I think he ought to be charged interest. If we are going to give time on grocery bills it is well enough to have an understanding as to how long the time is to be. That is the way the goods are billed to us. In fact, I am being more and more convinced each day that the grocery business ought to be a cash business; many of our good customers that spend their hard cash with us and never ask credit wonder who pays for the bad accounts of their grocer. There is no reason why the average customer could not as well pay for what he is going to eat as to pay for what he has already eaten. It is said that money rules the world, and while this is true, it is the power behind the cash that shapes things, in fact, it is brains that drives the great wheels of success. Dun and Bradstreet for 1903 show that but one out of nineteen succeeds under the thirty day system. This certainly is a black eye for this system; but I am satisfied by proper methods the credit system can be brought to a much higher standard. The percentage of losses by wholesale houses to-day is very small as compared with the amount of credit business they do, simply because they have a good method of preventing bad accounts.

Early Closing.

This is a puzzling question

amongst country grocers, and one which deserves much consideration. There is little enough pleasure in business life without working from four to five hours longer each day than most any other laborer. In small towns I suppose it would be a great inconvenience to the country trade, especially in the summer season, when farmers are busy, but show me a business that is progressing along the lines of shortening up labor, and making business more pleasant than the farmer. Why should not the grocer have his store opened at 7 in the morning and closed at 7 in the evening, the farmer with his modern conveniences of to-day can come to town easier during the day-time now than he could some years ago after 7 o'clock in the evening?

J. R. Shannon.

The Calf Path.

One day, through the primeval wood,
A calf walked home as good calves should;

But made a trail all bent askew,
A crooked trail, as all calves do.

Since then two hundred years have fled
And, I infer, the calf is dead;

But still he left behind his trail,
And thereby hangs my moral tale:

The trail was taken up next day
By a lone dog that passed that way,

And then a wise bell-wether sheep
Pursued the trail o'er vale and steep,

And drew the flock behind him, too,
As good bell-wethers always do.

And from that day, o'er hill and glade,
Through those old woods a path was made,

And many men wound in and out
And dodged and turned and bent about.

And uttered words of righteous wrath
Because 'twas such a crooked path.

And still they followed—do not laugh—
The first migrations of that calf.

This first path became a lane
That bent and turned and turned again;

This crooked lane became a road
Where many a poor horse with his load

Toiled on beneath the burning sun
And traveled some three miles in one.

And thus a century and a half
They trod the first steps of that calf.

The years passed on in swift fleet,
The road became a village street,

And this, before men were aware,
A city's crowded thoroughfare,

And men two centuries and a half
Trod in the footsteps of that calf,

And o'er this crooked journey went
The traffic of a continent.

They are going to have an Apple day at the St. Louis Exposition, September 27, when pamphlets setting forth the efficiency of apples as a cure for bad habits will be distributed with one million apples. According to John T. Stenson, Director of Pomology at the exposition, apples are a sure cure for the drink habit, the tobacco habit and the low morals which lead to crime. In order to work a cure by means of the apple diet, Mr. Stenson advises that when one has a craving for a smoke or a drink of liquor, he take an apple in its place; if there is a tendency to do something desperate, sit down and quietly eat an apple and reflect over it. Senator Cockerell's moral life and high standard of statesmanship are cited as an incident of the refining influence of apples. It is a well known fact that the Senator makes his lunch of apples every day to the exclusion of all other food, and has kept up this diet for thirty years.

Hardware Price Current

AMMUNITION			
Caps			
G. D., full count, per m.	40		
Hicks' Waterproof, per m.	50		
Musket, per m.	75		
Ely's Waterproof, per m.	60		
Cartridges			
No. 22 short, per m.	2 50		
No. 22 long, per m.	3 00		
No. 32 short, per m.	5 00		
No. 32 long, per m.	5 75		
Primers			
No. 2 U. M. C., boxes 250, per m.	1 60		
No. 2 Winchester, boxes 250, per m.	1 60		
Gun Wads			
Black edge, Nos. 11 & 12 U. M. C.	60		
Black edge, Nos. 9 & 10, per m.	70		
Black edge, No. 7, per m.	80		
Loaded Shells			
New Rival—For Shotguns			
No.	Drs. of	oz. of	Per
		Shot	Gauge
120	4	1 1/4	10
129	4	1 1/4	9
128	4	1 1/4	8
126	4	1 1/4	6
135	4 1/4	1 1/4	5
154	4 1/4	1 1/4	4
200	3	1	10
208	3	1	12
236	3 1/4	1 1/4	6
265	3 1/4	1 1/4	5
264	3 1/4	1 1/4	4
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. S. Steel	7 00		
First Quality, D. B. Steel	10 50		
Barrows			
Railroad	13 50		
Garden	32 00		
Bolts			
Stove	70		
Carriage, new list	70		
Plow	50		
Buckets			
Well, plain	4 50		
Butts, Cast			
Cast Loose Pin, figured	70		
Wrought Narrow	60		
Chain			
Common	7 c.	6 c.	4 1/2 c.
BB	8 1/2 c.	7 1/2 c.	6 1/2 c.
BBB	8 3/4 c.	7 3/4 c.	6 3/4 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, 1 1/8; large, 3/8	40		
Ives' 1, 1 1/8; 2, 3/4; 3, 3/8	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 & 10
Dampers, American	50
Molasses Gates	
Stebbin's Pattern	60 & 10
Enterprise, self-measuring	30
Pans	
Fry, Acme	60 & 10 & 10
Common, polished	70 & 10
Patent Planished Iron	
"A" Wood's pat. plan'd, No. 24-27	10 80
"B" Wood's pat. plan'd, No. 25-27	9 80
Broken packages 1/2 c per lb. extra.	
Planes	
Ohio Tool Co.'s fancy	40
Sciota Bench	50
Sandusky Tool Co.'s fancy	40
Bench, first quality	45
Nails	
Advance over base, on both Steel & Wire	
Steel nails, base	2 75
Wire nails, base	2 30
20 to 60 advance	Base
10 to 16 advance	5
8 advance	10
6 advance	20
4 advance	30
3 advance	45
2 advance	70
Fine 3 advance	50
Casing 10 advance	15
Casing 8 advance	25
Casing 6 advance	35
Finish 10 advance	25
Finish 8 advance	35
Finish 6 advance	45
Barrel 1/2 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 80
Nos. 22 to 24	3 90
Nos. 25 to 26	4 20
No. 27	4 30
All sheets No. 18 and lighter, over	30
inches wide, not less than 2-10 extra.	
Shovels and Spades	
First Grade, Doz	6 00
Second Grade, Doz	5 50
Solder	
1/2 @ 1/2	21
The prices of the many other qualities of solder in the market indicated by private brands vary according to composition.	
Squares	
Steel and Iron	60-10-5
Tin—Melyn Grade	
10x14 IC, Charcoal	\$10 50
14x20 IC, Charcoal	10 50
10x14 IX, Charcoal	12 00
Each additional X on this grade, \$1.25.	
Tin—Allaway Grade	
10x14 IC, Charcoal	\$ 9 00
14x20 IC, Charcoal	9 00
10x14 IX, Charcoal	10 50
14x20 IX, Charcoal	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	30-10
Screw Eyes	30-10
Hooks	30-10
Gate Hooks and Eyes	30-10
Wrenches	
Baxter's Adjustable, Nicked	30
Coe's Genuine	40
Coe's Patent Agricultural, Wrought	70 & 10

Crockery and Glassware

STONEWARE	
Butters	
1/2 gal. per doz.	48
1 to 6 gal. per doz.	6
8 gal. each	52
10 gal. each	66
12 gal. each	78
15 gal. meat tubs, each	1 20
20 gal. meat tubs, each	1 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
3/4 gal. per doz.	45
1 to 5 gal., per gal.	7 1/2
Sealing Wax	
5 lbs. in package, per lb.	2
LAMP BURNERS	
No. 0 Sun	35
No. 1 Sun	36
No. 2 Sun	48
No. 3 Sun	85
Tubular	50
Nutmeg	50
MASON FRUIT JARS	
With Porcelain Lined Caps	
Pints	Per Gross.
Quarts	4 25
1/2 Gallon	4 50
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 72
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 35
No. 2 Crimp, per doz.	1 60
Rochester	
No. 1 Lime (65c doz.)	3 50
No. 2 Lime (75c doz.)	4 00
No. 2 Flint (80c doz.)	4 60
Electric	
No. 2 Lime (70c doz.)	4 00
No. 2 Flint (80c doz.)	4 60
OIL CANS	
1 gal. tin cans with spout, per doz.	1 25
1 gal. galv. iron with spout, per doz.	1 40
2 gal. galv. iron with spout, per doz.	2 30
3 gal. galv. iron with spout, per doz.	3 25
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. Tilted 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 50
LANTERN GLOBES	
No. 0 Tub., cases 1 doz. each, 10c.	50
No. 0 Tub., cases 2 doz. each, 15c.	50
No. 0 Tub., bbls. 5 doz. each, per bbl.	2 25
No. 0 Tub., Bull's eye, cases 1 dz. e'ch	1 25
BEST WHITE COTTON WICKS	
Roll contains 32 yards in one piece.	
No. 0, 3/4 in. wide, per gross or roll.	24
No. 1, 1/2 in. wide, per gross or roll.	33
No. 2, 1 1/4 in. wide, per gross or roll.	46
No. 3, 1 1/2 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	7 00

NEW YORK MARKET

Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, March 19—The market for actual coffee this week has been flat, stale and, presumably, unprofitable. Buyers are inclined to the smallest quantities and seem to have little faith in the stability of present quotations. No. 7 is worth 65¢, but this, perhaps, has been shaded when necessary. In store and afloat there are 3,133,686 bags, against 2,684,274 bags at the same time last year. Mild grades show little animation. Good Cucuta, 8¼¢. East Indias are steady and the average volume of business prevails.

The sugar trade has languished this week and neither buyer nor seller seems to take much interest in the situation, each waiting for the long-hoped-for spring; prices are fairly firm, however.

Offerings of tea have been light, although there seems enough to go round. A steady demand prevails and a good line of trade has been reported almost every day. Prices are very firm and tend to a higher level.

Rice is steady to firm, with holders very confident as to the future. The supply is not overabundant, but there is enough for present requirements.

Spices are well held, but not an item of interest can be gathered from one end of the market to the other. Quotations show no changes.

The market for molasses is firm. Offerings are rather light and demand generally has been all that could be expected. Prices are unchanged and firm. Syrups are in moderate movement.

Canned goods show steady improvement. Salmon especially is "rounding up" in great shape, thanks to demand from the Orient. Tomatoes, too, show steady improvement and by the time new goods are here the market will be in good shape to receive them. Other goods are meeting with good call at full quotations.

Trade in dried fruit is only moderately active, with prices firm, or at least on most articles.

Butter is scarce in the better sorts and grades that will stand the test bring 24@24½¢, possibly a fraction more, but it must be very desirable goods. Seconds to firsts, 17@23¢; Western imitation creamery extras, 18@18½¢; seconds to firsts, 15@17¢; Western factory, 14½@15¢; renovated, 14½@17¢.

No change in cheese save a firmer feeling. The market is improving every day as stocks diminish and new arrivals will find supply pretty well sold out.

The egg market has been weaker and prices show a further decline. Western fresh gathered, 17½@17¾¢; seconds, 17¢; inferior, 15@15½¢.

Value of Window Displays Shown Statistically.

To appreciate its value you should do a little figuring. How many peo-

ple pass your store in a day? If the average is ten a minute, in the eight busiest hours of the day 4,800 people would pass your window. This number, 4,800, represents what in newspaper parlance is called "daily circulation."

Now, your show window occupies say 100 square feet surface, and in it you can display attractively quite a line of goods, changing the display as often as you wish. In a daily newspaper with an actual circulation of 4,800, 100 square inches (not square feet) would cost approximately \$10 per day, and in this space you can put only cuts of the articles themselves, and, as a rule, the cuts but imperfectly represent those articles.

Now, your window space presents a surface 144 times as great as your \$10 newspaper space, has a depth in addition to surface, and in it can be displayed the articles themselves, true to life as to color, size, shape and everything, and, furthermore, they are seen at the entrance to your store, inside of which a salesman stands ready to give additional information and exercise his ability in making a sale.

This window space is yours every day and all day, it presents wonderful possibilities as an advertising medium, and it is up to you to get those possibilities out of it. If newspaper space properly used is worth its cost (and we are firmly convinced it is) how important it is that so valuable an advertising medium as the show window should not be neglected.

Her Pocket-book.

She never can remember where
She had it last or laid it down.
And never has the time to spare
To find it—so she'll always frown
And say: "It's just too bad! Dear me!
I wish, my darling, that you'd look
Upstairs and see if you can see
That everlasting pocket-book."

"It's either on the bureau or
It may be lying on the bed;
It might be in the closet, for
I sometimes put it there instead;
Feel in the pocket of the dress
That hangs upon the left-hand hook—
I can't remember, I confess,
Where I did put that pocket-book."

It's always while the milkman waits
Or parcel with express to pay—
Some one who crossly intimates
He's in a hurry and can't stay;
And then my search I must begin
In nearly every kind of nook—
I think myself it's just a sin
The way ma keeps her pocket-book.

She Took It Very Hard.

"No," said the beautiful widow, "I couldn't sleep for weeks after my husband died."

"How pitiful," put in her sympathetic friend.

"You see, I had mislaid his insurance policy, and for a while I was really afraid I'd never be able to find it."

Hold Fast.

Conductor—All aboard! Please get aboard quickly, miss, the train is about to start.

Young Lady—But I wish to kiss my sister good-by.

Conductor—Get aboard, get aboard; I'll attend to that for you.

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. Reg.) Bradstreet's.

The Reasons Why
People Prefer

Our Nets and Dusters

are

The Styles are correct, Quality is good and the Prices are right.

Would be pleased to submit
samples or send you our prices

Sherwood Hall Co.,

Limited

Grand Rapids, Mich.

\$500. Given Away

Write us or ask an
Alabastine dealer for
full particulars and Free sample card of

Alabastine

THE SANITARY WALL COATING.

Destroys disease germs and vermin. Never rubs or scales. You can apply it—mix with cold water. Beautiful effects on walls and in white and delicate tints. NOT a disease-breeding, out-of-date hot-water glue preparation. Kalsomines bearing fanciful names and mixed with hot water are stuck on with glue, which rots, nourishing germs of deadly diseases and rubbing and scaling, spoiling walls, clothing and furniture. Buy Alabastine in 5 lb. pkgs., properly labelled, of paint, hardware and drug dealers. Leaflet of tints, "Hints on Decorating," and our artists' ideas free. ALABASTINE CO., 105 Water St., N. Y., or Grand Rapids, Mich.



They Save Time

Trouble

Cash

Get our Latest Prices

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

JOHN G. DOAN COMPANY WHOLESALE OYSTERS

IN CAN OR BULK

All mail orders given prompt attention.

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

Buyers and Shippers of

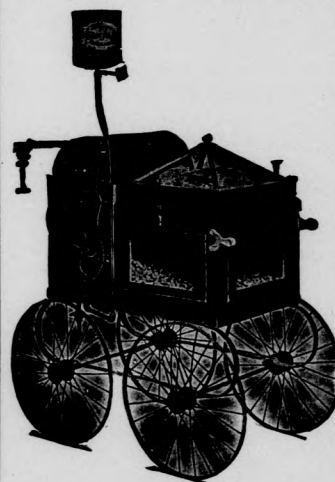
POTATOES

in carlots. Write or telephone us.

H. ELMER MOSELEY & CO.

GRAND RAPIDS, MICH.

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 Cream 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



The Cause of Low Prices in Live Stock.

There are many causes which brought about the recent slump in prices of stock and beef cattle. I am convinced, however, we all agree it was a combination of circumstances that brought it about, and no one of the two or three would have caused such universal shrinkage in values. As proof of this fact in 1901 the entire range country and many of the large feeding stables were visited by a drought the like of which is seldom witnessed, causing heavy runs of stock and very low prices to prevail throughout the summer and fall of that year. All other industries were prosperous, in consequence of which the price of cattle, and especially beef cattle, in due time advanced far beyond the most sanguine expectations.

The shortage of full-bred beef in 1902 caused by the drought of 1901, in connection with the universal prosperity of the country at large, sent prices up to the highest reached in many years, causing the depressions in the cattle business to disappear rapidly; consequently all the loss sustained by the cattle men in 1901 was recovered in 1902, with a nice profit added. Can we expect similar conditions to prevail in 1904? Most emphatically no.

In 1903 many conditions prevailed, all or most of which must be remedied before cattle raisers can expect permanent prosperity and a return of good prices for their product. One of the causes, and the principal trouble, was the depression in Wall Street, which grew in magnitude until it was felt all over the entire country. New York banks borrowed heavily from the West, and each million dollars sent from our Western and Middle States (and I assure you there were many) to the Eastern money centers weakened our Western money reserve just that much, and eventually extended the feeling of unrest from the East to our Middle and Western States, and when the Western bankers became uneasy they not only refused to grant the usual accommodations extended to cattle men, but demanded instead thereof payment of such notes as they held secured by cattle, thus causing great numbers of cattle to be marketed before they were in proper condition.

There can be but one result of heavy and rapid liquidation, which is lower prices and discovery and ventilation of all the worthless paper held by those seeking to collect same. While it is the exception and not the rule, I am sorry to say worthless paper was found, which resulted in considerable losses. In addition to these causes range conditions were and are making rapid changes, especially in Texas. The large herds are rapidly giving way to the farmer and smaller stock raisers, resulting in large numbers of cattle going to market for want of range. This, added to the other disastrous causes, helped to depress an already glutted market.

The market for our export beef in Europe showed little strength during the year 1903. The South American countries are hurting us in those markets. Mexico has almost com-

plete control of the markets of Cuba. At the close of the Spanish-American war, with favorable legislation looking to our interest, this country would have opened up a market in Cuba for 1,000,000 or 2,000,000 cattle. The European as well as the Cuban market is gradually passing into history, so far as American cattle on hoof are concerned.

There is good and sufficient cause for complaint against the retailers of meat. They have failed to lower their prices directly to the consumer to correspond with the decline in the price of beef on foot and in dressed carcasses. This course on the part of the retailers of beef has prevented an increase of consumption which should naturally follow low prices. High price of any food product to consumers will naturally reduce the consumption, while low prices should increase the consumption and thus create a larger demand.

For a long number of years many cattle men have been borrowing more money on less collateral than any other class of men; the result of which has caused them to overtrade and handle their magnificent credit carelessly. This has brought their paper to a point where it meets with the most rigid scrutiny by money lenders, resulting in just the opposite of previous conditions. That is to say, they will not for some time be able to secure the amount of money on a given number of cattle to which they are entitled.

Overborrowing for a period of years always has, and no doubt always will, result in a period of depression and serious losses, causing a reaction to take place, and considerable time will be required to overcome this. Overconfidence always inaugurates unwarranted hazards, resulting in financial death of the over-trader, whose epitaph might properly read—"Killed by imprudent credit." So long as heavy liquidations are under way and the unsettled range conditions prevail, cattle men can not expect a permanent restoration in values, especially in stock cattle.

I. T. Pryor.

I Miss Thee.

I miss thee, darling, in familiar places
Where we were wont to be:
My neck is barren of thy dear embraces,
Ever I long for thee.

I miss thee when the sunset's benediction
Falls from a crimson sky.
Remembering hours whose lustre was as golden
As ever burned on high.

I miss thee when the twilight cometh sadly,
With veiled and dewy eyes—
So like thy presence are the evenings' silence
And calm, star-lighted skies.

I miss thee when the rare moonmade mosaics
Sleep in leaf-guarded aisles,
And every moonbeam hath a sorrow in it
Without thy voice and smiles.
No dreams of mine which reach the farthest heaven
But find thee always there.
Some vague analogy to thee is hidden
In all things sweet and fair.

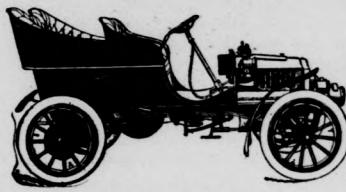
To me earth's brightness is but empty darkness
Where shine not eyes of thine,
And all the music of the spheres is discord
Without thy voice divine.

Theo. M. Carpenter.

A City Maid.

She came up to the country
But a week or so ago,
This city maid who ne'er had seen
The fields where wild flowers grow;
And when she saw the cat-tails
She cried, "Oh, do look, quick!
Who ever heard of sausages
A-growing on a stick!"

New Oldsmobile



Touring Car \$950.

Noiseless, odorless, speedy and safe. The Oldsmobile is built for use every day in the year, on all kinds of roads and in all kinds of weather. Built to run and does it. The above car without tonneau, \$850. A smaller runabout, same general style, seats two people, \$750. The curved dash runabout with larger engine and more power than ever, \$650. Oldsmobile delivery wagon, \$850.

Adams & Hart

12 and 24 W. Bridge St., Grand Rapids, Mich.

*You have not seen the catalogue of the
Grand Rapids Business University.
You are not yet familiar with the best
Michigan has to offer in the lines of
Business Education North and South.
Write for it.*

The BRILLIANT Gas Lamp

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



GOOD MERCHANTS

Can recommend to their customers and friends

MEYER'S Red Seal Luncheon Cheese

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

This Elegant Display Case, filled with 2 1/2 dozen 10 cent packages, **\$2.40**

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



Manufacturer of
Red Seal Brand Saratoga Potato Chips

J. W. MEYER,

127 E. Indiana St.

CHICAGO

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



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.

PELOUZE SCALES

ARE THE STANDARD FOR

ACCURACY, DURABILITY & SUPERIOR WORKMANSHIP

BUY OF YOUR JOBBER. INSIST UPON GETTING THE PELOUZE MAKE

NO. E 90 AS SHOWN 24 LBS.

NO. T 90 WITH TIN SCOOP

NO. D 2 1/2 BRASS DIAL-TILE TOP

PELOUZE SCALE & MFG. CO.

CATALOGUE, 35 STYLES CHICAGO.





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, S. H. Simmons; Secre-
tary and Treasurer, O. F. Jackson.

Drummers Forced to Become Both Soldiers and Explorers.

He looked more like a soldier or an explorer than a commercial traveler as he sat in the smoking compartment of the sleeper running between New York and Buffalo. Therefore, when one of the drummers asked him what his business was, and he replied that he was a drummer like the rest, it was natural that some one should enquire with interest what line of goods he carried.

He laughed and said: "I don't carry any goods, not even samples. I couldn't very well carry a satisfactory sample of my line unless I were to hire a freight car to accompany me on my travels. The fact is, I am a drummer for a bridge building concern.

"Yes," he continued in response to another remark, "it's a mighty interesting business, and it gives a man lots of variety.

"There's too much of it sometimes, for I've just had the experience of hurrying from the damp heat of a tropical forest to the somewhat bleak coasts of Newfoundland, where we got a big contract unexpectedly."

"Well, you're lucky in one way, though," said one of his listeners. "You haven't got the competition we have. Here are four of us in the same car all selling the same kind of goods and all bound for the same town and the same customers. I take it that bridge salesmen aren't as thick as blackberries."

"No, they aren't as thick as that," said the bridge salesman. "But to make up for it the rivalry for a big bridge contract is on as enormous a scale as the business itself, and the competing firms won't hesitate at any risk to land the business.

"Consequently they send out men who can ride and shoot and command savages, and they expect them to go at it exactly as if they were leading an exploring expedition.

"That's about what it amounts to, in many cases.

"You see, the only way for a firm to figure intelligently on a bridge building job is to know just exactly what it may have to do. Therefore the minute the various bridge companies of the world hear of a good chance, each strives to get its own trusted experts to the place first, so that it shall have the best chance to figure on the job.

"At the same moment men may start from Berlin, Essen, Liverpool, Birmingham, Pittsburgh, New York and Philadelphia, all bound for some spot lying half known and half guess-

ed at in a wilderness that may have been opened to the white man for only a few months.

"The final sale, to be sure, is made after we get through, and it is not concluded in the heart of an African jungle, but in a nice, quiet, orderly office in England or America or Germany. But the real sale, the work that makes or breaks, is done by the investigator who goes to the spot and makes up his mind what difficulties there are in the way.

"If he makes too favorable a report and leads his employers to bid too low he may break them; many of these bridge jobs have been vast enough to ruin the builders if things went wrong.

"I've sold bridges during the past year in New Zealand, going a hundred miles in a canoe to do it; in Newfoundland, after crossing the water ways with fishermen in small boats in the midst of winter; in Brazil, where I had to go up a river 500 miles and slosh around in primeval forests for two months to get my facts, and in Honduras, where we camped for three months in the rainy season to beat another concern whose men were waiting in the capital for the good weather to begin.

"One of the men in our line waded into Uganda to try for that big contract that was finally won by an American house. He shot two lions on the way.

"One lion he shot because he wanted his skin. The second lion he shot because he wanted his own.

"His rivals didn't get ahead of him and he made his reports all right. But at the last moment his company decided not to bid because it had found a new use for its plant. So all his fight with the wilderness went for nothing.

"No, I never had any real adventures myself. Once I fell into a river in South America and a crocodile (not an alligator, but a real, genuine American crocodile) made a snap at me. I floundered aboard a boat just in time to escape.

"Another time a snake fell out of a tree right on top of my telescope, which I was resting against the trunk to survey a valley. And once in Burma a rhinoceros stepped on my toe and smashed it. We never even got a shot at it. The rest of that trip I made in a litter." N. Y. Sun.

Retail Sunshine If You Can.

Though you deal in liquid blacking,
Dismal bluing and such things,
When you have a sale to manage
Do it as the robin sings.
Put some cheer up in your business,
Be a chipper sort of man
And, with other lines of notions,
Peddle sunshine if you can.

There's an awful deal of meanness
In this busy world of ours.
But, mixed in with weeds the rankest,
Ofttimes grow the finest flowers.
Wear a posy on your lapel—
It won't hurt the trade you plan—
And, along with other samples,
Peddle sunshine if you can.

The courage to ask a price is an indication of good salesmanship. When a salesman receives a sample of new goods on which is practically no competition, and proceeds, almost immediately, to shade the price given him by his house, he is certainly giving lamentable evidence of weakness. A salesman can not get a price unless he asks it.

Where Are My Shoes To-night?

Oh, where are my two little shoes to-night?
The shoes that I loved so well;
For parts unknown they have taken flight—
Will some good little boy please tell?

I wore them last for a baseball game,
A game in the month of May,
My place was given to one of fame;
The "Captain" said "Mac" doesn't play.

In a house nearby I changed my suit,
This pitcher had shoes of his own,
Then into the stand I climbed to root,
Nor regretted the cause of the loan.

Pitching proved tough in Deerwald's case,
To tall timber he soon was sent;
The mighty McCune then took his place
And the Saginaws opened the vent.

They batted the ball right hard that day,
Through second it seemed a cinch,
Though many a grounder came his way
Not one did Billy Baier pinch.

They sent Grant Rouse to the center clear,
Four stone, if he weighs an ounce;
The way he bounded after the sphere
Would make green-eyed "Billy Bounce."

How Mike played first no doubt you've heard;
How he failed to catch the flies.
He must have taken the ball for a bird
Or did the sun get into his eyes?

In playing Con Lane most certainly led;
At catching he can't be beat,
No matter how slow or fast the balls sped
How he nailed them was a great treat.

Adams was great, Smith a shining light,
Dave Aberdee wasn't so bad,
But when asked to be the tail of the kite
He became just a tiny bit mad.

My shoes, meanwhile, lay under the stand;
I thought them in safety quite;
When the game was o'er, as Joe Gervais fanned,
I found they had taken flight.

'Twas promised to raise a fund for lost things
Like my shoes and Will Derwald's mask;
They tell me Bill Baier begged a pair of strings,
So they've nearly completed the task.

I still am waiting to hear some word;
I'm yet in the same old plight.
In this audience large has anyone heard—
Where are my shoes to-night?

A. G. Mac Eachron.

Cartoon Advance Cards

FOR COMMERCIAL TRAVELERS

Send 25 Cents, money or stamps, and I will send you 25 cards suitable for your trade. All different designs. For prices in large quantities and other particulars, address

BILLY NEWTON, Red Wing, Minn.

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

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.

Quarterly Report of the Michigan Knights of the Grip.

Flint, March 19—At the regular quarterly meeting of the Board of Directors of the Michigan Knights of the Grip all the members were present except A. A. Weeks, of Grand Rapids.

The report of the Secretary showed the following receipts since Jan. 16:

Death fund	\$82 00
General fund	63 50
Entertainment fund	95 00
Employment and relief fund ..	6 00

The Treasurer's report showed the following balances on hand:

Employment and relief fund.	\$ 398 84
General fund	1,023 26
Death fund	3,484 70
Entertainment fund	199 00

The matter of publishing the minutes of the last annual convention was laid upon the table.

A warrant was ordered drawn on the Treasurer for \$63 (nine weeks at \$7) for Brother Matson.

The Secretary was authorized to return the application of A. T. Raymond, of Lansing, and ask him to join as an honorary member.

The report of Brother Weeks in regard to the application for relief was accepted and adopted.

The historical sketch of Michigan Knights of the Grip, written by Brother A. F. Peake, was read.

All matter pertaining to the vice-presidents and committees contained in this history was ordered stricken out.

An assessment was ordered for April 1, to be closed May 1.

An order for \$50 was ordered drawn in favor of C. J. Lewis for postage on the next assessment.

Five per cent. of the death fund collections to date was ordered transferred to the general fund.

The matter of printing the new constitution was left to the Secretary.

Adjourned to meet in Jackson May 20 at 8 a. m. C. J. Lewis, Sec'y.

Gripsack Brigade.

E. M. Bodwell (Putnam Candy Co.) has purchased the handsome residence at 103 Powell street and is already in possession.

Alma Record: F. M. Knapp, of Detroit, an experienced specialty salesman, has been engaged to represent the Alma Chemical Co. on the road.

Peter H. Davies, for several years clerk in the grocery store of Geo. Towers, has taken the position of city salesman for the National Biscuit Co.

H. R. Bradfield, who has been house salesman for the National Biscuit Co., succeeds Ralph D. Howell as Central and Southern Michigan representative for that corporation.

Battle Creek Journal: W. B. Yeagley has accepted a traveling position with O. S. Hicks & Son, of Kalamazoo, and will have the Indiana territory. His family will still remain in this city.

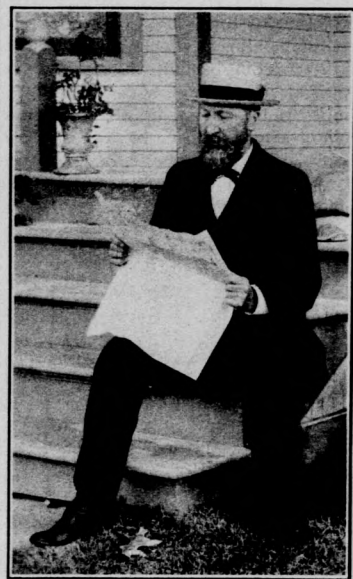
Willis P. Townsend (National Biscuit Co.) has been granted a 30 days' respite from business cares and responsibilities in order to regain his health. This is the first vacation he

has taken in over a quarter of a century. Chas. W. Anderson, an expert salesman from the Chicago branch, will cover his trade during his absence from the road.

Eaton Rapids Review: H. J. Moulton, who is spending a few days with his family, has taken a position with the Lee Broom & Duster Co., of Keokuk, Iowa, as traveling salesman. Mr. Moulton was formerly a successful salesman for the Mohawk Broom Co. He informs the Review that the principal broom and brush companies have been merged into one concern and that the Broom & Duster Co. is one of the largest of the companies that compose the trust. He is one of the twenty salesmen retained by the new concern from among those who formerly traveled for the independent companies and was the first to be placed on the new list of salesmen.

The Late Mr. Watson.

The late Jesse C. Watson was born at Commerce, Oakland county, Michigan, Oct. 29, 1842, his antecedents being Yankee on his father's side and Scotch on his mother's side. At the age of 18, he went to Saginaw to learn the salt business, and later re-



moved to Bay City, pursuing the same business. He afterwards engaged in the livery business, which he continued for nine years, when he came to Grand Rapids and accepted a position on the road selling cigars for John McLean of Detroit. This was in the year 1879. He afterwards entered the employ of Charles S. Yale, manufacturing chemist, and continued with his successors, Fred D. Yale & Co. and Daniel Lynch. He then left the road to accept the position of city salesman for the same house.

Mr. Watson was married at the age of 23 years to Miss Mary D. Burdon, of Bay City, and three children were born to them, Frank E., engaged in the mining business at Eldorado, Cal.; Elba E., teacher of German in Brooklyn, N. Y., and Dr. Harry D., practicing dentist in this city.

Mr. Watson was an active member of South End Lodge, No. 250, I.

O. O. F. He was also affiliated with the Michigan Knights of the Grip.

The accompanying portrait of the deceased is one of the most characteristic pictures preserved by the family, and will be readily recognized by the many friends of Mr. Watson.

The Boys Behind the Counter.

Hudson—A. M. Luther, who for the past two years has been employed as clerk in Colvin & Buck's market in this city, severed his connection with that firm last week to enter upon the duties of clerk in the general store conducted by John McNair, at Prattville.

Eaton Rapids—Roy Sherman succeeds J. A. Doak as clerk in the Knapp grocery store.

Traverse City—F. D. Gill, who was formerly with J. W. Milliken, of this city, but who for some time has been traveling for Burnham, Stoepel & Co., of Detroit, has accepted the management of the Grand Rapids Furniture Co. here.

Grand Ledge—Henry Gage, of Charlotte, now has charge of Hixson & Bromley's drug department.

Stanton—C. E. White, of Muir, has been employed as drug clerk in Hawley's department store.

Port Huron—Harry Cooper has resigned his position at Boice & McColl's drug store to accept a similar situation in the Lohrstorfer store.

Ithaca—A. M. Wormer has resigned his position in the hardware store of Lane & Alverson to take a similar position with O. H. Heath & Sons.

Pentwater—Frank Gillespie, formerly of Hart, where he worked in the drug store of Dr. Nicholson, and recently of Grand Rapids, has taken a position with J. L. Congdon & Co.

Lansing—J. E. Gamble, of South Bend, Ind., has taken the position of book-keeper and cashier of the Lansing branch of the National Grocery Co., succeeding Don Southworth.

Hubbardston—Allen Grill, of Stanton, has been engaged by I. C. Grill to assist in the hardware and implement store.

Jackson—R. P. Comstock, formerly with the Warner Hardware Co., has taken a position with the Starr Hardware Co.

Concord—Delbert Warner has left the road as representative for the Deering machine people and taken a position with J. C. Reynolds & Co. in their hardware store.

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.

Western Travelers Accident Association

We are pleased to state that, like January, February was a record-breaker, 286 members being admitted during the month, making 704 members admitted since January 1, 1904. We desire to maintain this record during March and April, therefore make this

Special Offer

Members admitted after this date will have no further payments to make until July 1, 1904, the membership fee of \$1 being all that is required to continue the insurance in force until that date.

Now is the time to make application.

Over \$17,000 have been paid out in benefits since our last annual meeting October 31, 1903, making an aggregate of over \$203,000 paid out to members in benefits since organization.

By adding new members we strengthen our Association and extend the good work we are doing. We want the earnest co-operation of every traveling man in Michigan.

Geo. F. Owen

Secretary Michigan Department

75 Lyon Street, Grand Rapids, Mich.



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

Mich. State Pharmaceutical Association.
 President—A. L. Walker, Detroit.
 First Vice-President—J. O. Schlotterbeck, Ann Arbor.
 Second Vice-President—J. E. Weeks, Battle Creek.
 Third Vice-President—H. C. Peckham, Freeport.
 Secretary—W. H. Burke, Detroit.
 Treasurer—J. Major Lemen, Shepard.
 Executive Committee—D. A. Hagans, Monroe; J. D. Muir, Grand Rapids; W. A. Hall, Detroit; Dr. Ward, St. Clair; H. J. Brown, Ann Arbor.
 Trade Interest—W. C. Kirchgessner, Grand Rapids; Stanley Parkill, Owosso.

World's Supply of Opium.

Few people have any idea of the vast areas given over wholly to the cultivation of opium. The consumption and the manufacture of this drug, far from being on the decline, are on the increase to an almost incredible extent. The greed for gold is far more predominant in the human makeup than is the philanthropic spirit which seeks to elevate mankind, although its purse may suffer in so doing. England reaps more benefit from the cultivation of opium than all other nations put together.

In the district of Bengal alone there are nearly 1,000,000 acres devoted exclusively to the cultivation of the poppy. Its cultivation is legalized and in every way encouraged by the British government, which has an absolute monopoly of this industry in India. The two principal districts are presided over by and under the direct control of English officials residing at Patna and Ghazipur. The Bahar agency embraces an opium field of about 500,000 acres and that of Benares is a close second with 473,500 acres.

There is a fierce dispute going on just now as to the relative merits or demerits of opium. Many eminent men in the scientific world openly declare that opium is a blessing. The government experts in the country where it grows go so far as to say that opium is a blessing instead of being a curse to the natives. However, the vast majority of mankind will long be of the undivided opinion that opium is the most all-crushing curse that afflicts man. The enthusiasts, or, rather, extremists, of the International Anti-opium Society picture the condition of India under the bane of opium in the most dreadful manner possible. According to one of these men, all of the 600,000,000 of human beings in Asia are exposed to the evils of the opium trade as legalized by the British government.

Danger in Cheap Thermometers.

In nearly every drug store there will be found clinical thermometers, the use of which would be positively detrimental, since it would be misleading. There is a great temptation for the dealer to handle cheap lines

of goods, and a great many persons in buying a thermometer insist upon getting something inexpensive, in view of the fact that they do not expect to have much use for it. It is the province of the pharmacist, however, to point out to economical customers that the cheap clinical thermometer is worse than useless.

Observation has shown that the results registered by cheap thermometers vary as much as two and one-half degrees, a variation sufficient to entirely mislead the physician, with a possibility of most serious results to the patient. There is, moreover, not the least excuse for the sale of such thermometers, since the profit made on the cheaper kinds is certainly not more and is probably less than the profit to be made on thermometers of a higher class, while the use of a cheap and unreliable thermometer may jeopardize the life of the patient.

This is a point on which the pharmacist is in duty bound to carefully instruct both the physician and the public, and when once the purchaser understands the grave danger involved in the use of a cheap, unreliable thermometer the druggist will have no difficulty in selling him a better grade of goods, even if the price is considerably higher. The only safe clinical thermometer is one which has been accurately tested, and the action of which is certified to by some trustworthy and competent person.—American Druggist.

Hot Egg Bouillon.

One-half to one ounce liquid extract of beef, one egg, salt and pepper to season, hot water to fill an eight ounce mug. Stir the extract, egg and seasoning together with a spoon to get well mixed, add the water, stirring briskly meanwhile; then strain and serve. Or shake the egg and extract in a shaker, add the water, and mix by pouring back and forth several times from shaker to mug.

One egg, one ounce beef tea extract, one-half spoonful dairy butter. Add several ounces hot soda and stir until the butter is dissolved. Fill up with hot soda.

Hot Egg Orange.

One to one and a half ounces orange syrup, one egg, one-half ounce cream, hot water enough to fill an eight ounce mug. Mix the syrup, egg and cream together in an egg shaker, shake as in making cold egg drinks, add the hot water, and mix all by pouring back and forth several times from shaker to mug. Or, prepare by beating the egg with a spoon, add the syrup and cream, mix all quickly with the spoon, add the hot water, stirring constantly meanwhile, and strain.

Not Hurt, But Wants Money.

A Toledo man has sued his physician and druggist for \$25,000 damages. He claims that carbolic acid was dispensed instead of the eye lotion prescribed, and that although both the physician and druggist were aware of the fact, they did not warn him. The medicine, however, was not used, and the defendants denounce the suit as an outrage and the statements untrue. It is well, however, to be careful.

How Radium Is Extracted.

That radium is obtained from pitchblende is generally known, but some details of the exact process will be of interest: Operations for the extraction are commenced by crushing the pitchblende and then roasting the powder with carbonate of soda. After washing the residue is treated with dilute sulfuric acid; then the sulfates are converted into carbonates by boiling with strong carbonate of soda. The residue contains radium sulfate, which is an exceedingly insoluble salt. The soluble sulfates are washed out, and the residue or insoluble portion is easily acted upon by hydrochloric acid, which takes out, among other things, polonium and actinium.

Radium sulfate remains unattacked, associated with some barium sulfate. The sulfates are then converted into carbonates by treatment with a boiling strong solution of carbonate of soda. The carbonates of barium and radium are next dissolved in hydrochloric acid and precipitated again as sulfates by means of sulfuric acid. The sulfates are further purified and ultimately converted into chlorides, until about fifteen pounds of barium and radium chlorid are obtained by acting upon one ton of crushed pitchblende. Only a small fraction of this mixed chlorid is pure radium chlorid, which is finally separated from barium chlorid by crystallization, the crystals from the most radioactive of the solutions being selected. In this way the crystals ultimately obtained are relatively pure radium chlorid of a very high degree of radioactivity.

The Drug Market.

Opium—Is steady.
 Morphine—Is unchanged.
 Quinine—Has advanced 2c per ounce.
 Carbolic Acid—Is very firm and another advance is expected.
 Alcohol—Has been advanced by distillers 4c per gallon.
 Wood Alcohol—Manufacturers have advanced the price 5c per gallon.
 Menthol—Is very firm. It is rumored that a war tax will be put on this article by the Japanese government.
 Oils Cassia and Anise—Both continue firm under conditions noted.
 Pure Natural Oils, Sassafras and Wintergreen—Are scarce and continue high.
 Gum Camphor—Is very firm. Another advance is expected this week.
 Canary Seed—Has advanced on account of light stocks and higher primary markets.

Naphtha Soap Not a Trade Name.

An interesting decision was recently rendered by the English Court of Appeal in the case of Fels vs. Thomas. In this case it appeared that the plaintiffs, an American firm of soap makers, put upon the English market in 1900 a household soap to which they applied the name of Fels-Naphtha, as containing naphtha or benzene, and which soon obtained a large sale. The defendants, soap makers at Bristol, brought out a soap called "Christopher's Naphtha Soap."

The plaintiffs brought suit for an

injunction to restrain the defendants from selling any soap which was not of the plaintiff's manufacture as and for "naphtha soap," or from using the term "naphtha" as applied to soap, without clearly distinguishing soap so described from the plaintiff's. Mr. Justice Kekewich decided against the plaintiffs on the ground that they had failed to establish any right to the term "naphtha" as applied to soap, and this decision was upheld by the Court of Appeal.

Liquid Sunshine and Moonshine.

Some years ago medical journals ridiculed the price list of the Homeopathic Pharmacy that quoted Liquid Sunshine and also Liquid Moonshine as remedies. These were made by exposing water to the direct rays of the sun or moon. A very small minority of homeopaths at one time seemed to have a little faith in such preparations.

Recently an allopathic professor in a prominent medical college has announced liquid sunshine as a wonderful discovery, and as a valuable remedy for cancer, tuberculosis, malaria, etc. This is made in the same way as originally invented by the homeopathic doctor, and illustrates forcibly how the world changes, how extremes meet, and how near some allopathic physicians are getting to the very strictest old style homeopaths.

To Clean Hard Paint from Brushes.

Suspend each brush in a solution of one part crystallized sodium carbonate (washing soda) in three parts of water, and in such a manner that it will hang some distance from the bottom of the tumbler. Let it stand twelve to twenty-four hours in a warm place (140 deg. to 150 deg. Fahrenheit) when the dried paint will be so softened that it can be easily washed out with soap and water. Brushes that have become hard as stone can be restored by this process.

Creme Marquise.

White wax ¼ oz.
 Spermaceti 2½ ozs.
 Exp. almond oil 2½ ozs.
 Melt, remove from the fire, and add Rose water 1½ ozs.
 Beat until creamy, not until cold.
 When the cream begins to thicken we add a few drops of oil of rose. Only the finest almond oil should be used, and one should be careful in his weighing of the wax and spermaceti. These precautions will insure an elegant product.

Persimmon Bread for Beer.

The persimmons are gathered when thoroughly ripe, the mass is kneaded until it is of the consistency of bread dough, made into a cake, and then put in an oven and baked. It will keep all winter, and can be used until late in the spring. Five pounds of it, it is said, will make nearly a barrel of agreeable and non-intoxicating beer.—American Carbonator.

FRED BRUNDAGE

Wholesale Drugs and Stationery,

Fishing Tackle, Sporting Goods,
 Fireworks and Flags.

33-34 Western Ave., MUSKEGON, Mich.

WHOLESALE DRUG PRICE CURRENT

Advanced—
Declined—

Acidum		Excothitosis		Tinctures	
Aceticum	60 8	Excothitosis	4.25 4 50	Aconitum Nap's R	60
Benzoleum, Ger.	70 75	Erigeron	1.00 1 10	Aconitum Nap's F	60
Boric	17	Gaultheria	2.50 2 60	Aloes	60
Carbolicum	25 28	Geranium	1.00 1 10	Aloes & Myrrh	60
Citricum	33 40	Gossypil, Sem gal	50 60	Arnica	60
Hydrochlor	30 5	Hedeoma	1.40 1 50	Assafoetida	60
Nitrosum	8 10	Juniper	1.50 2 00	Atropine Belladonna	60
Oxalicum	12 14	Lavandula	90 2 75	Aurant Cortex	60
Phosphoricum, dil.	12 15	Limonis	1.15 1 25	Benzoin	60
Salicylicum	42 45	Mentha Piper	3.50 3 75	Benzoin Co	60
Sulphuricum	14 15	Mentha Verid.	5.00 5 50	Barosma	60
Tannicum	10 12	Morhuac, gal.	2.75 4 00	Cantharides	60
Tartaricum	38 40	Myrica	4.00 4 50	Capsicum	60
Ammonia		Olive	75 3 00	Cardamon	60
Aqua, 18 deg.	4 6	Picis Liquidia	10 12	Castor	60
Aqua, 20 deg.	6 8	Picis Liquidia gal.	35	Catechu	60
Carbonas	13 15	Ricina	90 94	Cinchona	60
Chloridum	12 14	Rosmarini	1 00	Cinchona Co	60
Aniline		Rosae, oz	5.00 6 00	Columba	60
Black	2 00 2 25	Succini	90 1 00	Cubebae	60
Brown	45 50	Santal	2.75 3 00	Cassia Acutifol	60
Red	45 50	Sassafras	85 90	Cassia Acutifol Co	60
Yellow	2 50 3 00	Sinapis, ess, oz	65	Digitalis	60
Bacca		Tigil	1.50 1 40	Ergot	60
Cubebae	22 24	Thyme	40 50	Ferri Chloridum	60
Juniperus	5 6	Thyme, opt	1 60	Gentian	60
Xanthoxylum	30 35	Theobromas	15 20	Gentian Co	60
Balsamum		Potassium		Guaiaca	60
Cubebae	12 15	Ri-Carb	15 18	Guaiaca ammon	60
Peru	1 50	Bichromate	13 15	Hyoscyamus	60
Terabin, Canada	60 65	Bromide	40 45	Iodine	75
Tolutan	45 50	Carb	12 15	Iodine, colorless	75
Cortex		Chlorate po 17 19	16 18	Kino	60
Abies, Canadian	18	Cyanide	34 38	Labella	60
Cassia	12	Iodide	2.75 2 85	Myrrh	60
Cinchona Flava	18	Potassa, Bitart pr	30 32	Nux Vomica	60
Euonymus atro	30	Potass Nitras opt	7 10	Opil	60
Myrica Cerifera	20	Potass Nitras	6 8	Opil, comphorated	60
Prunus Virgin	12	Prussiate	23 26	Opil, deodorized	60
Quillaia, gr'd	12	Sulphate po	15 18	Quassia	60
Sassafras	14	Radix		Rhatany	60
Ulmus	25, gr'd	Aconitum	20 25	Rhel	60
Extractum		Althae	30 33	Sanguinaria	60
Glycyrrhiza Gla	24 30	Anchusa	10 12	Serpentaria	60
Glycyrrhiza, po	28 30	Arum po	6 25	Stromonium	60
Haematox	11 12	Calamus	20 40	Valerian	60
Haematox, 1s	13 14	Gentiana	12 15	Veratrum Veride	60
Haematox, 1/2s	14 15	Glycyrrhiza pv 15	16 18	Zingiber	60
Haematox, 1/4s	16 17	Hydrastis Cana	1 50	Miscellaneous	
Ferru		Hydrastis Can po	1 50	Aether, Spts Nit 3	30 35
Carbonate Precip	15	Hellebore, Alba	12 15	Aether, Spts Nit 4	34 38
Citrate and Quina	2 25	Inula, po	18 22	Alumen, gr'd po 7	3 4
Citrate Soluble	40	Ipecac, po	2.75 2 80	Annatto	40 50
Ferrocyanidum S.	15	Iris plox	35 40	Antimonil, po	40 5
Solut. Chloride	40	Jalapa, pr	25 30	Antimonil et Po T	40 50
Sulphate, com'l	15	Maranta, 1/4s	6 35	Antipyrin	20 25
Sulphate, com'l, by	30	Podophyllum po	22 25	Antifebrin	20 20
Sulphate, pure	7	Rhel, cut	75 100	Argent Nitras, oz	40 48
Flora		Rhel, pv	75 135	Arsenicum	10 12
Arnica	15 18	Spigella	35 38	Balm Gilead buds	45 50
Anthemis	22 25	Sanguinari, po 24	22	Bismuth S N	20 23
Matricaria	30 35	Serpentaria	65 70	Calcium Chlor, 1s	9
Folia		Senega	75 85	Calcium Chlor, 1/2s	10
Barosma	30 33	Smilax, off's H	6 40	Calcium Chlor, 1/4s	12
Cassia Acutifol	20 25	Smilax, M	6 25	Cantharides, Rus	10 12
Tinnevelly	20 25	Scilla	10 12	Capsici Fruc's af.	20
Cassia, Acutifol	25 30	Symplocarpus	10 12	Capsici Fruc's po	22
Salvia officinalis	12 20	Valeriana Eng	6 25	Capsi Fruc's B po	15
1/4s and 1/2s	12 20	Valeriana, Ger	15 20	Caryophyllus	25 28
Oiva Ursi	8 10	Zingiber a	14 16	Carmine, No 40	30 30
Gummi		Zingiber j	16 20	Cera Alba	50 55
Acacia, 1st pkd.	45	Semen		Cera Flava	40 42
Acacia, 2d pkd.	45	Anisum	10 16	Coccus	40 40
Acacia, 3d pkd.	45	Apium (gravel's)	13 15	Cassia Fructus	35
Acacia, sifted sts	28	Bird, 1s	4 6	Centraria	10 10
Acacia, po	45 65	Carul	10 11	Cetaceum	45
Aloe, Barb.	12 14	Cardamon	70 90	Chloroform	55 60
Aloe, Cape	25	Corlandrum	8 10	Chloro'm, Squibbs	10 10
Aloe, Socotri	30	Cannabis Sativa	7 8	Chloral Hyd Crst.1	35 60
Ammoniac	55 60	Cydonium	75 100	Chondrus	20 25
Assafoetida	35 40	Chenopodium	25 30	Cinchonidine P-W	38 48
Benzoinum	50 55	Dipterix Odorate	80 100	Cinchonid'e Germ	38 48
Catechu, 1s	14	Foeniculum	18	Cocaine	30 40
Catechu, 1/2s	16	Foenugreek, po	7 9	Corks list d p ct	75
Catechu, 1/4s	16	Lini, gr'd	3 6	Creosotum	45
Camphorae	1 05 1 10	Lobella	75 80	Creta	75
Euphorbium	40	Pharlaris Cana'n	6 8	Creta, prep	6
Galbanum	100	Rapa	5 6	Creta, precip	9 11
Gamboge	1 25 1 35	Sinapis Alba	7 9	Creta, Rubra	8
Guaiacum	35	Sinapis Nigra	9 10	Crocus	58 60
Kino	75	Spiritus		Cudbear	24
Mastic	60	Frumentl W D	2 00 2 50	Cupri Sulph	60
Myrrh	45	Frumentl	1 25 1 50	Dextrine	75 10
Opil	3 25 3 30	Juniperis Co O T	1 65 2 00	Ether Sulph	78 92
Shellac	60 65	Juniperis Co	1 75 2 30	Emery, all Nos	6
Shellac, bleached	65 70	Saccharum N E	1 90 2 10	Emery, po	8
Tragacanth	70 100	Spt Vini Galli	1 75 2 60	Ergota	85 90
Herba		Vini Oporto	1 25 2 00	Flake White	12 15
Abinthium, oz pk	25	Vini Alba	1 25 2 00	Galla	23
Eupatorium oz pk	25	Sponges		Gambler	80 9
Lobelia	25	Florida sheeps' w	2 50 2 75	Gelatin, Cooper	60
Majorum	25	Nassau sheeps' w	2 50 2 75	Gelatin, French	35 60
Mentha Pip oz pk	25	Velvet extra shps	2 50 2 75	Glassware, fit box	75 5
Mentha Vir oz pk	25	wool, carriage	1 50	Less than box	70
Rue	39	Extra yellow shps	1 50	Glue, brown	11 13
Tanacetum V	22	wool, carriage	1 25	Glue, white	15 25
Thymus V	25	Grass sheeps' w	1 03	Glycerina	17 25
Magnesia		Hard, slate use	1 00	Grana Paradisi	25
Calcined, Pat.	55 60	Yellow Reef, for	1 40	Humulus	25 55
Carbonate, Pat.	18 20	Syrups		Hydrarg Ch Mt	25
Carbonate K-M	18 20	Acacia	50	Hydrarg Ch Cor	30
Carbonate	18 20	Aurant Cortex	50	Hydrarg Ox Ru'm	10 65
Oleum		Zingiber	50	Hydrarg Ammo'l	11 15
Abinthium	3 00 3 25	Ipecac	50	Hydrarg Ungue'm	50 60
Amygdalae, Dulc	50 60	Ferri Iod	50	Hydrargyrum	85
Amygdalae Ama	3 00 3 25	Rhet Arom	50	Ichthyobolla, Am	90 100
Anisi	1 75 1 85	Smilax Off's	50 60	Iodide, Resubli	3 85 4 00
Aurant Cortex	2 10 2 20	Senega	50 60	Iodoform	4 10 2 20
Bergamili	2 85 3 25	Scilla	50	Lupulin	75 80
Cajuputi	1 10 1 15	Scillae Co	50	Lycopodium	75 80
Caryophylli	1 60 1 70	Tolutan	50	Macis	65 75
Cedar	35 40	Prunus virg	50	Liquor Arsen et	25
Chenopadi	1 10 1 20	Whale, winter		Hydrarg Iod	10 12
Cinnamoni	40 45	Whale, summer		Liq Potass Arsnit	10 12
Citronella	40 45	Whale, spring		Magnesia, Sulph	3 3
Conium Mac	80 90	Whale, autumn		Magnesia, Sulph bbl	1 1/4
Copaiba	1 15 1 25	Whale, winter			
Cubebae	1 30 1 35	Whale, summer			

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	
Index to Markets		1 2	
By Columns		AXLE GREASE	
Col	A	Aurora	55 6 00
		Castor Oil	55 7 00
1	B	Diamond	50 4 25
		Frazer's	75 9 00
1	C	IXL Golden	75 9 00
		English	85
1	D	AXLE GREASE	
		No. 1 Carpet	2 75
1	E	No. 2 Carpet	2 35
		No. 3 Carpet	2 15
1	F	No. 4 Carpet	1 75
		Parlor Gem	2 40
1	G	Common Whisk	85
		Fancy Whisk	1 20
1	H	Warehouse	3 00
		BRUSHES	
1	I	Scrub	75
		Solid Back, 8 in	75
1	J	Solid Back, 11 in	95
		Pointed Ends	85
1	K	STOVE	
		No. 3	75
1	L	No. 2	1 10
		No. 1	1 75
1	M	SHOE	
		No. 8	1 00
1	N	No. 7	1 30
		No. 4	1 70
1	O	No. 3	1 90
		BUTTER COLOR	
1	P	W. R. & Co.'s, 15c size	1 25
		W. R. & Co.'s, 25c size	2 00
1	Q	CANDLES	
		Electric Light, 8s	9%
1	R	Electric Light, 16s	10%
		Paraffine, 6s	9%
1	S	Paraffine, 12s	10%
		Wickling	19%
1	T	CANNED GOODS	
		Apples	80
1	U	Gals, Standards	2 00@2 25
		Blackberries	85
1	V	Standards	85
		Beans	
1	W	Baked	80@1 30
		Red Kidney	85@ 90
1	X	String	70@1 15
		Wax	75@1 25
1	Y	Blueberries	
		Standard	@ 1 40
1	Z	Brook Trout	1 90
		Clams	
1	AA	Little Neck, 1 lb. 100	@ 25
		Little Neck, 2 lb.	1 50
1	AB	Clam Bouillon	
		Burnham's, 1/2 pt.	1 92
1	AC	Burnham's, pts	3 60
		Burnham's, qts	7 20
1	AD	Cherries	
		Red Standards	1 30@1 50
1	AE	White	1 50
		Corn	
1	AF	Fair	1 25
		Good	1 30
1	AG	Fancy	1 50
		French Peas	22
1	AH	Sur Extra Fine	22
		Extra Fine	19
1	AI	Fine	15
		Moyen	11
1	AJ	Gooseberries	
		Standard	90
1	AK	Hominy	
		Standard	85
1	AL	Lobster	
		Star, 1/2 lb.	2 15
1	AM	Star, 1 lb.	3 75
		Picni Tails	2 40
1	AN	Mackerel	
		Mustard, 1 lb.	1 80
1	AO	Mustard, 2 lb.	2 80
		Soused, 1 lb.	1 80
1	AP	Soused, 2 lb.	2 80
		Tomato, 1 lb.	1 80
1	AQ	Tomato, 2 lb.	2 80
		Mushrooms	
1	AR	Hotels	18@ 20
		Buttons	22@ 25
1	AS	Oysters	
		Cove, 1 lb.	@ 90
1	AT	Cove, 2 lb.	1 65
		Cove, 1 lb. Oval	1 00
1	AU	Peaches	
		Pie	1 10@1 15
1	AV	Yellow	1 45@1 85
		Standard	1 00
1	AW	Fancy	1 25
		Peas	
1	AX	Marrowfat	90@1 00
		Early June	90@1 60
1	AY	Early June Sifted	1 45
		Plums	
1	AZ	Standard	85
		Plums	
1	BA	Grated Pineapple	1 25@2 75
		Sliced	1 35@2 55

3		4		5		
Cotton Braided		Lemon Snaps		Linen Lines		
40 ft.	95	Lemon Gems	10	Small	30	
50 ft.	1 35	Lem Yen	10	Medium	26	
60 ft.	1 65	Maple Cake	10	Large	24	
Galvanized Wire		Marshmallow	16	Poles		
No. 20, each 100 ft long	90	Marshmallow Cream	16	Bamboo, 14 ft., pr dz.	50	
No. 19, each 100 ft long	2 10	Marshmallow Walnut	16	Bamboo, 16 ft., pr dz.	65	
COCOA		Mary Ann	8 1/2	Bamboo, 18 ft., pr dz.	80	
Baker's	38	Malaga	10	FLAVORING EXTRACTS		
Cleveland	41	Mich Coco F's'd honey	12 1/2	Foote & Jenks		
Colonial, 1/4s	35	Milk Biscuit	7 1/2	Coleman's Van. Lem.		
Colonial, 1/2s	33	Mich Frosted Honey	12	2oz. Panel	1 20 75	
Epps	42	Mixed Picnic	11 1/2	3oz. Taper	2 00 1 60	
Huyler	45	Molasses Cakes, Sclo'd	8 1/2	No. 4 Rich. Blake	2 00 1 60	
Van Houten, 1/4s	12	Moss Jelly Bar	12 1/2	Jennings		
Van Houten, 1/2s	20	Muskegon Branch, Iced	10	Terpeness Lemon		
Van Houten, 1s	40	Newton	12	No. 2 D. C. pr dz	75	
Webb	31	Newsboy Assorted	10	No. 4 D. C. pr dz	1 60	
Wilbur, 1/4s	41	Nic Nacs	8 1/2	No. 6 D. C. pr dz	2 00	
Wilbur, 1/2s	42	Oatmeal Cracker	8	Taper D. C. pr dz	1 60	
COCOANUT		Orange Slice	16	Mexican Vanilla		
Dunham's 1/4s	26	Orange Gem	8 1/2	No. 2 D. C. pr dz	1 20	
Dunham's 1/2s & 3/4s	26 1/2	Orange & Lemon Ice	10	No. 4 D. C. pr dz	2 00	
Dunham's 3/4s	27	Pilot Bread	7 1/2	No. 6 D. C. pr dz	3 00	
Dunham's 1s	28	Pinog	9	Taper D. C. pr dz	2 00	
Bulk	12	Pretzels, hand m'd	8	GELATINE		
COCOA SHELLS		Pretzels, mch. m'd	7	Knox's Sparkling, dz.	1 20	
20 lb. bags	2 1/2	Rube Sars	8 1/2	Knox's Sparkling, gro. 14	00	
Less quantity	3	Scotch Cookies	10	Knox's Acidu'd, doz.	1 20	
Pound packages	4	Snowdrops	16	Knox's Acidu'd, gro.	14 00	
COFFEE		Sniced Sugar Tops	8	Oxford	75	
Rio		Sugar Cakes, scalloped	8 1/2	Plymouth Rock	1 20	
Common	10 1/2	Sugar Squares	8 1/2	Nelson's	1 50	
Fair	12	Sultanas	13	Cox's, 2 qt. size	1 61	
Choice	15	Spiced Gingers	10	Cox's, 1 qt. size	1 10	
Fancy	18	Urchins	10	GRAIN BAGS		
Santos		Vienna Crimp	8 1/2	Amoskeag, 100 in b'e.	19	
Common	11	Vanilla Wafer	16	Amoskeag, less than b.	19 1/2	
Fair	12 1/2	Waverly	9	GRAINS AND FLOUR		
Choice	13 1-3	Zanzibar	9	Wheat		
Fancy	16 1/2	DRIED FRUITS		No. 1 White	95	
Peaberry	16 1/2	Apples		No. 2 Red	95	
Maracalbo		Sundried		No. 3 Red Wheat	92	
Fair	13 1/2	Evaporated		Winter Wheat Flour		
Choice	16 1/2	California Prunes		Local Brands		
Choice	16 1/2	100-125 25lb. boxes.		Patents		5 25
Fancy	19	90-100 25 lb. bxs.		Second Patents		5 65
Choice	15	80-90 25 lb. bxs.		Straight		5 05
African	12	70-80 25 lb. bxs.		Second Straight		4 75
Fancy African	17	60-70 25 lb. boxes.		Clear		4 45
O. G.	25	50-60 25 lb. bxs.		Graham		4 60
P. G.	31	40-50 25 lb. bxs.		Buckwheat		4 70
Mocha		1/4c less in b. cases		Rye		4 00
Arabian	21	Citron		Subject to usual cash		discount.
New York Basis.		Corsican		Flour in bbls., 25c per		bbl. additional.
Arbuckle	11 50	Currants		Worden Grocer Co.'s Brand		
Dilworth	11 50	Imp'd. 1 lb. pkg.		Quaker 1/4s		5 50
Jersey	11 50	Imported bulk		Quaker 1/2s		5 50
Lion	11 50	Peel		Quaker 3/4s		5 50
McLaughlin's XXXX	2 60	Lemon American		Spring Wheat Flour		
McLaughlin's XXXX sold		Orange American		Clark-Jewell-Wells Co.'s		
to retailers only. Mail all		Raisins		Brand		
orders direct to W. F.		London Layers 3 cr		Pillsbury's Best 1/4s		
McLaughlin & Co., Chi-		Cluster 4 crown		Pillsbury's Best 1/2s		
cago.		Loose Musca's 2 cr.		Pillsbury's Best 3/4s		
Extract		Loose Musca's 3 cr.		Lemon & Wheeler Co.'s		
Holland, 1/2 gro boxes.	95	Loose Musca's 4 cr.		Brand		
Felix, 1/2 gross	1 15	L. M. Seeded, 1 lb. 9@ 9 1/2		Wingold, 1/4s		5 70
Hummel's foil, 1/2 gro.	85	L. M. Seeded, 1/2 lb. 7 1/2@ 7 1/2		Wingold 1/2s		5 60
Hummel's tin, 1/2 gro.	1 43	Sultanas, bulk		Wingold 3/4s		5 50
CRACKERS		Sultanas, package		Judson Grocer Co.'s Brand		
National Biscuit Company's		FARINACEOUS GOODS		Ceresota 1/4s		5 80
Brands		Beans		Ceresota 1/2s		5 70
Butter		Dried Lima		Ceresota 3/4s		5 60
Seymour	7	Med. Hd. PK'd.		Worden Grocer Co.'s Brand		
New York	7	Brown Holland		Laurel 1/4s		5 80
Salted	7	24 1 lb. pkgs		Laurel 1/2s		5 70
Family	7	Bulk, per 100 lbs.		Laurel 3/4s		5 60
Wolverine	7	Flake, 50 lb. sack		Laurel 1/4s & 1/2s paper		5 60
Soda		Pearl, 200 lb. sack		Bolted		2 50
N. B. C.	7	Pearl, 100 lb. sack		Golden Granulated		2 60
Select	8	Maccaroni and Vermicelli		Feed and Millstuffs		
Saratoga Flakes	13	Domestic, 10 lb. box		St. Car Feed screened		21 00
Oyster		Imported, 25 lb. box		No. 1 Corn and oats		21 00
Round	7	Pearl Barley		Corn Meal, coarse		19 50
Square	7	Common		Winter wheat bran		21 00
CRACKERS	7 1/2	Chester		Winter wheat mid'ngs		22 00
Argo	7	Empire		Cow Feed		21 50
Alpha Farina	7 1/2	Peas		Screenings		20 00
Sweet Goods		Green, Wisconsin, bu.		Oats		45
Animals	10	Green, Scotch, bu.		Corn		
Assorted Cake	10	Split, lb.		Corn, old		51 1/2
Bagley Gems	8 1/2	Rolled Oats		Corn, new		48 1/2
Belle Rose	8 1/2	Rolled Avenna, bbl.		Hay		
Bent's Water	16	Steel Cut, 100lb. sacks		No. 1 timothy car lots		10 50
Butter Thin	13	Monarch, bbl.		No. 1 timothy ton lots		12 50
Coco Bar	10	Monarch, 90lb. sacks		HERBS		
Cococane Taffy	12	Quaker, case		Sage		15
Cinnamon Bar	9	East India		Hops		15
Coffee Cake, N. B. C.	10	German, sack		Laurel Leaves		15
Coffee Cake, Iced	10	German, broken pkg.		Senna Leaves		25
Crackles Macaroons	13	Tapica		INDIGO		
Crackles	16	Flake, 110lb. sacks		Madras, 5 lb. boxes		65
Current Fruit	10	Pearl, 130lb. sacks		S. F., 2, 3, 5 lb. boxes		65
Chocolate Dainty	16	Pearl, 24 1 lb. pkgs		JELLY		
Cartwheels	9	Wheat		5lb. pails, per doz		1 70
Dixie Cookie	8 1/2	Cracked, bulk		10lb. pails		33
Roasted Creams	9	24 2 lb. packages		10lb. pails		65
Ginger Gems	8 1/2	FISHING TACKLE		Pure		30
Ginger Snaps, N. B. C.	12 1/2	1/2 to 1 in		Calabria		23
Grainma Sandwich	8	1 1/4 to 2 in		Sicily		23
Graham Cracker	10	1 1/2 to 2 in		Root		11
Hazelnut	10	2 1-3 to 2 in		LYE		
Honey Fingers, Iced	12	2 in		Condensed, 2 dz		1 60
Honey Jumbles	12	3 in		Condensed, 4 dz		3 00
Iced Happy Family	11	Cotton Lines		MEAT EXTRACTS		
Iced Honey Crumplet	10	No. 1, 10 feet		Armour's, 2 oz		4 45
Imperials	8 1/2	No. 2, 15 feet		Armour's 4 oz		3 20
Indiana Belle	15	No. 3, 15 feet		Liebig's, Chicago, 2 oz		5 75
Jerico	10	No. 4, 15 feet		Liebig's, Chicago, 4 oz		5 50
Jersey Lemons	7 1/2	No. 5, 15 feet		Liebig's, imported, 2 oz		5 60
Lady Fingers	12	No. 6, 15 feet		Liebig's, imported, 4 oz		5 60
Lady Fingers, hand m'd	13	No. 7, 15 feet				
Lemon Biscuit Square	8 1/2	No. 8, 15 feet				
Lemon Wafer	16	No. 9, 15 feet				

6	7	8	9	10	11
MOLASSES New Orleans Fancy Open Kettle . . . 40 Choice . . . 26 Fair . . . 22 Good . . . 22 Half barrels 2c extra	SALAD DRESSING Durkee's, large, 1 doz. 4 50 Durkee's, small, 2 doz. 5 25 Snider's, large, 1 doz. 2 35 Snider's, small, 2 doz. 1 35	SOAP Central City Soap Co's brand. Jaxon . . . 3 10 Jaxon, 5 box, del. . . 3 05 Jaxon, 10 box, del. . . 3 00 Johnson Soap Co. brands Silver King . . . 3 65 Calumet Family . . . 2 75 Scotch Family . . . 2 85 Cuba . . . 2 35 J. S. Kirk & Co. brands American Family . . . 4 05 Dusky Diamond, 50 doz. 2 80 Dusky D'nd, 100 doz. 3 80 Jap Rose . . . 3 75 Savon Imperial . . . 3 10 White Russian . . . 3 10 Dome, oval bars . . . 3 10 Satinet, oval . . . 2 15 White Cloud . . . 4 00 Lautz Bros. & Co. brands Big Acme . . . 4 00 Acme, 100 1/2 lb. bars . . . 3 10 Big Master . . . 4 00 Snow Boy P'dr. 100 pk. 4 00 Marselles . . . 4 00 Proctor & Gamble brands Lenox . . . 3 10 Ivory, 6 oz . . . 4 00 Ivory, 10 oz . . . 6 75 Star . . . 3 25 A. B. Wyley brands Good Cheer . . . 4 00 Old Country . . . 3 40	TOBACCO Fine Cut Cadillac . . . 54 Sweet Loma . . . 33 Hiawatha, 5lb. pails . . . 55 Hiawatha, 10lb. pails . . . 53 Telegram . . . 22 Pay Car . . . 31 Prairie Rose . . . 41 Protection . . . 37 Sweet Burley . . . 42 Tiger . . . 38 Plug Red Cross . . . 32 Palo . . . 34 Kilo . . . 34 Hiawatha . . . 41 Battle Axe . . . 33 American Eagle . . . 32 Standard Navy . . . 36 Spear Head, 16 oz. . . 42 Spear Head, 8 oz. . . 44 Nobby Twist . . . 42 Jolly Tar . . . 36 Old Honesty . . . 42 Toddy . . . 32 J. T. . . 36 Piper Heidsieck . . . 63 Boot Jack . . . 78 Honey Dip Twist . . . 39 Black Standard . . . 38 Cadillac . . . 38 Forge . . . 30 Nickel Twist . . . 50 Smoking Sweet Core . . . 34 Flat Car . . . 32 Great Navy . . . 34 Warpath . . . 26 Bamboo, 16 oz. . . 25 I X L, 5 lb. . . 27 I X L, 16 oz. pails . . . 31 Honey Dew . . . 37 Gold Block . . . 37 Flagman . . . 33 Chips . . . 21 Kiln Dried . . . 21 Duke's Mixture . . . 39 Duke's Cameo . . . 43 Myrtle Navy . . . 40 Yum Yum, 1 2-3 oz. . . 37 Yum Yum, 1lb. pails . . . 39 Cream . . . 24 Corn Cake, 2 1/2 oz. . . 36 Corn Cake, 1lb. . . 39 Plover Boy, 1 2-3 oz. . . 39 Plover Boy, 3 1/2 oz. . . 22 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 Blinder . . . 20-22 Silver Foam . . . 34 TWINE Cotton, 3 ply . . . 26 Cotton, 4 ply . . . 26 Jute, 2 ply . . . 14 Hemp, 6 ply . . . 13 Flax, medium . . . 20 Wool, 1lb. balls . . . 6 VINEGAR Malt White Wine, 40 gr. 8 Malt White Wine, 80 gr. 11 Pure Cider, B & B . . . 11 Pure Cider, Red Star . . . 11 Pure Cider, Robinson . . . 11 Pure Cider, Silver . . . 11 WASHING POWDER Diamond Flake . . . 2 75 Gold Brick . . . 3 25 Gold Dust, regular . . . 4 50 Gold Dust, 5c . . . 4 00 Kirkoline, 24 1/2 lb. . . 3 90 Pearline . . . 3 75 Babbitt's 1776 . . . 3 75 Armour's . . . 3 70 Nine O'clock . . . 3 35 Wisdom . . . 3 80 Scourine . . . 3 50 Rub-No-More . . . 3 75 WICKING No. 0 per gross . . . 30 No. 1 per gross . . . 40 No. 2 per gross . . . 50 No. 3 per gross . . . 75 WOODENWARE Baskets Bushels . . . 1 00 Bushels, wide band . . . 1 25 Market . . . 35 Splint, large . . . 6 00 Splint, medium . . . 5 00 Splint, small . . . 4 00 Willow, Clothes, large . . . 23 Willow, Clothes, med. m. 6 50 Willow, Clothes, small . . . 5 50 Bradley Butter Boxes 2lb. size, 24 in case . . . 72 3lb. size, 16 in case . . . 48 5lb. size, 12 in case . . . 63 10lb. size, 6 in case . . . 60 Butter Plates No. 1 Oval, 250 in crate . . . 40 No. 2 Oval, 250 in crate . . . 45 No. 3 Oval, 250 in crate . . . 50 No. 5 Oval, 250 in crate . . . 60 Churns Barrel, 5 gal., each . . . 2 40 Barrel, 10 gal., each . . . 2 55 Barrel, 15 gal., each . . . 2 70 Clothes Pins Round head, gross bx. . . 55 Round head, cartons . . . 75	Egg Crates Humpty Dumpty . . . 2 40 No. 1, complete . . . 32 No. 2, complete . . . 18 Faucets Cork lined, 8 in . . . 65 Cork lined, 9 in . . . 75 Cork lined, 10 in . . . 85 Cedar, 8 in . . . 55 Mop Sticks Trojan spring . . . 90 Eclipse patent spring . . . 85 No. 1 common . . . 75 No. 2 pat. brush holder . . . 75 12lb. cotton mop heads . . . 25 Ideal No. 7 . . . 90 Pails 2-hoop Standard . . . 1 60 3-hoop Standard . . . 1 70 2-wire, Cable . . . 1 75 3-wire, Cable . . . 1 90 Cedar, all red, brass . . . 1 25 Paper, Eureka . . . 1 25 Fibre . . . 2 70 Toothpicks Hardwood . . . 2 50 Softwood . . . 2 75 Banquet . . . 1 50 Ideal . . . 1 50 Traps Mouse, wood, 2 holes . . . 22 Mouse, wood, 4 holes . . . 45 Mouse, wood, 6 holes . . . 70 Mouse, tin, 5 holes . . . 65 Rat, wood . . . 80 Rat, spring . . . 75 Tubs 20-in. Standard, No. 1.7 00 18-in. Standard, No. 2.6 00 16-in. Standard, No. 3.5 00 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 Wash Boards Bronze Globe . . . 2 50 Dewey . . . 1 75 Double Acme . . . 2 75 Single Acme . . . 2 25 Double Peerless . . . 3 25 Single Peerless . . . 2 50 Northern Queen . . . 2 50 Double Duplex . . . 3 00 Good Luck . . . 2 75 Universal . . . 2 25 Window Cleaners 12 in. . . 1 65 14 in. . . 1 85 16 in. . . 2 30 Wood Bowls 11 in. Butter . . . 75 13 in. Butter . . . 1 15 15 in. Butter . . . 2 00 17 in. Butter . . . 3 25 19 in. Butter . . . 4 75 Assorted 13-15-17 . . . 2 25 Assorted 15-17-19 . . . 3 25 WRAPPING PAPER Common Straw . . . 1 1/2 Fibre Manila, white . . . 2 1/2 Fibre Manila, colored . . . 4 No. 1 Manila . . . 4 Cream Manila . . . 3 Butcher's Manila . . . 2 1/2 Wax Butter, short cut. 20 Wax Butter, full count. 20 Wax Butter, rolls . . . 15 YEAST CAKE Magic, 3 doz. . . 1 15 Sunlight, 3 doz. . . 1 00 Sunlight, 1 1/2 doz. . . 60 Yeast Foam, 3 doz. . . 1 15 Yeast Cream, 3 doz. . . 1 10 Yeast Foam, 1 1/2 doz. . . 58 FRESH FISH Per lb. White fish . . . 10@11 Trout . . . 9 Black Bass . . . 10@12 Halibut . . . 10@11 Clasces or Herring . . . 6 Fresh Fish . . . 11@12 Live Lobster . . . 25 Boiled Lobster . . . 27 Cod . . . 12@14 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 Mackerel . . . 12@20 OYSTERS Cans F. H. Counts . . . 37 Extra Selects . . . 30 Selects . . . 25 Perfection Standards . . . 24 Anchors . . . 22 Standards . . . 22 Bulk Standard, gal. . . 1 20 Selects, gal. . . 1 40 Extra Selects, gal. . . 1 60 Fairhaven Counts, gal. 1 75 Shell Oysters, per 100 1 00 Shell Clams, per 100 1 00 HIDES AND PELTS Hides Green No. 1 . . . 7 Cured No. 1 . . . 8 1/2 Cured No. 2 . . . 7 1/2 Calfskins, green No. 1 10 Calfskins, green No. 2 8 1/2 Calfskins, cured No. 1 11 Calfskins, cured No. 2 9 1/2	Steer Hides 60lbs. over 9 Cow hides 60lbs. over 8 1/2 Pelts Lamb . . . 50@1 50 Shearlings . . . 50@1 50 Tallow No. 1 . . . 4 1/2 No. 2 . . . 3 1/2 Wool Washed, fine . . . 20 Washed, medium . . . 23 Unwashed, fine . . . 14@16 Unwashed, medium . . . 20 CONFECTIONS Stick Candy Standard . . . 7 Standard II. II. . . 7 Standard Twist . . . 8 Cut Loaf . . . 9 Jumbo, 32lb. . . 7 1/2 Extra H. H. . . 9 Boston Cream . . . 10 Mixed Candy Grocers . . . 6 Competition . . . 7 Special . . . 7 1/2 Conserve . . . 7 1/2 Royal . . . 8 1/2 Ribbon . . . 9 Broken . . . 8 Cut Loaf . . . 8 English Rock . . . 9 Kindergarten . . . 8 1/2 Lion Ton Cream . . . 8 1/2 French Cream . . . 11 Star . . . 11 Hand made Cream . . . 14 1/2 Premia Cream mixed. 12 1/2 Fancy-In Pails 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 2 lb. pails . . . 12 Molasses Chews, 15lb. cases . . . 12 Golden Waffles . . . 12 Fancy-In 5lb. Boxes . . . 50 Lemon Sours . . . 50 Peppermint Drops . . . 60 Chocolate Drops . . . 60 H. M. Choc. Drops . . . 85 H. M. Choc. Lt. and Dark No. 12 . . . 1 00 Gum Drops . . . 35 O. F. Licorice Drops . . . 80 Lozenges, plain . . . 55 Lozenges, printed . . . 60 Imperial . . . 55 Mottoes . . . 60 Cream Bar . . . 55 Molasses Bar . . . 55 Hand Made Cr'ms. 80@90 Cream Buttons, Pep. and Wintergreen . . . 65 String Rock . . . 60 Wintergreen Berries . . . 10 Old Time Assorted, 25 lb. case . . . 2 50 Buster Brown Goodies 30lb. case . . . 3 25 F. Bessenberger's brands. Caramels . . . 12 Nut caramels . . . 12 Kisses . . . 12 Chocolates . . . 11-20 Pop Corn Dandy Smack, 24s . . . 65 Dandy Smack, 100s . . . 2 75 Pop Corn Pritters, 20s. 50 Pop Corn Toast, 100s. 40 Cracker Jack . . . 3 00 Pop Corn Balls . . . 1 30 NUTS Whole Almonds, Tarragona . . . 16 Almonds, Ivica . . . 38 Almonds, California sft shelled, new . . . 14 @16 Brazil . . . 10 Filberts . . . 11 Walnuts, French . . . 12 Walnuts, soft shelled. Cal. No. 1 . . . 15@16 Table Nuts, fancy . . . 13 Pecans, Med. . . . 9 Pecans, Ex. Large . . . 10 Pecans, Jumbos . . . 11 Hickory Nuts per bu. Ohio new . . . 1 75 Cocoanuts . . . 4 Chestnuts, per bu. . . 4 Shelled Pecan Halves . . . 7 1/2@8 Walnut Halves . . . 38 Filbert Meats . . . 25 Alcantia Almonds . . . 37 Jordan Almonds . . . 46 Peanuts Fancy, H. P. Suns. 6 1/2@i Fancy, H. P. Suns. . . 8 Choice, H. P. Jbe. . . 8 1/2 Choice . . . 8 bo. Roasted . . . 9 @ 9 1/2

SPECIAL PRICE CURRENT

AXLE GREASE



Mica, tin boxes ..75 9 00
Paragon55 6 00

BAKING POWDER

Jaxon Brand

JAXON

1/4 lb. cans, 4 doz. case 45
1/2 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 12 00
5 lb cans 21 50

BLUING

Arctic 4 oz ovals, p gro 4 00
Arctic 8 oz ovals, p gro 6 00
Arctic 16 oz ro'd, p gro 9 00

BREAKFAST FOOD

Grlts

Walsh-DeRoo Co.'s Brands



Cases, 24 2 lb pack's..2 00

CIGARS



G. J. Johnson Cigar Co.'s 100
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
38 1/4 lb pkg. per case..2 60
16 1/2 lb pkg. per case..2 60

FRESH MEATS

Beef

Carcass6 @ 8
Forequarters5 @ 6
Hindquarters7 1/2 @ 9
Loins8 @ 13
Ribs9 @ 12
Rounds6 1/2 @ 8
Chucks4 1/2 @ 5 1/2
Plates@ 5

Pork

Dressed@ 6
Loins8 1/2 @ 9
Boston Butts7 1/2 @ 7 1/2
Shoulders7 1/2 @ 7 1/2
Leaf Lard8 1/4 @ 8 1/2

Mutton

Carcass6 @ 8
Lambs11 @ 12

Veal

Carcass6 @ 8 1/2

Karo
CORN SYRUP
COFFEE
Roasted

Dwinell-Wright Co.'s Bds.



White House, 1 lb.....
White House, 2 lb.....
Excelsior, M & J, 1 lb...
Excelsior, M & J, 2 lb...
1/4 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. De-
enberg & Co., Kalamazoo;
Symons Bros. & Co., Sag-
inaw; Meisel & Goeschel,
Bay City; Fielbach Co.,
Toledo.

COFFEE SUBSTITUTE

Javril

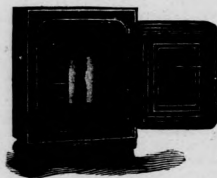


2 doz. in case4 10
CONDENSED MILK
4 doz in case



Gail Borden Eagle6 40
Crown5 90
Champion4 25
Daisy4 70
Magnolia4 00
Challenge4 40
Dime3 85
Peerless Evap'd Cream.4 00

SAFES



Full line of the celebrated
Diebold fire proof safes
kept in stock by the
Tradesman Company.
Twenty different sizes on
hand at all times—twice
as many of them as are
carried by any other house
in the State. If you are
unable to visit Grand Rap-
ids and inspect the line
personally, write for quo-
tations.

SALT

Jar-Salt



One dozen
Ball's quart
Mason jars
(3 pounds
each)85

SOAP

Beaver Soap Co.'s Brands



100 cakes, large size..6 50
50 cakes, large size..3 25
100 cakes, small size..3 85
50 cakes, small size..1 95

Tradesman Co.'s Brand



Black Hawk, one box..2 50
Black Hawk, five bxs.2 40
Black Hawk, ten bxs.2 25

TABLE SAUCES

Halford, large3 75
Halford, small2 25

Place Your
Business

on a

Cash Basis

by using

our

Coupon Book
System.

We

manufacture

four kinds

of

Coupon Books

and

sell them

all at the

same price

irrespective of
size, shape

or

denomination.

We will

be

very

pleased

to

send you samples

if you ask us.

They are

free.

Tradesman Company

Grand Rapids

We Are the Largest
Mail Order House
in the World---

WHY?

Because we were the pioneers and originators
of the wholesale mail order system.

Because we have done away with the expen-
sive plan of employing traveling salesmen
and are therefore able to undersell any
other wholesale house in the country.

Because we issue the most complete and best
illustrated wholesale catalogue in the world

Because we have demonstrated beyond a shad-
ow of a doubt that merchants can order
more intelligently and satisfactorily from a
catalogue than they can from a salesman
who is constantly endeavoring to pad his
orders and work off his firm's dead stock.

Because we ask but one price from all our cus-
tomers, no matter how large or how small
they may be.

Because we supply our trade promptly on the
first of every month with a new and com-
plete price list of the largest line of mer-
chandise in the world.

Because all our goods are exactly as repre-
sented in our catalogue.

Because "Our Drummer" is always "the drum-
mer on the spot." He is never a bore, for
he is not talkative. His advice is sound
and conservative. His personality is in-
teresting and his promises are always kept.

Ask for catalogue J.

BUTLER BROTHERS

WHOLESALE OF EVERYTHING—BY CATALOGUE ONLY

New York Chicago St. Louis

**Greenville
Planter Co.**

GREENVILLE, MICHIGAN
Manufacturers of



The Eureka Potato Planter, a tube
planter with locking jaws and an
adjustable depth gauge.

The Pingree Potato Planter, a stick
planter with locking jaws and an
adjustable depth gauge.

The Dewey Potato Planter, a non-
locking stick planter with an ad-
justable depth gauge.

The Swan Potato Planter, a non-lock-
ing planter with a stationary depth
gauge. See cut above.

The Segment Corn and Bean Planter.
Accurate, light, compact, simple,
durable and cheap. No cast
parts. Sold by jobbers generally.

**COUPON
BOOKS**

Are the simplest, safest, cheapest
and best method of putting your
business on a cash basis. ***
Four kinds of coupon are manu-
factured by us and all sold on the
same basis, irrespective of size,
shape or denomination. Free sam-
ples on application. *****

**TRADESMAN
COMPANY**
GRAND RAPIDS, MICH.

BUSINESS-WANTS DEPARTMENT

Advertisements inserted under this head for two cents a word the first insertion and one cent a word for each subsequent continuous insertion. No charge less than 25 cents. Cash must accompany all orders.

BUSINESS CHANCES.

For Sale—Stock of groceries, bakery goods, etc., in one of the best-located stores in the city of Flint. Present owner's lease runs three years. Stock and fixtures will inventory about \$1,150. If you want one of the best openings in the State for a grocery store investigate this. Good established trade. Woolfitt & Macomber, the Dryden, Flint, Mich. 313

For Sale, Cash Only—Small well-assorted drug stock and fixtures; growing business; located on good business street in Grand Rapids; good location; going West for health. Address No. 306, care Michigan Tradesman. 306

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., Detroit, Mich. 2

Wanted—Second-hand wood working machine for boring or cutting out oil-stone boxes from solid sticks of wood. Address the Pike Manufacturing Co., 11ke, N. H. 190

For Sale—Thirteen acres patented mining ground. Mineral in sight. Address P. O. Box 1064, Cripple Creek, Colo. 132

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

For Rent—Large store building and basement. Good town, fine location. Address No. 971, care Michigan Tradesman. 971

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—Soda fountain, almost new. A big bargain. Address J. H. Fenner, Negaunee, Mich. 302

For Sale—A \$3,500 stock of clothing, all clean, up-to-date goods; the only clothing store in a first-class country town; room, 22x60, at \$15 per month rent. Enquire of Halsted Bros., Hobart, Ind. 301

For Sale—In a growing city of 5,000 in the "Michigan Fruit Belt" a department store, invoicing approximately \$20,000; doing an excellent business. Can turn stock four times a year. This store is for sale on account of failing health. Will bear closest investigation. B. C. Gibbons, South Haven, Mich. 299

For Sale—Stock of general hardware, invoicing about \$1,000, at a reasonable discount for cash; good town, fine location and excellent trade. Blacksmith shop has been run in connection for past ten years and has done good business. Building can be purchased or rented. Good reasons for selling. Address W. F. Alberts, Sebawa, Mich. 297

For Sale—General store in good Ohio town with oil and many manufacturing industries; fine farming community; good cash trade; rent \$25; electric light \$3.50 per month; good man can clear \$2,500 to \$3,000 a year. P. O. Box 332, Bluffton, Ohio. 296

To Exchange—I can exchange your stock merchandise, any size, for farms or other property. Eugene Munson, Moberly, Mo. 303

I believe by an investment of \$3 you can increase your profits \$25 to \$50 per month by using the Christensen Practical Stock Book. Will send you sample pages and instructions for 25 cents. A complete copy good for four years \$3, less 25 cents to persons having ordered the sample pages. C. H. Christensen, DeWitt, Iowa. 295

For Sale—A fully equipped cheese factory; first-class location; a good opportunity for the right man. Address E. E. Church, Clarksville, Mich. 294

For Sale—A good confectionery and soda fountain business in a city of 5,000; worth \$2,500; will sell for \$1,500. W. H. Perrin, Three Rivers, Mich. 293

Drug Store For Sale at a Bargain—\$3,500; sales, \$4,800; location O. K.; 24,000 population; English, Holland and German. Address Bitters, care Michigan Tradesman. 292

For Sale—Carriage elevator, used only six months; suitable for agricultural store or any heavy work. Box 23, Owosso, Mich. 290

For Sale—70 cents on the dollar, stock of general merchandise, groceries, dry goods, etc. G. L. Thornton & Co., Marion, Mich. 312

Wanted—Dry goods or men's furnishings in good Michigan town. Address No. 311, care Michigan Tradesman. 311

For Sale—Fine two-story store, well situated on street car line, with factories and street car barn nearby. Apply to 482 Washington Ave., Muskegon, Mich. 310

Wanted—Partner in general merchandise business in good town; good cash stock; enjoying good cash trade; need more capital. Address No. 308, care Michigan Tradesman. 308

Shoe Stock For Sale—In hustling, rapid-growing town in Southern Michigan. Stock \$1,600, fresh, first-class condition; excellent farming country; poor health; particulars address Shoe Stock, care Michigan Tradesman. 270

For Sale—An up-to-date general stock with store building and fixtures; investment about \$15,000; owner to engage in other lines. J. Barton, Big Rapids, Mich. 269

Hardware, Stoves, Tinware For Sale—Invoices about \$4,700, including fixtures and tin shop. Cause for selling, poor health. Address Indiana, care Michigan Tradesman. 266

Wanted—To buy stock of general merchandise or dry goods. Stock from \$5,000 to \$12,000 for cash. J. C. Gilbert, Tuscola, Ill. 265

We sell your real estate or business, no matter where located. Send description with lowest cash price. The Michigan Underwriting Agency, Principal Office, St. Louis, Mo. 264

For Rent—One of the best locations in Indiana for a department store in a county seat town with practically no competition. 40,000 people contribute to the trade. This is a new, up-to-date, modern building, 28,000 feet floor space, or less if wanted. Ready for occupancy about April 10. Address Neal & Co., 1220 Manhattan Bldg., Chicago, Ill. 273

A Snip—Will sell at once fine stock general merchandise, \$7,000 or better; best store in live town in Southern Michigan; good trade; might exchange for No. 1 \$4,000 farm and cash or reduce stock. Box 45, Bronson, Mich. 283

For Sale, Real Bargain—Well-selected stock drugs, invoicing \$2,409, 10 per cent. off; two-story frame building, value \$3,000, for \$2,500; easy terms; together with above or separate. Reason for selling, retiring from business. Address Werner VonWalhausen, 1345 Johnson St., Bay City, Mich. 285

Hardware Stock For Sale—Invoicing six thousand dollars; an old-established business; clean stock; fine location; brick store one hundred and twenty feet deep by twenty-two wide; three floors; a bargain if taken quick. For full particulars write No. 271, care Michigan Tradesman. 271

For Sale—Fine bazaar stock; good town in Central Michigan. Address No. 281, care Michigan Tradesman. 281

The Fixtures for Sale and Store for Rent—Present tenant going to Grand Rapids April 1. Store doing a business of \$85,000 a year cash. Apply to Hugh McKenzie, Boston Store, Manistee, Mich. 279

We help merchants to make more money. We have spent fifteen years in learning how to do this. We make sales under our "Special Sale System," which brings the merchant 125 to 140 cents on the dollar for his stock, if he simply wishes to reduce same one-half or two-thirds. We also guarantee one hundred cents on the dollar if the merchant wishes to dispose of his stock entirely. This is all accomplished by our New System in thirty days. We do not send out cheap auctioneers or clerks, but a member of our firm superintends the sale. Spot cash also paid. Chicago Promotive & Commission Co., 507 W. Madison St., Chicago, Ill. 263

For Sale—The best picture, fine china and choice furniture store in Ohio, located in Dayton; 100,000 inhabitants; the best trolley center in the country, with surrounding population of 150,000. Clean, up-to-date stock, well selected. The best of reasons for selling. A fine paying business and a most desirable location and long lease. Address W. C. Mayer, 17 and 19 South Main street, Dayton, Ohio. 262

Wanted—A man to take charge of meat market. Must be a good, competent man, thoroughly honest, steady and temperate. For the right man can furnish steady employment. References required. Address Market, care Michigan Tradesman. 287

Spring Opening Souvenirs—Unique, popular, inexpensive yet productive of big results. Send for particulars. W. E. Cummings & Co., 458-460 State St., Chicago, Ill. 204

120 acre farm two and a half miles from railroad. Wish to trade for stock of hardware. Lock Box 491, Shelby, Mich. 45

For Sale—A good paying drug store in Grand Rapids, centrally located; clean stock; invoices about \$3,800; a bargain. Address No. 277, care Michigan Tradesman. 277

Flour Mill For Sale or Exchange—For timber land. A 50 bbl roller sifter system, water power mill in most prosperous part of California. Mill practically new. Abundance of grain; entire output marketed in vicinity. Fine mill door trade. Address L. D. Cheney, Balls Ferry, Cal. 243

Wanted—To buy drug store. Address No. 241, care Michigan Tradesman. 241

For Sale—A fine up-to-date stock of general merchandise. Stock inventories about \$10,000. Address No. 239, care Michigan Tradesman. 239

For Sale—Good stock general merchandise in Ithaca, Mich., county seat of Gratiot county. Business in flourishing condition. Best of reasons for desiring to sell. Address Lock Box 245, Ithaca, Mich. 237

Wanted—Someone to start a condensed milk factory in good locality. Milk from 4,000 cows guaranteed. Correspondence solicited. Address Wm. H. Price, Secretary of Business Men's Association, Box 16, Webberville, Mich. 252

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

For Sale—Southern timber lands, hardwood, poplar, cypress and pine. Fine open States, in large and small tracts. We also have a few good coal properties at attractive prices. Let us know what you want and we can supply you on short notice. Early & McIlwaine, Welch, West Virginia. 256

For Sale—Stock of wall paper, crockery, picture mouldings and curtains; invoices \$1,500. Address G. W. Wright, Albion, Mich. 259

To Exchange—First-class property in the city of Battle Creek, paying 6 per cent. net for stock of groceries, bazaar or general stock. Address 128 Main St., East, Battle Creek, Mich. 257

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

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

For Sale, Cheap—A ten syrup soda fountain and fixtures. Enquire No. 199, care Michigan Tradesman. 199

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. Address or call on R. C. Smith, Petoskey, Mich. 210

For Sale—Acme Spring Throw and Push Carriers, Cheap to introduce. Acme Cash Railway, New Haven, Conn. 176

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—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

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 town; city water and electric lights. Address P. O. Box No. 298, Decatur, Mich. 115

For Sale or Exchange—A good drug store 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—Good stock drugs, dry goods and groceries. Poor health. Good chance. Address No. 179, care Michigan Tradesman. 179

For Sale—General store business in fine farming country, doing \$14,000 business, mostly cash. Stock inventories \$3,300, including team and wagon for road work. Will sell or let real estate. This will bear investigation. Enquire Earle R. Williams, Collins, Mich. 234

For Sale—One nearly new National cash register; write for particulars. Knight Bros., Zanesville, Ind. 242

For Sale—Rare chance. One of only two general stores in best village in Genesee county. Write for description. Address No. 881, care Michigan Tradesman. 881

For Sale—480 acres of cut-over hardwood land, three miles north of Thompsonville. House and barn on premises. Pere Marquette railroad runs across one corner of land. Very desirable for stock raising or potato growing. Will exchange for stock of merchandise of any kind. C. C. Tuxbury, 301 Jefferson St., Grand Rapids. 835

POSITIONS WANTED

Experienced Drug and Grocery Clerk—Wants position at once. Can give good references; country town preferred. Address No. 298, care Michigan Tradesman. 298

Wanted—Position as clerk in general or hardware store; five years' experience; A1 references. Address Box 166, Clare, Mich. 288

Window trimmer and card writer now employed on State street, Chicago. Desires a position with a first-class dry goods house in Michigan. Address No. 58, care Michigan Tradesman. 268

SALESMEN WANTED.

Wanted—Position by A1 salesman, dry goods, general store or grocery; long experience; married; references. Address No. 309, care Michigan Tradesman. 309

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, Ohio. 458

Wanted—Salesman, side line, staple article; liberal terms; references required. Allegretti, 211-213 Randolph St., Chicago, Ill. 278

Wanted, Salesmen—Men with established trade in Iowa, Northern Wisconsin and Michigan Peninsula. Can give complete line or would pick the sellers to right parties. Tappan Shoe Mfg. Co., Coldwater, Mich. 267

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

AUCTIONEERS AND TRADERS

The Hoosier Hustler—The noted merchandise auctioneer, carries the largest book of references of any living man in the business. For reference book, terms, etc., address Box 47, Kenney, Ill. 291

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.

Are you satisfied with your present position and salary? If not, write us for plan and booklet. We have openings for managers, secretaries, advertising men, salesmen, book-keepers, etc., paying from \$1,000 to \$10,000 a year. High grade exclusively. Hapgoods (Inc.), Suite 511, 309 Broadway, New York. 37

Wanted—An experienced shoe clerk; a cobbler preferred. A. Barber, Howard City, Mich. 300

Wanted—Registered or registered assistant pharmacist. Apply to Con. De Pree, Holland, Mich. 305

Wanted—A young man for office work in a large retail business; must be a good penman and accurate book-keeper and willing to work. Permanent position, with prospects for advancement for the right person. State age, experience, whether married or single, and salary expected. A. L. Blumenberg, Kalamazoo, Mich. 307

Wanted—First-class carpet layer at G. A. Ducker & Co., Joliet, Ill. 304

Best lying-in hospital in this State; strict secrecy; child adopted; a few who are poor can work out fees. Write to Reed City Sanitarium, Reed City, Mich. 276

Wanted—Energetic young married man who can push a general merchandise millinery and fancy goods business in a good town in Central Michigan. Splendid opening for right man. Bond required. Address A. B. C., care Michigan Tradesman. 250

Merchants Wanting Experienced Clerks—Of all kinds apply to the Globe Employment & Agency Co., Cadillac, Mich. 217

Enthusiasm Evaporates Where Meetings Are Held Annually.

A movement is on foot to establish another organization of the retail grocers and butchers of Southwestern Michigan. This new organization will not conflict at all with the present organization, which held its convention in this city in February, but will simply assist the latter in bringing about the desired reforms which the grocers and meat dealers have in view.

Among the reforms which the retail dealers have under consideration is the abolishing of the trading stamp in connection with the grocery business. At the meeting held in this city last month the dealers of Kalamazoo and Flint agreed not to give out stamps with purchases for two years under penalty of a fine of \$100 and this idea is being pushed in other cities of the State.

The grocers claim that it is necessary for the merchant to make at least 20 per cent. gross profits on his trade, and that the trading stamps lessen his profits to such an extent that their use is decidedly harmful to his business.

In bringing about such changes as this the grocers consider that it would be much more to their benefit to have more than one organization in the State. H. J. Schaberg, of this city, who is in close touch with all movements which will be of benefit to the trade in general, spoke as follows on the proposed organization:

"The State of Michigan is a pretty big piece of territory to be well covered by an association whose members have to make such long trips to the general place of meeting. Furthermore the grocery business is not practically the same in this part of the State as it is in the eastern portion. For instance, the soap that is handled in the greatest quantities in the southwestern part of Michigan is an entirely different brand from that which is sold to the most customers in Detroit. This is only a concrete example, but the difference of interest in the business in the different portions of the State is along this line.

"It may be readily seen that an organization in the eastern counties consisting of Detroit, Flint, Port Huron, St. Clair, Mount Clemens, Ann Arbor, Ypsilanti, Lansing, Durand and perhaps one or two towns on the Canadian side, and another association in the southwestern part comprising Grand Rapids, Kalamazoo, Marshall, Battle Creek, Muskegon and several other of the more important towns and cities would be able to handle the work of the grocers and meat dealers in far better manner than it is at the present time.

"The two organizations could, of course, have joint meetings from time to time, and the individual associations would do well to meet more often. I would emphasize this last statement, for when we are able to come together only once a year, although there is a great deal of enthusiasm aroused at the time, it is not of a lasting sort and it has all evaporated by the time another convention comes around.

"This new scheme is not a 'pipe-dream' or anything of that sort. The proposed association is an assured fact and I look to see it in active operation before next summer."—Kalamazoo Telegraph.

Death of the Veteran Grocer of Holland.

Holland, March 19—Gabriel Van Putten, the well-known merchant, died Wednesday morning at his home on West Eighth street. He had been in fairly good health this winter, but had a severe attack of asthma for four days.

Mr. Van Putten, although 80 years old last October, still took an active interest in the grocery and dry goods business, which he conducted for over twenty-five years, and if the weather prevented him from coming to the store the hours seemed long to him.

Deceased came from the Netherlands with his parents in 1849 and secured work at Grand Rapids. Later he worked at Saugatuck, doing such jobs as peeling bark, chopping wood and various jobs on the farm. He came here in 1853 and with his brother Jacob secured 600 acres of land on the north side of Black Lake. Waukazoo, the well-known summer resort, is part of this tract. The brothers did a large business in lumbering, bark, stave bolts and ties and they prospered. Deceased then engaged in the dry goods and grocery business and, by integrity and pleasant dealing, worked up a large trade. The family consists of his parents, four brothers and two sisters, and deceased was the last survivor. He leaves six children, J. G. Van Putten, manager of the Holland Furniture Co.; B. Van Putten, Mrs. A. Knooihuizen and the Misses Anna, Maggie and Mattie Van Putten.

He was a man of splendid Christian character and had the esteem of the entire community.

The funeral was held Saturday at 1:15 from the house and at 2 p. m. from the First Reformed church.

It is expected that fully 50,000 Russian refugees will come to this country within the next two months. Several shiploads have already arrived, and extra vessels are to be provided to bring those waiting at European ports. Most of them are men who desire to escape military service in the war with Japan. They have no feeling of patriotism to induce them to support the Russian flag. In order to get away many of them suffered great hardships, tramping miles through deep snows to reach the frontier.

The British government faces a deficit of from \$35,000,000 to \$40,000,000, which must be added to the normal estimates for the coming year. New sources of taxation must now be sought. The situation is one which favors in some ways the tariff proposals of the Chamberlain party.

No less than 135,000 bacteria were found on a single banknote recently examined by chemists. The older the notes the more bacteria they carry. How much disease they convey is problematical, but it is sufficient to justify the movement for clean money.

Revival of the Cheboygan Business Men's Association.

Cheboygan, March 18—A meeting of the business men of the city was called for Tuesday afternoon at Elks' Temple by J. E. Cueny, the last elected President of the Cheboygan Business Men's Association. It was the largest attended meeting of the business men ever held in the city, showing that they are awakening to the importance of active work in the interests of the city.

Messrs. McGregor and Rittenhouse gave an informal talk in regard to their visit to Haakwood to try and induce the Haak Lumber Co. to remove their plant to Cheboygan.

On motion of Geo. E. Frost, it was voted that the chair appoint a committee of five to negotiate with the Haaks in regard to removing their plant to this city. President Cueny appointed the following committee: Jas. McGregor, J. F. Moloney, McA. Rittenhouse, H. A. Frambach, O. M. Clark.

In order to get the sentiment of the meeting Jas. F. Moloney moved that the committee be advised to offer the Haak Lumber Co. the Pelton & Reid mill site. The motion was unanimously adopted.

The chair read House bill 5,076, introduced by Mr. Loud, making an appropriation for increasing the depth of Cheboygan River and dredging the same up to the dam and lock. The bill calls for an appropriation of \$100,000 to be immediately available and to be expended under the direction of the Secretary of War and the supervision of the Chief of Engineers.

On motion the chair was authorized to appoint a committee of five to look after the matter and use energetic measures to further the project and secure the much needed improvement of the river, and to confer with the proper officials in Washington to procure the desired end. The chair appointed as such committee, H. A. Frambach, Dr. C. B. Marks, I. E. DeGowin, Hon. F. Shepherd and W. F. DePuy.

President Cueny thought it was about time something was being done to resuscitate the Association and suggested it would be well to elect new officers. The suggestion met with favor and it was voted to proceed to the election of officers for the ensuing year. The following were elected:

President—H. A. Frambach.

Secretary—W. F. DePuy.

Treasurer—Geo. F. Raynolds.

President Cueny turned the chair over to President Frambach, who made a few brief remarks, asking the hearty support and united efforts of the business men of the city in advancing the interests of the city, with-

out it the Association could do but little.

It was suggested that those present walk up to the Secretary's desk and deposit their \$1 for membership, and a large majority did so, forty-one paying the fee.

A bill has been introduced in the Legislature giving to the New York City Board of Health all jurisdiction over dogs and cats. The object of the measure is to secure the suppression of vagrant animals, which, it is claimed, are instrumental in the spread of contagious diseases. The Society for the Prevention of Cruelty to Animals now has charge of the licensing of dogs and cats. The Board of Health evidently wants authority to be cruel to these animals in order to be kind to human beings.

The conviction grows that the Russians never believed the Japanese would fight. Otherwise they would have better prepared and would have made a better showing in the war thus far. Whether they can make amends for their dilatory conduct later on remains to be seen. Certainly the Japanese have all the advantages of the situation as it exists to-day.

Saunders—The Hattberg Veneer & Panel Co. has taken advantage of the bankruptcy laws.

TOO LATE TO CLASSIFY.

BUSINESS CHANCES.

For Sale—Grist mill, roller process, fifty barrels capacity, in good shape, with good water power, forty-five miles east of Grand Rapids at Nashville on the Thornapple River. For particulars address Mrs. Mary Barber, Kinsley, Kas. 319

For Sale—One of the oldest, most established and centrally located livery stables in Kalamazoo, Mich. (a city of 30,000) or Michigan. The gross average monthly income for May, June, July and August, 1903, was \$400. Reason for selling, recent decease of the owner. Only those who mean business and have money sufficient to buy should apply. Address J. H. Carstens, Administrator of Estate, 1004 Academy St., Kalamazoo, Mich. 315

For Sale—Fine stock farm, 440 acres; Newton township; fine buildings; good timber; \$18,000. James Redfield, Marshall, Mich. 316

Wanted—Hustling business man to establish New York racket store in town of 3,000. Just the location for branch store. Money-making place for right person. Address No. 318, care Michigan Tradesman. 318

POSITIONS WANTED.

Wanted—Position as specialty salesman to call on grocery and general store trade in Michigan. Can give A1 references. Address No. 317, care Michigan Tradesman. 317

AUCTIONEERS AND TRADERS.

W. A. Anning, the Hustling New-Method Salesman—Have one of my Reduction Sales—my novel methods—and advertising will quickly turn your stock into cash and show a profit paid the merchant. Quick action draws crowds everywhere. Also clearing-out sales. Write for terms and particulars. Address Aurora, Ill. 314

Spring Opening Souvenirs

Unique, popular, inexpensive yet productive of big results. Send for particulars.

W. E. CUMMINGS & CO.

158-460 State St., Chicago, Ill

Storage Eggs Wanted

I am in the market for 10,000 cases of strictly fresh eggs, for which I will pay the highest market price at your station. Prompt returns.

William Andre, Grand Ledge, Michigan