

MICHIGAN TRADESMAN

Twenty-First Year

GRAND RAPIDS, WEDNESDAY, APRIL 27, 1904

Number 1075

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**NOBLE, MOSS & COMPANY
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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 desire it.

**Martin V. Barker
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Have Invested Over Three Million Dollars For Our Customers in Three Years

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 The stocks are all withdrawn from sale with the exception of two and we have never lost a dollar for a customer.

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

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THE FRUITS OF UNIONISM.

The hanging of the three bandits at Chicago last Friday naturally recalls the relation of trades unionism to crime.

Every city in the United States is turning out young men of this class, largely because there are so few avenues of employment open to them. Under the iron-clad regulations of the trades unions, the numbers admitted to learn the most important trades and industries are so few that too many of the young men, unless they can find employment in some field of labor where the occupation is not classified, or in which there is no organization, are left to grow up in idleness.

"An idle brain is the devil's workshop," and hands that are employed in no honest work are sure to be engaged in evil. The three young men mentioned, with another named Emil Roeski, were constant associates and chums, and although it was understood that they were engaged in no ordinary occupations, they were able to spend money freely for whatever they needed. They were, for a long time, not known to be concerned in any crime, although they had already committed several desperate robberies attended by murders, and it was not even after they had killed two men and wounded two others in a successful attack on the money in the car barn, or station, of the Chicago City Railway, in which they got away with over \$2,000 in cash on Aug. 30, 1903, that these criminals were suspected of any wrong-doing.

It seems strange indeed that these men could have committed so many murders and desperate robberies in Chicago without ever being suspected until one of the criminals himself betrayed the fact. No wonder that these young desperadoes thought they were secure from any interference by the law. Doubtless if Marx had been more prudent they would

have had a long career of murder and robbery. They were real bandits of a sort that it was not supposed could exist in a great city in this age of civilization, but the fact is there to stand for itself, and the success of these young desperadoes has set many others on the same road. They particularly infest the trades union districts of Chicago.

That the civilization of the twentieth century can produce such monstrosities in human morals is not so strange as it may seem at the first glance. It is true that the steamship has driven the pirate from the high seas because he can not keep his vessel afloat without going often into port for coal. Then he would certainly be caught, because he would have no Custom-house papers showing whence he had cleared. It was supposed that the electric wire and the iron rail had put the highwayman on land out of business, but this is a great mistake, since he holds up railway trains as successfully as ever did Dick Turpin the London stage coach.

But it was supposed that the electric street lights and the freedom of American cities from the blind alleys and black culs de sac of the ancient European hives of population would prevent in this modern age many of the crimes that formerly thrived only in darkness. Criminals operate with the same success under the blaze of the electric lights as they did in the dark streets of an earlier period. As to the morals of to-day, the criminal classes, with more intelligence and often by the aid of all the appliances of modern science, are just as depraved as in the Dark Ages, and are vastly more able to accomplish their evil designs.

Modern education aims only to inform the human mind. It expels religion from its precincts and in the interests of material science it represses in the young and destroys in the aged all sentiment and enthusiasm so necessary to the development of the morals and the higher qualities of our kind. Then to this must be added the infamous trades union organizations that shut the doors of industry and honest employment against so many youths, and we have conditions that are as favorable to the development of moral monsters as were those of the period which, for lack of learning and civilization, was known as the Dark Ages.

What is human society, with all its boasted enlightenment, going to do about it?

Merchants who employ union clerks invariably find that they are surrounded by liars, grafters and till tappers. The moment a man joins a union he leaves honor behind and becomes a social pariah and an outlaw.

GENERAL TRADE REVIEW.

The continuance of the unseasonable cold so near the first of May has greatly reduced the volume of spring trade in all Northern localities. This, of course, is felt in all lines of manufacture and so greatly affects trade conditions all over the country; and yet as compared with the average of recent years, excepting the last, the showing is very favorable. Preparations were made for an exceptionally large business, and anything less seems like a serious setback; yet prices are generally well maintained and conditions point to a healthy trade as soon as the weather resumes its wonted habits. The late season must be recognized as a setback, and must be considered in settlements and thus the burden be distributed as equally as possible.

Unexpected complications and delays in the Northern Securities litigation are operating to keep stock trading at a minimum in volume. Price changes have been small and the tendency is towards lower levels. A further reason for this is the approach of the date on which so many wage scales are considered. There is a tendency to an unusual degree on the part of workmen to meet the conditions fairly, and while there is no lack of labor disturbances the causes, as shown in our own city, are the encroachments of unionism rather than questions of pay and hours.

Prices of the great staples continue at a high level. Concessions in cotton are not sufficient to give any encouragement in its manufacture. Wheat is more freely taken at what seems a high figure; but price changes are controlled by reports of crop conditions, which of course are not favorable so far. The tendency in provisions is toward a more reasonable level, and the quantity of pork packed in the West is greatly in excess of last year.

Cotton spinners are between the two difficulties of high cotton and demoralized demand, and so are only working from hand to mouth. Wool manufacture is not much better. Iron and steel are still putting more plants at work, notwithstanding the temporary setback in sympathy with general trade, showing confidence in a normal demand as conditions change. Building operations are especially active in most parts of the country.

A German scientist has succeeded, by treating the cleansed vegetable fibers of peat moss with the waste molasses of beet sugar manufacture, in producing a compound that serves acceptably as food for domestic animals.

A. L. Morehouse has purchased the grocery stock and meat market of Atwood & Son at 61 South Division street.



Two Notable Exhibits of Widely Different Character.

Fashions change, and we change with them. Time was, when one spaded and hoed and raked the soil to induce the growth of eatables and posies for his own or his neighbor's delectation, they called it "digging in the garden." Now they give to this thrifty and pleasurable occupation the more euphonious title of "gardening," "horticulture." 'Tis but a case of "a rose smelling just as sweet," however.

The horticulturist would see something to interest him in the A. J. Brown Seed Co.'s big show window this week. The whole of the floor space, to the depth of some three inches, was covered evenly over with a gray-looking substance. In this substance were large letters in a dull yellow, which the beholder curiously spelled out to be "Kentucky Blue Grass. Crop 1903."

The whole thing, including the inscription, was made up of nothing but seeds!

The solid gray foundation was made up of millions (I might more properly say billions) of tiny lawn grass seeds, while the dull yellow letters were composed of a proportionate number of diminutive white clover seeds.

At the back of the lettering was a long row of small fat bags containing the wherewith for a beautiful lawn. The pudgy little fellows somehow reminded one of little animals that had eaten too much for their physical comfort!

The exhibit was sure to fill the window gazer with the desire to invest his all—or a sufficient portion of it—in one of those pussy pusil containers.

'Tis remarkable what good effects are produced by the window decorator (or decorators) of this ever interesting establishment. There is always something in its store front to induce the enthusiast in growing plants to step in and purchase an article that is sure to add to the beauty of his home interior or its surroundings. Yearly is there more attention being paid to landscape gardening and plants and shrubs are relied on to accomplish much in the education of the youth growing up within the blessed home walls.

Talking about seeds reminds me of a story told by the artist Hamilton, of Aurora, Illinois, who painted the famous realistic "Corn Picture" hanging opposite the elevator, in the parlor-floor hall of the Morton House:

He said that, "once upon a time," a way-back farmer possessed a measly yellow dog which he brought along to town one day, where he was accosted by a noted artist who fancied the canine for a model for a certain picture upon which he was then at work. The purchase was effected for a small sum, and in due course of time his yellow dogship appeared

as the center of attraction in the painting, which made a wonderful hit and brought the artist the tidy little sum of \$500. Hearing this the farmer was exceeding wroth, excitedly exclaiming:

"Here I've be'n atrying fer two year ter give away that mis'able purp fer fifty cents, an' 'long comes that there bloomin' artist feller an' makes a picter uv 'im 'at he sells fer \$500! Things ain't evenly divided in this 'ere world, b' gosh!"

Mr. Hamilton, it is said, related the above incident when he entered a seed store to order the corn from which he painted the first-mentioned picture.

* * *

From garden seeds to lingerie is a far cry, but a pair of stout lungs may compass the distance.

Steketee & Sons present this week until Friday or Saturday an array of ready to wear white goods from which the lady of high degree, and the lowly maid as well, might select a suitable assortment of inside loveliness sure to set the feminine heart pitapat. Any woman who knows that the "inside of her" is exquisitely groomed, no matter how simple her outside dress may be, steps daintily along with a graceful poise of the body and a peace of mind that all the consolations of religion can not bestow!

First of all, the bath, without which no one is ever truly well dressed—and if girls but understood how essential this is to loveliness of complexion they would be daily users of this great skin-beautifier—and then the person clothed with equally clean under garments, and the body is well equipped for its daily struggle for existence. And if these garments are trimmed appropriately for the occasion on which they are to be worn, as I say, they engender a tranquility or harmony in the noddle feminine impossible of attainment by any process of ethics.

But I digress from my proposed description of some of this pretty ladies—no, I mean ladies' pretty—under clothing.

Since Dame Fashion (the fickle jade!) decrees that her devoutest devotees (if I may use tautology) shall return to the almost-equal-to-silk luxury of the white petticoat, once more our willing eyes are greeted in store windows—and otherwise—with captivating glimpses of frou frou lace ruffles guaranteed to cause the beholder not to look the other way!

Cleanliness and common sense demand that the wearer of filmy dainties and lace-bedecked undershirts shall not drag them on the dirty ground; so, if they must be lifted up, masculinity has never been known to be averse to a wee bit—or more—display of daintily-shod foot and trim little ankle encased in the fetching-est of fetching lace hosiery!

Some of the petticoats in that Steketee window are veritable dreams—visions of loveliness!

There was, among the many beautiful models, one especially attractive to me. Around the hips the skirt was perfectly plain, which I regard in better taste than trimming way to the waist. Below this

Spring Time Sellers

Light Rubbers Sell Now.
You can be sure they're right if they're

Banigans

Order of

Geo. S. Miller

131 and 133 Market Street, Chicago, Ill.

How to Paint your house Cheap

The cost of painting the house and barn, outbuildings and fences is a heavy burden. Cheap paints soon fade, peel or scale off and white lead and oil costs so much and has to be replaced so often that it is a constant expense to keep the bright, clean appearance so desirable in the cozy cottage-home or the elegant mansion. To meet the needs of the small purse and at the same time give the rich, lasting, protecting effect of a first-class paint caused the manufacture of



Carrara Paint

and it is the best paint for house, barn or fence; for interior or exterior work it has no equal. It is smoother, covers more surface, brightens and preserves colors, is used on wood, iron, tin, brick, stone or tile, and never cracks, peels, blisters or chinks; it does not fade, it outlasts the best white lead or any mixed paint, and it covers so much more surface to the gallon that it is cheaper in the first costs than most cheap paints.

The following are a few of the large users of Carrara Paint: The Waldorf-Astoria, New York City, one of the most magnificent hotels in the world, is painted entirely with the world-famous CARRARA PAINT; Pennsylvania R. R. Co.; Pullman Palace Car Co.; Chicago Telephone Co.; Central Museum, Chicago; Kenwood Club, Chicago; Cincinnati Southern; O. & E. I. R. Co.; Denver & Rio Grande R. R.; Wellington Hotel, Chicago. Agents wanted in every town in Western Michigan.

WORDEN GROCER COMPANY

DISTRIBUTORS

GRAND RAPIDS, MICH.

was a most elaborately-decorated flounce over two feet deep. Three inch bands of eighth-inch tucks alternated with cobwebby lace insertion two inches wide. This lace was of a tulip pattern, which was duplicated in the six inch foot ruffle. To protect all this from wear in walking was a plain underneath flounce of the same depth with a ruffle of fine cloth like the body of the skirt.

This, I repeat, appealed to me the most of the many pretty samples on exhibit, not even excepting the very handsome one that had a solid fifteen inch ruffle of lace composed of rows upon rows of three inch insertion sewed together, up and down, the lower part of each piece being cut away at the bottom, wedge shape, to allow the use of inverted hemmed Vandykes of the muslin. Below this intricacy was a wide ruffle of lace that exactly matched the cut-away insertion in pattern.

For the less frivolous in taste, the one whose choice runs to the geometrical in design, there were skirts decorated with almost countless rows of narrow insertion in what the women call a "set figure." These alternated with bands of fine tucks, making one's eyes—or back—ache to think of the immense amount of work involved in the construction. And, when one takes into account that all the underwear on display in this immense window was merely machine made, he—she, rather—is appalled to think what the same would represent if made by that cunningest of machines, the human hand.

This is again a lace season, embroidery almost being given the go-by. (By the way, I wonder if that is a contraction of the word good-by; it might be.)

The Marguerites and other garments belonging strictly to ladies' apparel were of the cheaper grades.

There has, during the last few years, been an attempt to revive the old-fashioned chemise of our grandmothers, but it does not seem to meet with especial favor of the sex, although the lower half of the garment has been lengthened and widened and betrimmed, to obviate the use of a small underskirt. I think the reason lies in the fact that, although the around-the-waist voluminousness considered absolutely essential by a past generation has been largely dispensed with, still it is impossible, with muslin, or even China silk, to get the clingingness of the natty little knit shirt. And then, too, the latter, especially if in silk, is so altogether charming with its lace or crocheted tops and shoulders and besides comes in the delicate evening shades, that it is small wonder the ladies "will have none of it" when it comes to the more-cumbersome old-fashioned muslin chemise. Fashion may as well take a back seat when she attempts to foist on women an article they—at least the younger ones—abominate!

I wish I had room to more than refer to the handsome substantial shopping-money-holders disposed in Steketee's west window. They are sure to take the eye of the woman, old or young, who dislikes a purse that is forever, and on the most un-

expected occasions, opening up and dropping out her loose change. The stout new leather bags with the ponderous clasps preclude such a hateful contingency and are a boon to the hurried shopper. All these portemonnaies contain, in a dear little inside pocket, a small purse, easily got at—another welcome convenience. Some of the bags contain simply the big open space and the side pocket for the small purse to match, while in others the open space holds a variety of articles possibly wanted on a shopping tour—smelling bottle, and the like, although the average healthy woman eschews these folderols. She doesn't want to be bothered with the lugging of them around.

* * *

"Great minds run in the same channel."

It was a curious circumstance that, coincident with Steketee & Sons' display of ladies' fine underwear, there should have been, across the road at Benjamins', an equally large window given up almost exclusively to an exhibit of fine under garments for gentlemen. Whether or not this was premeditated on either side the Rialto I do not know, but at any rate the incident was remarked by close scrutinizers of window trims. And there were many members of both sexes who stopped to see and admire each of these trims with little or no partiality!

Celery City Grocers Propose To Close Early.

Kalamazoo, April 26—The Kalamazoo Grocers and Meat Dealers' Association last night decided to institute a fight for the following betterments in their time conditions:

"To close their stores throughout the city at 7 each night excepting Saturday and Wednesday.

"To close their stores during the summer months each Thursday at noon and not open them until Friday morning.

"Not to deliver from their stores after 4 o'clock upon Saturday."

An especially strong fight will be instituted against the midnight deliveries of Saturday. Some agitation was opened for a Wednesday night closing, but was laid upon the table. An attempt will be made to have the signature of every grocer in the city placed upon the resolutions printed above.

Nominations for the election of officers for the Association to be held Monday, May 9, were made. Names were chosen as follows: For President, Carl Meisterheim, Samuel Hoekstra, W. C. Hipp, John Steketee, A. P. Cave and Ed. Purdy; for Vice-President, C. A. Baker, T. Sloan, John Van Bochove and A. P. Cave; for Secretary, H. Schaberg; for Treasurer, William H. Moerdyke, Henry Van Bochove, Elias Hoekstra, Frank Miller and Ed. Purdy. Nominations for the members of the Executive Committee were as follows: W. C. Hipp, John Van Bochove, Elias Hoekstra, Carl Meisterheim, George Ryan, Mark Diver, Samuel Born and John Steketee.

A proposition advanced by C. Ely was turned down. Ely has been attempting to promote an air castle

scheme by which grocers are to receive pay for their goods in coupons. These coupons were to be redeemed by them at stated times at the Ely clearing house for the small sum of 5 per cent. upon all which passed through. This plan, Ely claimed, would do away with bad debts and establish a credit system. Seeming to care more for the credit system than for Ely, the Association passed him up. A large amount of routine business was transacted in addition.

The Association as a body refused the invitation of the Grand Rapids grocers to attend the pure food show to be held there soon.

Willing to Accommodate.

Abraham Benedict tells of a school teacher in Rochester who had a great

deal of difficulty with a few mischievous boys. One day when one of them had given her a great deal of annoyance she said to him: "I wish I could be your mother for just about one week. I would rid you of your naughty disposition." "Very well, I will speak to father about it," promptly responded the lad.

Civility is cheap; you can afford to give it away with the most trifling sale.

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



Bargains in Crockery

For a limited time I can offer special bargains in Teacups and Saucers, Dinner Plates and Chambers. **Fifty Packages each for this sale.**

Package No. 1. Semi-Porcelain 2nd selection (as cut) 25 dozen Coalport Teacups and Saucers in package (1 dozen contains 12 cups and 12 saucers) **42c per dozen** No charge for package.

Package No. 2. Semi-Porcelain 2nd selection (as cut) 25 dozen 7 inch Dinner Plates **42c per dozen** No charge for package.

Package No. 3. First selection. 25 dozen Baltimore Handled Teacups and Saucers (1 dozen contains 12 cups and 12 saucers) **54c per dozen** No charge for package.

Package No. 4. C. C. Ware. 3 dozen No. 9 Covered Chambers **\$2.00 per dozen** 3 dozen No. 9 Uncovered Chambers **1.50 per dozen** 6 dozen in assorted chambers in package. No charge for package. Shipped direct from factory at East Liverpool, Ohio

David B. DeYoung

Importers' and Manufacturers' Agent
Crockery, Glassware, China, Lamps

Grand Rapids, Mich.

Send for new catalogues and prices.

Bread Winners

Who are solicitous of their health and thoughtful of their future pecuniary interests are urged to try

Voigt's "BEST BY TEST"
Crescent

"The Flour Everybody Likes"

They are assured of receiving a just and fair equivalent for their labors. No other flour offers so much in return for the money expended. Pure and wholesome, a great muscle builder; it gives to the human system a buoyancy of spirit and power of endurance not to be acquired through any other source. With us

Every Dollar Counts

for its full value, no matter who spends it.

Voigt Milling Co., Grand Rapids, Mich.

AROUND THE STATE

Movements of Merchants.

Boyer City—G. T. Gleason has opened a cigar store.

Boyer City—Joseph McNamee has opened a grocery store at this place.

Boyer City—Mrs. W. H. LeRoy has opened millinery parlors at this place.

Millington—Bishop Bros. have purchased the meat market of W. H. Frost.

Jackson—Hoffman Bros. have removed their drug stock to an adjoining store.

Fowlerville—G. A. Newman has sold his general merchandise stock to A. R. Miner.

Vanderbilt—A. W. Reinhard has purchased the grocery stock of Mrs. Maggie S. Elder.

Ann Arbor—B. Benison & Co. have opened a clothing store at 117 North Main street.

Saginaw—Wm. H. Meader succeeds Chas. C. Wirth in the grocery and meat business.

Bay City—Remueld Rabidoux has opened a grocery store at Belinda and Woodside avenues.

Carsonville—C. C. McGregor, dealer in harnesses, has sold his stock to W. W. Aikman.

Cheboygan—Charles Schenk has purchased the grocery stock of E. S. (Mrs. James F.) Perry.

Pellston—John A. Bryant, dealer in groceries and meats, has sold out to Thomas L. Bryant.

Elsie—Reuben T. Cameron has moved his drug stock two doors east and put in new fixtures.

Grand Blanc—Mrs. N. E. Phillips, of Flint, has opened a branch millinery store at this place.

South Haven—The Crown Drug Co. stock has been sold under an attachment to Judson Bailey.

Webberville—James O. Taft will be succeeded in the grain business June 1 by Rubert & Weaver.

Kalamazoo—C. W. Vanderbilt, of Lawton, has purchased the retail department of the Witwer Baking Co.

Rodney—Pattie & Cutchell have sold their drug stock to Dr. Grant, who has removed it to Chippewa Lake.

Saginaw—Eisenberg & Weiss, merchant tailors, have dissolved partnership. The business is continued by Eugene Weiss.

Ludington—Fred Brown, fruit buyer, has purchased a half interest in the produce business of W. J. Meisenheimer & Co.

East Leroy—Orrin E. Close has purchased the drug stock of W. A. Dunlap and will continue the business at the same location.

Kalamazoo—C. P. Bidlack has purchased the Miller & Walker drug stock and moved it to the Babcock location on Portage street.

Sparta—E. E. Shook, of Grand Canon, Wy., has opened a feed store in the Calkins building. The store will be under the management of his father, A. E. Shook, for the present.

Flint—H. & J. Danbeau, dealers in tobaccos and cigars, have dissolved partnership. The business is continued by Joseph Danbeau.

Coldwater—D. P. Harlan has sold his grocery stock to E. N. Russell, who will continue his oil wagon under charge of his son, Fred.

Bad Axe—The Cosgrove-Fremont Co., Limited, succeeds the Wright-Fremont Co., Limited, in the hardware and implement business.

Big Rapids—J. K. Sharpe & Co. are closing out their meat business and will devote their entire attention to their grocery department.

Portland—John A. McClelland has admitted his son, William, to partnership in his drug business. The new style is John A. McClelland & Son.

Frankfort—F. L. Blanchard has leased the building formerly occupied by Averill & Herban and engaged in the flour and feed business.

Tekonsha—Ed. R. Shumway and Fred A. Randall have purchased the stock of clothing and furnishing goods formerly owned by J. H. Darrow.

Marlette—The Hubbell-Baker Co. succeeds Hubbell, Baker & Co. in the egg and produce business. Chas. W. Hubbell is proprietor of the business.

Muskegon—H. Chris Hansen, formerly engaged in the mercantile business at Trufant, has opened a dry goods and millinery store at 80 Ottawa street.

Ionia—Broderick & Son have sold their stock of clothing to H. F. Hatch, of whom they purchased same a few weeks ago, and will return to Grand Rapids.

Greenville—Raymond J. Green, formerly meat cutter for Hammond, Standish & Co., of Detroit, has purchased from Nelson Cooper the north side meat market.

Sault Ste. Marie—Alf. Doran has purchased the confectionery stock of A. Hunter, at the corner of Pine and Spruce streets, and will add a line of tobaccos and cigars.

East Jordan—J. F. Kenney has purchased the interest of J. J. Votruba in the grocery and meat business of Votruba & Bowen. The new style is Bowen & Kenney.

Ypsilanti—W. S. Haynes has removed his grocery stock from its present location to the store building formerly occupied by Dunlap & George, on Congress street.

Thompsonville—A. A. Morrill & Son have opened a flour and feed store at their warehouse. The junior member of the firm will have personal charge of the business here.

Ypsilanti—Charles Crane, formerly of Royce & Crane, has purchased the grocery stock of George Holley, on Huron street, and will continue the business at the same location.

Ceresco—Simary Phelps, for many years engaged in general trade at this place, has sold his stock to Charles Mott, who will continue the business at the same location.

Sturgis—Claude Miller has purchased the cigar and tobacco stock of Shoecraft & Allard, who will devote their attention to the manufacture of their patented piano moving truck, which is being manufactured on North street.

Muskegon—Oscar A. Hopperstead has purchased the interest of Ralph Bush in the business conducted under the style of the Peoples' Hardware Co. His partner is Gustav Dietrich.

Flint—Clarence A. Fox will shortly open a shoe store at 405 South Saginaw street. Mr. Fox was formerly engaged in the shoe business at Flushing and more recently at Owosso.

Bay City—O. E. Adams, for many years with Melze, Smart & Co. and also with the Pere Marquette Coal Co., of Saginaw, has purchased the grocery stock of W. D. Lature, at 1201 Columbus avenue.

Manistee—B. F. Girdler, formerly with the Greulich Co., of Grand Rapids, has formed a co-partnership with E. B. Bidelman, Agent, of this city, to continue the clothing, hat and men's furnishing goods business.

Muskegon—Hoogstraet & Neil, who conducted a feed store at 9, 11 and 13 East Clay avenue for several years, have sold out to John Stegink, who has had a feed store at 554 W. Western avenue for the past twelve years.

Traverse City—A. B. Fairbanks has retired from the coal, grain and feed business of Powers & Fairbanks and will devote his entire attention to the produce business. Mr. Powers will continue the old business in his own name.

Bay City—The Mohr Hardware Co. is planning the erection of a brick warehouse, 50x100 feet in dimensions and three stories high the coming summer to accommodate a line of goods now scattered about in three storehouses.

Detroit—Wm. Reid, dealer in glass, paints, oils and varnishes, has merged his business into a corporation under the style of the Wm. Reid Co. The company is capitalized at \$300,000, all of which is held by Mr. Reid with the exception of two shares.

Saginaw—Wm. H. Meader has purchased the grocery, meat and provision stock of Charles Wirth, at the corner of Warren and Johnson streets. Mr. Meader was with the Hayden Grocery Co. for eight years and more recently with Symons Bros. & Co.

Detroit—H. V. Smythe & Co., importers, wholesale dealers and packers in teas, have formed a corporation with an authorized capital stock of \$25,000, which is held in equal amounts by H. V. Smythe, J. L. Smythe, J. F. Smythe and J. B. Smythe.

Muskegon—Daniel Drinen has sold his feed store at 160 W. Western avenue to John Cooper and Peter Rapp. Mr. Cooper has been engaged in the hay baling business on Mason avenue for several years and Mr. Rapp was formerly engaged in the feed business on West Clay avenue.

Grand Ledge—Wm. Pierce has purchased an interest in the grocery department of the dry goods and grocery business of T. B. Robipson, and that branch will hereafter be conducted under the style of the Robinson Grocery Co. under the management of Mr. Pierce.

Kalamazoo—H. G. Coleman & Co. have merged their business into a corporation after having been in ex-

istence under the style of Francis Colman, F. Colman & Son and H. G. Coleman & Co. for the past thirty-four years. The business will hereafter be conducted under the style of the Coleman Drug Co.

Muskegon—The Muskegon Lumber and Fuel Co. is the style of a new organization which has just been formed to take over and conduct the local department of Mann, Watson & Co.'s lumber business. The new company is composed of Mann, Watson & Co., Chris. Larson and Albert M. Brown, the two latter having been in the employ of Mann, Watson & Co. for several years.

Saginaw—The Mooney & Pitsch Co. has been organized to engage in the men's and boys' clothing business. The authorized capital stock is \$12,000, the principal stockholder being M. J. Rogan, President of the Rogan Clothing Co., of Cleveland, Ohio. The other stockholders are W. W. Wadhams, Ann Arbor, and I. J. Mooney and B. J. Pitsch, Saginaw.

Detroit—Charles Montague's proposition to pay his creditors 25 cents on the dollar in cash, 12½ cents in one year and 12½ cents in two years, has been accepted by the creditors. The only objector was M. B. Whittlesey, who represents a claim of \$650, but Referee Davock overruled the objection on the ground that the estate was too large to be held up by such a trifle.

Manufacturing Matters.

Holland—The Cappon & Bertsch Leather Co. has increased its capital stock from \$400,000 to \$800,000.

Lake Linden—Rock Paquette will equip his building with modern machinery for the purpose of manufacturing roller process flour.

Bay City—Geo. D. Jackson, S. C. Crump and F. W. McCoy have organized the Bay City Box & Lumber Co. The capital stock is \$25,000.

Bellaire—E. J. Kauffman has withdrawn from the E. J. Kauffman Milling Co., who has removed to Washington. The business is continued by Henry Richardi.

Morrice—Elmer Bowers has sold his creamery to Fred Ramsey, of Shepardsville, who is remodeling it into a creamery and will begin operations about May 1.

Kalamazoo—The Rough Rider Suspender Co. has merged its business into a stock company and will manufacture suspenders, novelties and fancy goods. The authorized capital stock is \$6,000. The stockholders are Estelle Lehman, 130 shares; Louis Rosenbaum, 100 shares; G. Rosenbaum, 100 shares and E. S. Rosenbaum, 100 shares.

Commercial Credit Co., Ltd.

Wildcomb 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.



The Grand Rapids Refrigerator Co. has incorporated its business under the same style. The capital stock is \$150,000.

B. A. Goff has engaged in the grocery business at Three Rivers. The stock was furnished by the Worden Grocer Co.

John Jordan has purchased the grocery stock of Trumble & Baxter at 1013 Madison avenue and will continue the business at that location.

Erickson Bros., dealers in men's furnishing goods at 97 Canal street, have dissolved partnership. The business will be continued by one of the partners, Peter E. Erickson.

The Ideal Grape Juice Co. has been organized by H. Riechel, Ide Riechel and Chas. Boese to manufacture and compound syrups and extracts. The authorized capital stock is \$10,000.

The Hessey Drug Co. has been organized to engage in the wholesale and retail mercantile business, principally drugs. The authorized capital stock is \$5,000, held by Chas. E. Hessey and Marie Hessey with the exception of one share.

H. Leonard & Sons have merged their business into a corporation with a capital stock of \$200,000, all paid in. The stock is held as follows: Charles H. Leonard, 11,598 shares; Frank E. Leonard, 8,366 shares; and Harry C. Leonard, 36 shares.

Henry J. Vinkemulder has purchased the J. C. West residence, 295 Fountain street, and will take possession of the property June 1. The residence is thoroughly modern and complete in all its appointments and Mr. Vinkemulder is very fortunate in being able to secure so beautiful a home without taking the time to construct it himself.

The Produce Market.

Apples—Fancy, \$3.50@4; common, \$2.50@3. Bananas are very high and so are strawberries. Oranges are the only fruit that can compete with the apple and while they are very cheap they cannot take the place of the old standby. As a result the dealers are moving their stocks out in pretty good shape and the fruits will find apples well out of the way.

Asparagus—\$3 per box of 2 doz.

Bananas—\$1@1.25 for small bunches and \$1.75 for extra jumbos.

Beets—50c per bu.

Bermuda Onions—\$2.25 per crate.

Butter—Creamery is weaker and actually lower in some markets. Local dealers hold choice at 23c and fancy at 24c. Receipts of dairy are liberal, but the quality is by no means up to the average, fetching 11@12c for packing grades, 15c for common and 16@17c for choice.

Cabbage—4c per lb.

Celery—75c for California.

Cocanuts—\$3.50 per sack.

Cucumbers—\$1.35 per doz.

Eggs—Local dealers pay 15½c on track. Production so far is from 15 to 25 per cent. below that of previous years. Some say that this condition will continue all through the season, while others think that a flush will come as soon as warm weather puts in her appearance.

Egyptian Onions—\$3.75 per sack.

Game—Live pigeons, 50@75c per doz.

Grape Fruit—\$3 per box of 60 per crate for assorted.

Green Onions—15c per dozen bunches.

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

Lemons—Messinas and Californias are steady at \$2.75@3 per box.

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

Maple Sugar—10@11½c per lb.

Maple Syrup—\$1@1.05 per gal.

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

Oranges—California Navels, \$2.50 for extra choice and \$2.65 for extra fancy; California Seedlings, \$2@2.25.

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

Pie Plant—\$1.75 per box of 40 lbs.

Pineapples—Floridas fetch \$3.50 per crate for assorted.

Potatoes—Local dealers hold at \$1 in carlots and \$1.10@1.15 in store lots. While the price is no lower, some markets have weakened considerably during the past week.

Pop Corn—90c for common and \$1 for rice.

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@2.25 per doz.

Radishes—25c per doz. for hot house.

Strawberries—Steady on account of cold weather. Quarts fetch \$4@4.25.

Sweet Potatoes—Jerseys are steady at \$4.50 per bbl.

Tomatoes—\$2.25 per 6 basket crate.

Wax Beans—\$2.75 per box.

Hides, Pelts, Tallow and Wool.

There is little trading of consequence in country hides. Delivery of previous sales keeps dealers busy. Margins are too small to tempt buyers to an effort. Supplies are limited and prices are too high for the tanner. All offerings are of poor stock, and unless price is conceded the tanner waits for better takeoff.

Pelts are in limited supply, with a good demand at full values.

Tallow is still on the sick list. If a sale is effected, it is by concession. All greases are off in price. No regular price is quotable and a further decline is likely.

The wool situation does not change. Eastern dealers hold off, as prices start too high. A few cars have been taken at an excessive price to fill immediate wants. One Eastern house seems to be anxious and has set a pace others do not like to follow. Local dealers see big values ahead, and there are enough of them to make prices for others to follow or keep out. Clipping has only fairly begun.

Wm. T. Hess.

The Grocery Market.

Sugar (W. H. Edgar & Son)—Since our letter of April 19 there has been a gradual improvement in the general sugar situation. Speculators took hold, securing possibly two thousand tons, and evidenced a disposition to take on more at the low price then ruling. They paid 1-32c advance without lighterage, equaling 1-16c net advance, which evidently brought about a change of sentiment, for the principal buyer entered the market on Friday and Saturday to the extent of 40,000 bags at equal to 3.67c duty paid; on Monday their purchases aggregated 150,000 bags at equal to 3.72c duty paid—all for May shipment—being the highest price yet paid for Cuban sugars, and an advance of about 16c per hundred pounds from the low point of last week. Meantime Europe has advanced 3-32@½c for cane descriptions, also advancing slightly for beets, which are now quoted at a parity approximating 3.85c with 96 deg. test. Refined remained unchanged in all respects until yesterday, when the refiner, who for two weeks has offered "prompt shipment" at a concession, withdrew the concession and at this writing there is every appearance of a general advance. The principal refiner has withdrawn all "contracts," accepting orders only for prompt shipment. This is looked upon as preliminary to an advance, which is warranted by the exceedingly strong position in raws. Our confidence, as heretofore expressed, appears to be borne out in these later developments. The trend of prices should be steadily upward during the coming active campaign.

Coffee—The feature of the week has been the strenuous efforts which have been put forth both by Arbuckle Bros. and the Woolson Spice Co. to keep the market from advancing any further. To do this they have sacrificed thousands of dollars in profits by keeping their package coffees at the same price as ruled when green coffee was ½c lower. The impression is general that this is done with the idea of keeping interior buyers out of the market, for there is no encouragement for such buyers to buy more than their actual needs, since they can not buy green coffee at ruling prices and sell it roasted to compete with the present price of package coffees. Reliable statistics seem to warrant a greater advance than has occurred. The whole endeavor of the large buyers seems to be to keep the market at its present price as long as possible, in order that they may get large stocks. Brazil is fighting this game bitterly. It is not possible at present to buy Brazil coffee and land it in New York at the prevailing prices of spot Brazil, and this is especially true as regards Santos, which in primary markets is way above the parity of either Europe or America. Milds are steady and unchanged. Java and Mocha are steady at ruling prices.

Tea—The new crop tea will soon be the interesting feature of the situation. There is probably some in the Japan markets already and prices will be named within a week or ten days, in all probability. It is anticipated

that these will be high, although not necessarily above last year's figures, which were well up.

Canned Goods—Tomatoes are quiet at unchanged prices. The market is steady, however. Corn is in very light demand at unchanged prices. Jobbers are working to distribute their spot stocks of corn before the new season opens. No jobber has very large stocks, however. Peas are in light demand, with still a good but fruitless inquiry for cheap peas. These lots seem nearly all cleaned up. The general lines, both of California and Baltimore canned goods, are unchanged and in light demand.

Dried Fruits—The prune market is not a particularly strong one. All the jobbers have good stocks on hand and they are not moving out with any great degree of enthusiasm, although there is about the usual volume of trade. In California the market is said to be very weak. Raisin affairs are unchanged and are far from satisfactory to the interests in California. When the tangle gets straightened out and harmony is restored it may be possible to get a better line on the market. At present it is obscured by the mixup in the affairs of the association. It is reported that there is a little better demand for currants, particularly in the East. Locally the jobbers do not note any appreciable difference.

Rice—Dan Talmage's Sons say: "In sympathy with quiet conditions generally in grocery lines, there is only a fair inquiry from nearby points and narrow-gauge movement locally. Ordinarily this would be depressing, were it not for the fact that those who were fore-handed are taking more than passing notice of offerings, on the well-known principle that the most advantageous time to make selections of a given article, is when it is in a measure neglected by the general trade. Prices are steady to firm, and it seems to be the general opinion that rock bottom has been reached. This is confirmed by the uniform resistance to further decline and turning down of offers on that basis. Receipts are not in as full volume as heretofore noted."

Syrups and Molasses—There is a very firm feeling in the cheaper grades of molasses. Black strap is one of the strongest numbers. As a general thing the movement throughout the country keeps up very well. In the northwest the continued cold weather has prolonged the season considerably.

Fish—Mackerel is quiet at unchanged prices. The market is still dull and weak. Cod, hake and haddock are unchanged, and in this section dull. The early spring catch of codfish has been phenomenally large, some of the trips being the longest on record. If the catch continues as it has begun, the prepared cod market will probably return to normal next season. Sardines are dull and unchanged. No special advance is looked for before the new season opens, since the opening is so close at hand, and the new pack will probably be offered at lower prices than are now ruling. Salmon is unchanged and firm. The demand is light.

MEN OF MARK.

J. W. D. Cook, Manager Grand Rapids Cold Storage Co.

Corporate interests in this as in all other countries have always been on the lookout for young men of brains. Finding them is one of the essentials of their successful operations. It means better dividends. Capital, no matter how vast, if wrongly invested or handled in a misdirected manner, does not make the golden harvest so dear to the heart of the stockholder. It may be likened to an engine without a governor—there is plenty of potentiality, but it is power that is unreliable and going to waste.

In this day of larger things capital and corporations are more anxious than ever to secure the young man of ability. When expenses are cut to the minimum and after business operations are put on a close margin it is a necessity that men of judgment shall be in control. The various centers of territory contiguous to the places where big enterprises are conducted are eagerly scanned for bright young men; men not only of intelligence but of regular habits—men who can be trusted and who show an aptitude and a liking for work. The owners of mills and mines secretly test the prospective employes. Then if they stand the trial they are placed in minor positions and trained and matured with never an intimation of their future prospects until almost at an instant's notice, and before they are aware of their fitness, they are thrust into positions of emolument, honor and responsibility.

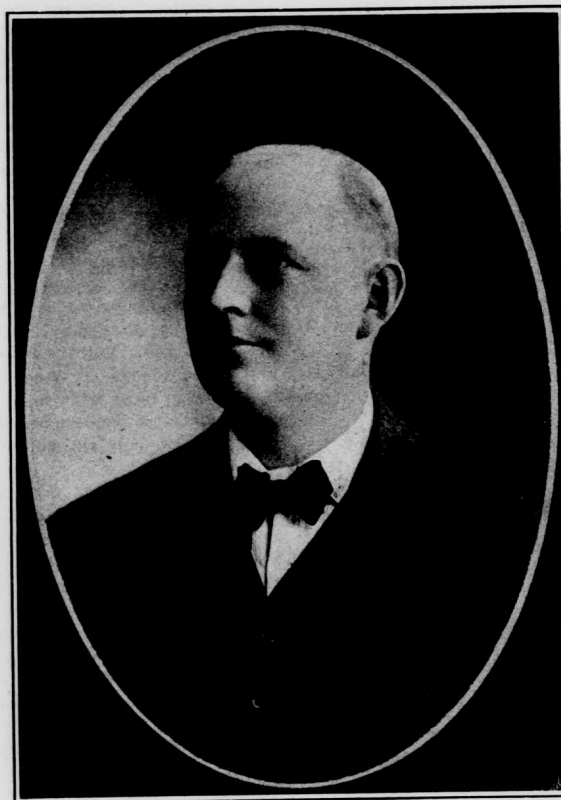
John W. D. Cook was born at Grandville, Sept. 15, 1865, his antecedents on both sides being English. When he was a small child his parents removed to Grand Rapids, where his father was engaged in the grocery business at the corner of Monroe and Ionia streets, where the Morton House now stands. Mr. Cook attended the public schools of Grand Rapids, graduating from the High School in the English course in 1883. His father having died when Mr. Cook was but 10 years of age and his mother having married H. M. Goebel, he entered the employ of the latter as salesman in the wall paper and paint store at 19 Canal street, remaining there seven years. He then went to Chicago, where he entered the employ of John H. Palmer & Co., produce and commission merchants and dealers in dairy products at 183 South Water street. Three years later he formed a co-partnership under the style of Crowley, Cook & Co., which firm succeeded the house with which he was formerly employed. A year later he purchased the interest of Mr. Crowley, when the firm name was changed to Cook & Co., which business was continued until about four weeks ago, when it was wound up to enable Mr. Cook to accept the position of manager of the Grand Rapids Cold Storage Co., which had been offered him by the directors of that institution. He entered his duties with the new company on April 1 and confidently expects to score an unqualified success.

The plant has first-class equip-

ment in all departments, but has never enjoyed the success its stockholders anticipated, because it has never before had the benefit of experienced management. It is believed that Mr. Cook's experience in the dairy and produce business in Chicago will enable him to popularize the establishment to that extent that it will ultimately take rank as one of the best paying institutions in the city.

Mr. Cook was married Nov. 13, 1894, to Miss Genevieve F. Jewett, of Chicago. The family includes a daughter 4 years of age, and they reside at 322 Cherry street.

Mr. Cook has never joined any secret order and is not a member of any fraternity, nor has he any particular hobby, unless it may be his



John W. D. Cook

dedication to his business. He has always been noted for the long hours he puts in and the close attention he gives every department of his work. No feature of his business escapes his scrutiny and no detail is too intricate for him to master. He studies the markets and their relations to his establishment as a student studies his books or an astronomer studies the stars, and from such study and comparisons forms conclusions which enable him to manipulate large transactions with comparative safety.

Smoking in Puerto Rico.

The old negroes of San Juan, Puerto Rico, who sell vegetables in the markets, smoke long, black cigars, and they smoke them with the lighted ends in their mouths.

Water in Desert Cactus.

The marvelous strength of desert plants is well known, but we are at a loss to explain the source or reason of their luxuriance in regions where only a few inches of water fall during the year, and that little is immediately drunk up by the torrid sun. What enables the yucca to thrust its head through thirty feet of gypsum and sand or the barrel cactus to store enormous quantities of water and to hold the water for months, perhaps years, or the sumach to cling so tenaciously to its ground when everything else swept away? are questions which none can satisfactorily answer. No less marvelous and inexplicable is the mesquite shrub, which sometimes has roots over fifty feet long, and other desert plants

water a desert traveler is occasionally compelled to use. The Papago, dipping this water up in his hands, drank it with evident pleasure and said that his people were accustomed, not only to secure their drinking water in this way in times of extreme drouth, but that they used it also to mix their meal preparatory to cooking it into bread.

The Elusive Hare.

To my notion there is a peculiar charm about trailing a hare. In the first place, there is a superb uncertainty about where you will locate the beast, if it knows where it is itself. You find a fresh track, and if wise, you follow it in what apparently is the wrong direction, and then—well, you just keep on following. Somewhere, perhaps only a few yards to one side of where you struck the track, is the other end, and, of course, a hare. You acquire wisdom concerning this small technicality later—possibly hours later—but that does not of necessity spoil the sport. It may be the track is first found in a briery thicket, which hampers all the rising ground, marking the edge of a great swampy woodland. It is easy—in fact, almost too easy. The hare loves swampy woodland, so, of course, he merely has skipped for a trifling distance along the rim of the depression, then gone down and squatted under some handy log, from which shelter you will bounce him within five minutes. Theoretically this is sound; practically, it is a hundred to one shot on an utterly unreliable tip. Impulse prompts you to slant down toward the swamp at once, to jump him from somewhere, promptly knock him over and be done with it. This will save useless pottering over foolish tracks, and also some valuable time.

Helpful in Dish-Washing.

One of the most important of modern inventions to lighten the labor of the housekeeper is a device recently brought to the notice of the public designed especially to help the mistress who, minus the service of a maid, permanently or temporarily, is compelled to attend to the dish-washing herself. Some physical culturists assert that dish-washing is good for the hands, but the majority of women prefer to adopt other means for keeping their hands soft and white and many a housewife reckons dish-washing as the most disagreeable task in the household category. This new contrivance consists of a rubber tube fitted with a faucet adjustment at one end and a round perforated brush at the other. The brush has a handle which admits of easy manipulations. The claim is made for this device that its use does away with the necessity for any dishpan or other receptacle containing dirty or greasy water. The faucet brush is available wherever a force of water can be had or a boiler is used.

Large ideas and small purses are an excellent team for the debtors' goal.

Putting yourself in the customer's place will help you make many a sale.

whose hairy coverings and resinous coatings prevent the evaporation of moisture. These secrets may soon be discovered, however, as the Carnegie institution has established a desert botanical laboratory at Tucson to study them.

It was among the desert hills west of Torres, Mex., the Indian cut the top from a plant about five feet high and with a blunt stake of verde pounded to a pulp the upper six or eight inches of white flesh in the standing trunk. From this, handful by handful, he squeezed the water into the bowl he had made in the top of the trunk, throwing the discarded pulp on the ground. By this process he secured two or three quarts of clear water, slightly salty and slightly bitter to the taste, but of far better quality than some of the

How To Keep the Trade at Home.

This article is especially intended for the merchant in a small town within shopping distance of a large city.

To begin with, don't get a notion that because your store is small and situated in a small town you have no chance whatever against that large department store in the city which your townspeople can reach within an hour or two. Don't lose any sleep over that store. Put yourself on a level with it in as many respects as possible.

It is absolutely essential that you be thoroughly up to date. The city merchant always is. That's why he is usually successful. You are right in the midst of the shoppers you want to reach, and if you can give them anywhere near as good service as they receive in the city store, they won't bother wasting two or three hours on the car to go shopping.

Don't be afraid to carry high-grade articles. Of course, it would be risky for you to stock up with a high-priced line of dress goods; in this department popular and medium prices should prevail. This also applies to coats and other departments where a large expenditure is required for carrying a varied line. The people who want high-class goods in these lines will go to the city anyhow. But to these same people you can sell a lot of high-class novelties. You should always have a small stock of the new things on hand—the kind that people buy at sight just because they strike their fancy.

And don't be afraid to show them! Show them in your windows and display them in your store.

Then, for instance, take your underwear or hosiery stock. Are you careful to keep the sizes complete? If you pay no attention to keeping up a proper assortment you are only hurting yourself by keeping any of it in stock. It takes but a few "Just out of this" or "We haven't that size" to give the customer a decidedly unfavorable impression of your store and your methods. Such an occurrence repeated once or twice would convince her that she could economize both in time and patience by going direct to the city store. And whose fault would it be?

Is your line of notions as complete as it might be? Can't you think of some other things that it might pay you to carry? You might find it of great benefit to spend a day every once in a while in those big city stores and see what lines that they sell could be profitably added to your stock.

Here's a decided don't. It is no use for you to try to beat the city store in prices. On that point you should not attempt to compete. You do not begin to do the amount of business that they handle, and consequently you can not either buy or sell as cheaply. But if everything else is right the shopper won't mind paying a few cents more if she can get just what she wants in her own town instead of spending from a half to a whole day on a shopping tour in the city.

The fact that there is so little competition in the small town often has

a very deteriorating influence on the merchant who in his fancied security allows things to drift along in old, timeworn ruts, which should long ago have been forsaken for newer, more aggressive, more up-to-date methods.

Expects Trouble From Fussy Lookers.

"There's an old fellow and his boy who have been looking in the windows for the last half hour," said a salesman in a downtown shoe store the other day, "and if they ever do come in I'll bet they'll be too cranky for anything."

In ninety-nine cases out of a hundred the young man's prognostications would have been correct, but this case was the exception. The boy wanted a pair of low shoes. The clerk fitted him very nicely in a velour calf, and he thought it was too heavy. He then put a vici on his foot, a look of supreme delight o'er-spread his countenance, and he wore them out of the store. The salesman continued the conversation:

"There's one thing we shoe clerks have found to be a fact, and that is when a father and son come in to get a pair of shoes for the boy we always expect trouble. We must suit both of them, for the boy will wear them and the old man pay for them, and they generally have such widely divergent views on the shoe question that it's next to impossible. The boy, of course, wants the latest style, no matter what it looks like, and the father thinks he ought to wear the old-fashioned kind like he does.

"Take the new duck bill, for instance, one of the most popular shapes this season. A shoe clerk is courting destruction to show that to an old man, and some of the other new styles look equally hideous to him, but the boy wants them, and then trouble begins.

"And again the old gent objects to paying the price asked. He thinks his boy should be able to wear a boy's shoe—not larger than a No. 5, and when you tell him it's a No. 7, and the price 50 cents or \$1 more than he figured on, he'll roar again, and we usually have to draw liberally on our reserve stock of patience before the sale is made.

"And speaking of their looking in the windows, I would much rather a customer would come in without noticing any special style; I can sell him in half the time, for there is no danger of his objecting to every shoe he tries on because it 'doesn't look like the one in the window,' and the longer they look in the window, the harder they are to sell."

He was called to wait on a customer, and I went out thinking over what he had said.—Shoe and Leather Gazette.

Wanted An Understanding.

Applicant (for position as cook)—How many afternoons out durin' the wake, mim?

Mrs. Highmore—Well, of course, you can have every Thursday, and—Applicant—I'm askin' ye, mim, how many afternoons out ye want yer-silf.



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E. A. STOWE, Editor.

WEDNESDAY - - APRIL 27, 1904

SHEA THE INFAMOUS.

Grand Rapids is in the throes of a strike of union teamsters, precipitated and personally conducted by one of the vilest creatures who ever drew the breath of life—Shea the Infamous—who stopped the funerals of Chicago and gloated over the suffering and sorrow he was thus able to cause. Of him and men of his ilk Justice Brewer, of the United States Supreme Court, in the course of an address at Chicago, recently remarked:

"The policeman was the hero and sufferer at Haymarket Square, and of late in this city he stood beside the hearse in which your dear ones were borne to their final resting place and bade defiance to those human devils who for a slight difference in the matter of wages sought to light the fires of violence in the quiet darkness of sorrow and play the dance of hell around the coffined dead."

This is the type of men who lead union dupes into foolish strikes and induce them to commit every crime known to the criminal calendar.

If Police Superintendent Carr did his full duty by the commonwealth which has so long honored him he would escort this infamous wretch to the train and refuse him permission to defile the city with his presence and disgrace it with his foul talk. There is little hope that the official named will do his duty in this emergency, however, because of his sympathy for and affiliation with trades unionism.

OLD JAPAN AND NEW JAPAN.

Anglo Saxons the world over read with the deepest sort of indignation the press reports of the deliberate murder of girl children by Japanese fathers who feel that, called into the army or navy of their country by the exigencies of war, they can not leave those girls at home alone and without means of support. And another phase reported—the sale of daughters into concubinage, by the fathers, is most repulsive to the occidental sense of things. But there are differences between the oriental and the occidental estimates, methods and results. In China and Japan young women who enter what we call a life of shame are not only protected by the government, but they do not, by so doing, suffer the loss

of caste. In both countries the houses of ill fame, as we would designate them, are under the strictest sort of governmental surveillance, and each proprietor of such an institution is required to pay a governmental tax. Not only that, but an additional tax is put upon the gross receipts at each place and is required to be deposited weekly in savings banks, distributed proportionately to the credit of each woman in the house paying this tax. Upon leaving an institution because of prospective marriage (the usual reason), or by expiration of contract, each woman receives a government certificate for the value of the cash that has been deposited to her credit. If a woman becomes ill while in such bondage, she is removed to a hospital and cared for without charge by the government. Should she die while under this sort of slavery, such monies as are to her credit are paid to the father, if living; to the mother in case she is a widow, or to the next nearest of kin in case the decedent is an orphan.

Custom dominates above law in the Orient and patriotism is the highest virtue, next to religion. Neither Japanese religion nor patriotism develops a fear of death. "Going home to Buddha" is the glad journey that has no terrors. For this reason and because of the custom above outlined, which has obtained for centuries, it is not strange that as the outcome of the present struggle with Russia we hear things that cause us to shudder.

This spirit of old Japan is being opposed strenuously, however, by the new Japan, with the Imperial influence as chief factor. There has been organized the Japanese Soldiers' Relief Association. It has a Japanese princess as its President and the wealth and nobility of all Japan, including all foreign residents in Japan, constitute the membership. Funds are being subscribed rapidly and liberally, and the purpose of the organization is to aid young women and families who have been or may be left without a protector and supporter through the demands of war. Magnificent work in this direction is being done already, and through the superbly organized civil and military systems of the country the new Association expects soon to be able to prevent, absolutely, either the murder or sale of daughters by over-patriotic fathers.

PANAMA CANAL TRANSFER.

Apparently the last obstacles to the acquirement by this country of the actual possession of the Panama Canal concession and the property connected with it have now been removed. On Friday last the Panama Canal Company, through its officers, conveyed by formal act the canal and all its belongings to the United States Government, the consideration being \$40,000,000 in gold coin of the United States. Saturday the formal act of transfer executed by the officers of the company was ratified by the stockholders at a meeting called for the purpose, and all that now remains to complete the transaction is the payment of the money and the actual

delivery of the control of the canal to a representative of the United States empowered to receive it.

As the Government is prepared to pay the money to be given the Panama Canal Company, the transfer will probably take place immediately, so that the actual work on the canal can be inaugurated under the auspices of the United States at an early date. Sovereignty over the strip of territory through which the line of the canal passes has been already ceded to the United States by the Republic of Panama, so that no real obstacle now remains to the prompt inception of the work, except the accumulation of the material on the spot and the gathering together of the necessary forces.

That no greater time than absolutely necessary will be lost in commencing work on the canal is certain, as President Roosevelt is anxious that the work should be pushed forward to completion as fast as possible. In the event that he is chosen for another term as President, he will naturally desire to see the great work undertaken, or rather authorized, during his first administration, completed during the latter part of his second term. There are few people who look for the completion of the canal within ten years, but there are some of more sanguine temperament, and the President can safely be counted among this few.

One of the most infamous charges ever made against the traveling fraternity is the statement uttered frequently during the past two days by the wretched leaders of the teamsters' strike in Grand Rapids to the effect that traveling men refuse to patronize the vehicles manned by non-union men. As a matter of fact, no self respecting traveling man will place himself under the protection of a union driver if he can avoid it, because it is, as much as his life is worth to trust his well-being to the drunken gang who constitute most of the membership of the union. The average traveling man hates a union sneak as he does a rattlesnake, and with good cause.

The Japanese soldier is described by M. Pichon as a man with muscles like whipcord, a sure shot, having an eye for landmarks and a splendid memory for locality. Moreover, he has wonderful endurance, can do with three hours' sleep out of the twenty-four, is clean in his habits, attends conscientiously to sanitary instruction, is ardently patriotic, and costs the state only 9 cents per day. He never grumbles at hardships and is always ready to attempt the most desperate service.

Steamship agents are not happy because the spring bookings for Europe are not so large as last year, and they do not anticipate any great increase in Westward passengers because of the St. Louis Exposition. Last year 161,438 cabin passengers were recorded as either coming from or going to Europe. There were 150,000 in 1891, but in 1898 the number was only 80,586.

THE CZAR WAS DECEIVED.

Evidences are not lacking that the Czar and his conservative advisers were very much deceived as to the real state of affairs previous to the war with Japan. The way their navy has been smashed to pieces has been both a surprise and a shock. They had been given to understand that this arm of the service was invincible and yet boat after boat has gone down and others injured, while the Japanese ships sail blithely by, dropping in a few shells as they pass. It was this misinformation and misunderstanding which led to the retirement of M. Witte as Minister of Finance, and when the facts were found out he was speedily and urgently recalled. The death of Vice Admiral Makaroff, in command of the Russian navy in the East, was a heavy blow. The appointment of Skrydloff as his successor is an indication that the Czar is wiser than he was and that he is getting a great deal of undesirable information. This appointment is immediately followed by the resignation of Viceroy Alexieff, a resignation brought to pass at the suggestion of his superiors. It is quite apparent that if the Czar and his conservative advisers had known a few months ago what they know now there would have been no war with Japan. It could have all been settled with honor to both without shedding one drop of blood. Some over-ambitious and decidedly-unscrupulous men in high places thought their individual interests would be advanced by taking the other course and they took it, to the great detriment and damage of their country.

The longer the war continues the more awkward Russia's predicament. Deceiving the Czar ought to be pretty serious business for those who engaged in it. It is not only a question of this particular controversy, although that is bad enough in itself. Already Russia realizes that it must be a big borrower. War under any circumstances is expensive. When carried on as far from the base and center of population and government as this is, the cost is something terrific. That must in turn be collected from the people. The peasants and the land owners are already groaning under taxation that is oppressive. The probability of still heavier burdens will provoke rebellion. Russia is honeycombed with socialism and nihilism, held in check only by its immense army and its tyrannical government. Harassed abroad and threatened within, the position is decidedly embarrassing, to say the least. There is reason for believing and for saying that the present Czar is an improvement upon his predecessors, that he is more liberal and more progressive. To take any other view of it is to say that his Hague proposition was a bold attempt to bunco the powers and the nations of the world. It is difficult to harmonize his attitude then with the attitude of his government in these troubles with Japan. That he was hoodwinked and deceived by those upon whose honesty and integrity he had the right to rely is an explanation and perhaps a fair statement of the facts.

THE RETAILER'S DILEMMA. Some Problems Which He Is Com- pelled To Grapple.*

In these times of sharp competition, of strenuous business methods, most of us have come to appreciate that without some sort of an organization, in almost every trade and industry, profits are likely to go glimmering. A few days ago a manufacturer—one of my patrons—one of the class who are given to granting little confidences to the men who make the trade papers devoted to their interests—was recounting to my willing ears the secrets which his annual balance sheet disclosed. He told of the profits of the year and the amazingly small percentage of loss—a loss which he expressed the belief was less than that of almost any concern of equal size in his line. There was nothing boastful on his part in this latter claim, for the matter of credits was one entirely in the hands of his partner, who has had an interest in the work of the credit associations from the first. It is not necessary here to name him, but I do not think he has missed a meeting of either his local association, or the National Association, since their organization, and he has been constantly honored by both. "How much of that result," I asked, "do you attribute to your partner's study of the whole subject of credits, prompted and suggested by the Credit Men's Associations?" "All of it," was the response, "for I can find no other explanation of why we should be more favored than our competitors doing business in the same territory and under the same conditions." This comment gave me new appreciation of the educational value of your organization. It is because I believe you appreciate the value of this educational work, which is the chief result of any and every trade organization, that I have ventured to bring you this message.

You, gentlemen, sustain—or should sustain—very close and confidential relations with the retailers throughout the country. The retailers—some of them—the best of them—have come to know and appreciate that the thoroughly competent and conscientious credit man has at heart the welfare of the customer as well as the house which he directly serves. It is because there are retailers of the class I have indicated and very many credit men of the type I have described; because there is among you a common appreciation of the educational value of trade organizations of every sort, that I shall venture to ask you to use your influence along certain lines for the improvement of the conditions in the retail trade. It is in this that you can join forces with the trade newspapers of the country which I represent and for which I speak.

I presume we will all agree that in the distribution of merchandise the best way that has yet been devised is that the manufacturer, with rare exceptions, shall sell to the wholesale dealer, he in turn to the retail dealer and that the latter shall go to the consumer. If the manufacturer ignores this order of things and goes

*Paper read by J. Newton Nind, editor Furniture Journal, before Chicago Credit Men's Association.

past the jobber to the retail dealer, or if the latter is ignored by the wholesale dealer who goes direct to the consumer, there will be trouble in either case. Even where the jobber is eliminated we have with rare exceptions come to appreciate that the retailer is a necessary factor in the structure of trade. No community long prospers without him, and his presence is almost as much a mark of civilization as the village school. In times of financial stress even the weakest of them help to carry some of the burden of trade. This can be truthfully said also of the jobber. In the strenuous times which came upon us in 1893 it was the confidence—and the capital—of the little country merchant which kept bread in the mouths of many people, and it was the faith of the jobber in the integrity of his customer, and in the resourcefulness of the country which he aimed to serve, which kept the shelves of the merchant sufficiently filled even although the limit set by the credit man was oftentimes exceeded. On the other hand, many a great jobbing house was saved from ruin by the ability which was shown by its customers to pay when it was absolutely necessary that they should pay. The interdependence of retailer and wholesaler, of wholesaler and manufacturer is never so convincingly proven as in what we are pleased to call hard times.

Within the past few years the conditions under which the retail merchant is compelled to do business have wonderfully changed. I am speaking now not of the retailer in the city. He is abundantly able to take care of himself. My plea is for the merchant in the little country town who has come upon new forms of competition which threaten his very existence. The time has gone by when more than moderate profits can be made by the average country merchant and, unless he adapts himself to the new conditions, adopts some of the methods of his new competitors, he must give up the fight. Unfortunately, there are more incompetent retail merchants than competent ones. In a paper which was read before the Minneapolis Credit Men's Association, by W. E. Davis, editor of the Commercial Bulletin, who has enjoyed the experience of the traveling salesman, he put it in this way:

There are plenty of careless retailers, and the Northwest, with its rapidly developing country, its new towns and its rough and ready retailing in those towns may have more than its share. There are retailers endeavoring to sell merchandise at a profit who should follow a plow, for too many times a good farmer has been spoiled while one name more has been added to the list of poor retailers. There are retailers who mean well but don't know how and seem unable to learn. There is the same percentage of dishonest men in retail stores as in every other avenue of business. Then there are two more classes; the retailer who has the brains and the money to run his own business, and the retailer who is honest, has fair ability, not enough cash, wants to do the right thing, asks for advice, receives a big assortment of it, and wiggles his way through a maze of trouble from year to year. From what I have observed I believe that this last named class constitutes a large part of the retail world.

And the troubles of this sort have increased in recent years.

The supply house and the catalogue dealer have been most in evidence among the troubles of the country retailer for a good many years. Both of these have their place and

are, undoubtedly, here to stay. The extension of the rural free delivery has immensely increased the facility of the great supply houses for reaching their customers, who are for the most part farmers, and still further extension of advantages and privileges is now being asked in what is known as the parcels post bill. Of this more a little later.

Fast mail trains which carry the daily newspapers with the alluring advertisements of the big department stores radiate from all the principal trade centers and it is now possible for the farmer ten or fifteen miles from a railroad, and 500 miles from Chicago or any other center, to have before him long before evening the big daily papers of the same morning. The popular magazines are distributed with equal facility in every part of the country and to every farm house, and you who have taken the time to study the advertising pages in these publications, which not infrequently outnumber the pages devoted to what we newspaper men call "pure reading," have probably not overlooked the fact that much of this advertising is designed to establish communication between the manufacturer and the consumer. The growth of this class of advertising has been enormous in recent years. Some of it is done by the manufacturer because the retailer is slow to adapt himself to modern methods and is designed to increase the consumptive demand to be supplied later through the medium of the wholesaler (although not infrequently the plan of a campaign of publicity contemplates the elimination of the jobber) and then the final distribution through the retailer. Most of this advertising is remarkably well done and from it a lesson should be learned; but the tendency of it all is to make the conditions under which the retailer does business more and more difficult. There is no disposition on my part to minimize the good work which the popular magazines and our best newspapers do towards educating the public in taste, in a knowledge of what is being produced that is new, and which may minister to the creature comfort of the farmer, the farmer's wife, the village blacksmith, or even the modern merchant in the country town. We shall never know how much the uplifting which has been done by the character of the reading matter now offered the public for a merely nominal sum has contributed not only to the general intelligence of the people but increased the things they learn to want and which they ultimately buy. The 10 cent magazine is made possible by the great volume of advertising it carries, and we buy a paper like the Saturday Evening Post for 5 cents because the Curtis Publishing Company is able to exact a rate of \$2 or \$3 an agate line for all the advertising it will admit to its pages. Yet in a recently published interview Daniel M. Lord, the veteran advertising man, took occasion to say after thirty years of study of the subject of advertising:

Thirty-three years ago when I set out to solicit advertising for the new Presbyterian paper it was the wholesale jobber whom I visited. But after thirty-three years of the evolution of advertising, the wholesaler not only is doing no advertising to speak of, but it is inevitable that

modern advertising is to put the jobber out of business for all time. So you will see that you as the representative of the jobber, or the jobber himself, may be interested in this whole proposition.

It is as simple as addition. The manufacturer of the product is advertising that product on all sides, and in keeping with the alertness of the manufacturer the retail dealer has to keep the fact before his customers that he is handling the articles that the manufacturer makes popular. Thus there is no place for the middleman and his profits, out of which to pay advertising, if he needed it.

Mr. Lord seems to have stopped there and overlooked the other sort of advertiser who is attempting all the time to go from the factory to the fireside without regard to either the jobber or the retailer.

One other disturbing factor has begun to make itself felt in certain localities. I refer to the co-operative store, of which more hereafter.

With this brief summary of the things which trouble the retailer, let us pass to a more specific consideration of some of the things already mentioned.

The Supply House.

The supply house had its origin in the effort to eliminate the middleman. This was the slogan of the Granges thirty years ago, when co-operative buying became a rage among the farmers everywhere. The weakness of this movement was developed in due time, but one of the reminders is to be found in a supply house in this city, which annually distributes millions of dollars' worth of goods and upon which other houses, in almost every important trade center in the West, have since been patterned. It matters not that there have been more failures than successes along these lines, the fact remains that every dollar's worth of goods these houses sell makes it more difficult for the retailer in the country town to do business. The fact that Montgomery Ward & Co., Sears, Roebuck & Co. and other houses of the same sort are in business does not concern a single retailer in Chicago. But get out into the country and every storekeeper is affected by their operations. They strike at every business man in the town, from the dealer in threshing outfits and wagons to the dealer in writing paper and pills. The great catalogues which they issue are wonderfully attractive and are to many a woman next in personal regard to the family bible. These concerns exact cash for the goods they sell, usually in advance, and in times of financial stringency with the farmers who are their patrons get about all the cash that is current and leave the local merchant to do the credit business. Every dollar which goes to these houses makes it more difficult for your customer to meet his obligations when they become due, restricts the development of the country stores, entails possibly a wider margin on the limited number of goods actually sold by the country merchant and breeds distrust of the merchant in the community in which he is attempting to do business and where confidence and respect should be a large part of his capital. Organizations, particularly in the hardware, the implement, and the lumber trades, have done something towards hampering the facility with which the supply houses have secured their goods and probably more to prevent the establishment of

new houses. But instances are not wanting in which staple goods are sold by the supply houses for less than the same things can be bought by the country merchant in the best of standing. It matters not that goods so offered are generally of an inferior grade or have been bought at bankrupt sale or are actually being sold at a loss, they are a disturbing element which adds to the perplexities of the country retailer. Sometimes the goods so offered are "Close outs," which it is even possible that firms represented in this organization have sold at a cut price, un mindful of the effect the transaction is likely to have on their regular customers in whose welfare they should have a continuous interest. It is so much easier to get rid in a lump of undesirable stock of any sort, rather than to attempt to distribute it through the regular channels. But this should be done, even if the cut in price to regular customers be deeper than that which might be made to induce attention at the hand of the supply house. The rural free delivery has immensely increased the facility with which these great concerns are doing business. One of your members, even since I have had this paper in preparation, has reported that one of his customers has actually been compelled to retire from business because he could no longer compete with a combination made up of supply house and rural free delivery. But supply house and rural free delivery are both here and here to stay and the only problem to be solved is how this sort of competition may be met. I believe there is a solution and that the country merchant, with the aid and co-operation of the jobber, will find it. Their interests are certainly mutual, for carried to its natural sequence all the orders will go to the supply house and the supply house buyer has already learned to go over the head of the jobber to the manufacturer. His orders have in many instances so outgrown those of the average jobber that the manufacturer turns a willing ear to his blandishments and gives him the inside figure. The jobber is utterly without method of defense, unless it be through the retailer, and he is at this juncture more interested in the retailer's waning ability to pay and his decreasing orders than in how the retailer is going to establish and maintain an effective picket line against the supply house dealer who is picking off the cash trade and leaving only the credit business. Even here it is reported the country retailer is about to confront a new form of competition, for the supply houses are credited with the intention, through the facilities offered by the rural free delivery, of making a rural Bradstreet's and extending limited credit to properly rated farmers.

The Catalogue House.

Distinct from what we commonly call the supply house are the catalogue dealers. These are more numerous, although less successful—dealers whose stock in trade very largely consists of printed matter and an office force. Catalogues are compiled, the illustrations of which are not infrequently furnished by the manufacturer,

and the goods are purchased only as needed and not infrequently shipped direct by the manufacturer upon the order of the catalogue dealer. There have been many such in the trade with which I am most familiar. The magazines are filled with their advertisements. It needs no argument to make plain that competition of this sort is illegitimate. The manufacturer or jobber who will lend himself to it is deserving of no consideration at the hands of dealers. No dealer, with his fixed charges, his capital in store and in stock, can compete upon equal terms with houses of this class, where the manufacturer actually becomes the distributor and the catalogue man simply the advertising agent.

The Parcels Post.

With these problems already confronting the retailer this body and every other body of merchants should bring influence to bear against the passage of a bill now pending in Congress, and which has been brought forward and is being urged by what is denominated the Postal Progress League. The bill is made up largely of the same features which were contained in a similar bill before a previous Congress. The bill is backed by strong interests, the big supply houses among the number, and is really a substantial menace to the business and general interests of the country. I can not better make a statement of what it aims to accomplish than to quote from an admirable epitome of the bill, which I find in an address which was recently delivered by R. A. Kirk, of St. Paul, Minn., until recently the President of the National Association of Wholesale Hardware Merchants:

This bill proposes that the United States mails shall carry a package of merchandise up to three ounces for one cent, two cents for a package from three ounces up to six ounces, and five cents for one pound package and two cents for each additional pound up to and including eleven pounds, which for the present is made the limit. You will see that for twenty-five cents a package of merchandise weighing eleven pounds would be carried from one extreme end of the country to the other. For twenty-five cents this package would be carried from Portland, Maine, to Portland, Oregon, or to San Francisco, or to Juneau, Alaska, and for the same rate it would be carried to Honolulu or Manila. If a package were lost in the mails, the Government is required by the bill to reimburse to the extent of \$10 if there has been no registration or valuation on the package. If registered and valued the Government would insure the package up to \$25, so you see it is proposed to have the Government go extensively into the insurance business as well as transportation and on equally profitable or rather losing terms.

Statistics from the Postoffice Department show the actual cost in this country of carrying second class mail matter to be about seven cents per pound. Therefore on the average eleven pound package the Government would receive twenty-five cents for a service that cost seventy-seven cents. Also bear in mind that, as the proposed plan ignores all business principles in carrying packages long and short distances at the same price, the Government would be sure to get the long haul in excess, so that the average cost of carrying the eleven pound packages would be much beyond seventy-seven cents, but it would in no case get more than twenty-five cents. No argument can be offered in behalf of this monstrosity such as we all recognize in the chief transmission of newspapers and magazines. All our people are willing that this shall be done even at some loss, but to apply this to merchandise is a proposition that I can not believe the American people and especially the general business public will consent to.

This bill is backed by the catalogue and mail order houses and some influential men, such as Col. Pope, of Hartford, are working for it, and money and strong personal influence will be used in its behalf at Washington and elsewhere. The large and yearly increasing deficit in the Postoffice Department stands in the way of these marauders on the public Treasury. The rural delivery system has added several millions yearly to this de-

ficit and it is possible Congress will not consent to open such a flood-gate into the Treasury as this scheme would surely do. Another objection to it that will help to fight it is the crowded condition of the mails that would be bound to follow in case of this bill becoming a law. This congestion of the mails would simply be stupendous. A merchant or consumer at Portland, Oregon, for instance, in want of goods, could order, say from New York, many goods in packages of eleven pounds and less, and instead of shipping by express or freight, he would use the mail. Suppose he wanted a shipment of silks weighing 100 pounds or less, he could divide the goods into say nine packages and pay \$2.25 for what would cost him at present express rates exactly six times this amount, while by freight the cost would be considerably larger than this charge by mail. The Government would lose several dollars in the transaction.

I think you will agree with me, aside from any further suggestions which I may have to make, for the protection and the improvement of the conditions under which the retailer is doing business, that this subject should command your attention, and that all the influence of this organization, and other associations of Credit Men, affiliated through your National Association, should be brought to bear to compass the defeat of this bill.

The Co-Operative Store.

The latest problem with which the retail merchant has been called upon to grapple is the competition of the co-operative store. The Record-Herald told only a few days ago of an Iowa town where the merchants had found the competition of the co-operative store too much for them and were endeavoring to sell out, while the farmers were beginning to realize that the damage which was being done to the village in which these merchants had been doing business meant ultimately the ruin of the village itself. Co-operative stores are not yet numerous, although they are increasing in number. The co-operative store campaign is in charge of what is known as the Right Relationship League of Chicago. This organization sends out organizers to get the farmers together and assist them in establishing stores. The league in turn sells them goods, or acts in the capacity of purchasing agent. Thus far this new danger to the retailer has made its appearance chiefly in Western Wisconsin, although not unknown elsewhere. One or two moderate successes have been made. The Right Relationship League sends out literature in which it is boldly stated that no town needs more than one store any more than it needs more than one postoffice, and the elimination of the middleman is, of course, a central note in the song which is sung. Co-operative schemes of this kind are not usually long lived, but they generally make it exceedingly uncomfortable for the merchants in the towns where they are located, for a year or two at least, or until the capital invested is absorbed, the stockholders get to quarreling among themselves, or the manager, or some one else gathers in all the stock in the enterprise and leaves nothing which is co-operative beyond the name. Stores of this kind as often grow out of co-operative enterprises of another sort. The farmers join in a co-operative creamery which is successful; they establish a co-operative lumber yard, in which the merchants of the village not infrequently take an interest; or a co-operative elevator which is similarly encouraged by business men of

the place. The co-operative idea becomes popular and the merchant who has helped on the creamery, or the lumber yard, or the elevator, for the good of the town, and because possibly the lumber yard is controlled by some line yard owner who lives elsewhere, or the elevator by some big foreign corporation with a chain of elevators, suddenly awakens to discover that he has nursed a viper. When he finds that the co-operative idea has invaded his own field of activity he repents whatever encouragement he has given to the other enterprises. Experience does not show that co-operation along the lines here indicated has often proven permanently successful. It is as difficult to find the right man to run a co-operative store as the right man to run any sort of a store under the direction of a board of directors inexperienced in the conduct of mercantile affairs. In periods of financial stress responsibility is not centered, and creditors become far more importunate than under other conditions. The mistake is made in all the co-operative enterprises, of attempting too narrow a margin of profit to cover all the fixed charges, and the contingent losses and expenses which do not appear in any estimate, and which only become known after years of experience. I do not regard the co-operative store as serious a menace to the country merchant as some of the other things which have already been mentioned, but have called attention to it in passing as a thing to be reckoned with here and there.

Wherein Lies the Remedy.

It is possible that the sub-title of this paper, as already announced, may have indicated to you the answer to this enquiry. We need first of all better merchants. Village life not infrequently is narrow. Petty jealousies exist between merchants doing business in the same town. There is hardly a place which is visited by the traveling salesman for the big jobbing houses which is too small for its commercial club, its merchants' association, or some other organization to promote good feeling first among the merchants themselves, and second to promote local pride and interest and formulate protective measures against the sort of competition which I have already outlined. In the country towns more men die of dry rot than over work—and this statement is as applicable to their commercial life as to their physical life. They get in a rut and stay there. A majority of the country merchants in business to-day have failed to adapt themselves to the changed conditions under which business is being done, and are feeling the competition which I have outlined because they have failed to use the same weapons which are being employed by the big department stores in the cities, the supply houses, the catalogue houses, and even the co-operative stores, which appeal to the personal pride and interest as well as the pockets of their stockholders—farmers who are anxious to be regarded as something more than tillers of the soil.

Competition with the big city department stores, the alluring advertisements of which appear in the city

dailies, now so readily offered even in the rural community, should be easy. The expenses of the country merchant are less, he lives for less, and the margin above first cost which will net him a handsome surplus at the end of the year in a majority of cases is insufficient to cover the fixed charges of the city merchant. In the furniture trade, for instance, 50 per cent. above factory cost means little of gain for the city dealer; in the country 33 per cent. above factory cost will result in a very comfortable margin of profit. This comparative percentage will not apply to other lines, but is given here only by way of illustration.

Supply House Competition.

The competition of the supply houses can be successfully met if effort is rightly directed. This has been repeatedly proven. Live merchants have stamped out the evil in many localities.

Organized effort if directed along the right lines ought to be able to accomplish the same result elsewhere. It would be presumptuous on my part to offer a prescription in detail. Methods must be determined by conditions, but the country merchant should not lose sight of the fact that the average farmer can be coaxed better than he can be driven. The personal equation is an important one in every trade proposition, and the country merchant—all the country merchants in fact—should establish friendly personal relations with every possible customer. The merchant ought to be in position to demonstrate, quality considered, and freight and other contingencies added, that goods can be bought just as well at home as from the supply house. I am not a believer in drastic measures. Friendly ones will win where methods of the other sort will fail. In the end it may be well for the country merchant to use just the methods which would be used by any one of the gentlemen here present. If the customer persists in sending his cash to one source of supply and standing off the jobber or the merchant who has given him credit, refusal to carry the account longer should follow. The man who is the real merchant is going to get close up to his customers and establish a personal bond between him and them that will enable him to come into very close touch with them and to learn their wants and anticipate their orders going to the catalogue houses. He will lead his customers to give their trade to their friend and neighbor. Beyond this there should be cultivated the pride in the village, in the surrounding country, and all that. The country village, a good market, and good roads over which the farmer can carry his products, are as essential to the farmer as to the prosperity of the country, the jobber and the manufacturer. As my friend, Mr. Davis, has already said: "The rock on which the foundation of the jobbing trade is built is the prosperity of the smaller towns and communities and the success of the local merchant." And he might well have added, the value of every acre of farming land is affected by the character of the nearest market town. A farm

within a mile of a dead town may produce just as many bushels of grain as though the town never existed, but the land will not sell for as much as land within ten miles of a real live town with its institutions, its enterprises, and its opportunities for advancement of the village and the surrounding country.

Organization Essential.

I am a believer in organization. Your own association, and scores of others which might be pointed to, have given proof of their educational value. They have made better manufacturers, better merchants, better bankers, better credit men. Purely local organizations among the merchants of any town or village will make better merchants to begin with. The state and district organizations among men in common lines are already doing much in this direction. But the present need, it seems to me, is associations among the merchants of the towns and cities throughout the West, irrespective of the lines which they represent. When this is accomplished, common cause will be made for the good of the whole business community. There will be co-operation with the publisher of the country paper for the education of the community in the home trade doctrine. The implement dealer will not go to the city to buy his furniture and carpets so long as the local furniture dealer shows any disposition to get for him, at a fair margin of profit, anything which he may not have in stock, and the banker's wife will ask the local dry goods merchant to get her samples of dress goods not found on his shelves instead of herself sending to Marshall Field & Co., or some other big establishment in Chicago with a mail order department. The farmer, too, will learn that his interests are with the upbuilding of the village, to which he may want to remove in his old age, when a comfortable competency has been acquired. There will be fewer small and poorly assorted stocks, for with a better understanding between the merchants in any village or city, local competition will be lessened and there will be more specialization on the kinds of goods handled. Community of interest will go farther, as it is already beginning to do in some towns, where the live merchants have joined forces and given to the people large stocks, if not under one ownership and one management at least so contiguous as to simulate the city department store. There will be better stores and better kept stores. Modern methods of store keeping will begin to make their appearance.

Printers' ink will be more freely and more intelligently used. The methods of the supply house will be applied to purely local territory. Already this is being done with entire success by enterprising merchants in isolated cases. The competition of the mail order houses will be met with up-to-date goods. Some of the competition under which the country merchant is apparently suffering is undoubtedly due to his inability to get out of a rut—his unwillingness to handle anything which he has not been handling for years. It is this

condition which has forced many a manufacturer to create demand through lavish advertising in the popular magazines and elsewhere. Ninety-five out of every hundred merchants are apparently blind to the fact that the country, and particularly the country to the west of us, has prospered, and that with prosperity has come the demand for goods which it has not been possible for the people with money in their pockets to find outside of the city stores.

Education and the Trade Press.

Education of the merchant, therefore, is a large part of my prescription for the solution of the retail merchant's problem. Your Association can do much to forward this work of education, and I may say here that I am compelled to regard education and organization in this connection as almost synonymous terms. Your traveling men can play a part in this upward movement. The trade papers are doing their part. The interests of the trade paper publishers are as direct and unmistakable as are those of the jobber in the solution of these problems. The good merchant is sure to be a patron and a reader of the best paper in his particular branch of trade. He is seeking to keep up with the evolution which is going on, and which is mirrored nowhere else as in the trade paper. And right here I am again compelled to quote from the admirable paper of Mr. Davis, to which I have already made reference:

When I say trade journals I do not mean almanacs, which are run principally to secure advertisements from the jobber and the manufacturer. I mean well-edited newspapers which understand the

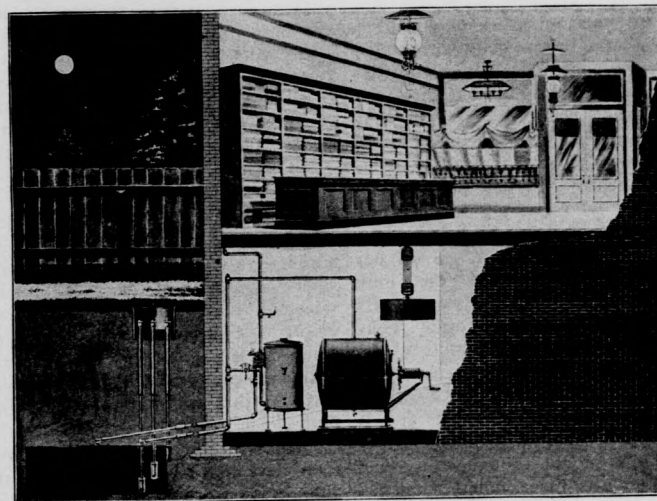
conditions which surround the smaller and local retailer, which fight for his interests, and which advise him fairly; papers which seek to become an influence in the trade by extending their subscription list as much as possible on the right lines, and which tell the retailer the truth and meet issues squarely, although at times saying some things not exactly agreeable to all. The making and usefulness of a paper depend largely upon the character back of it. Without character, it will have no influence. Without influence, it is a poor medium for the advertiser. It is one thing to circulate a trade paper and another thing to educate the merchant to read it.

It is because this is as I see the mission which men of my vocation have to perform, and because I believe every gentleman here present has a full appreciation of the educational work which your Association, and its kindred associations, have done; because I am confident that you stand ready to radiate that same educational influence through the sphere of your commercial relationship that I have ventured to discuss with you to-night the problems which confront the retailer, problems which it is entirely evident are your problems as well as mine, and the problems which confront every jobber and manufacturer who are interested in the preservation of the only trade structure which experience has proven can be depended upon in good seasons and bad, and under every condition.

Working and loafing don't mix. When you work, crowd on the last ounce of steam; when you loaf, forget that there is such a thing as work.

It won't advance you any to lie awake thinking about the other fellow's promotion.

DAYLIGHT



Is the only light that is superior to that which is given by the
Michigan Gas Machine

We would like to tell you more about this best and cheapest of artificial lights. Write us a postal and we will gladly send you prices and full particulars.

Michigan Gas Machine Co.
Morenci, Michigan

Lane-Pyke Co., Lafayette, Ind., and Macauley Bros., Grand Rapids, Mich
Manufacturers' Agents

CLERKS' CORNER

Male Clerks Are More Patient With Lady Customers.

Why is it that a modest little violet of a woman almost invariably prefers to buy her shoes of a man rather than of a woman clerk? The shoe shops as well as the shoe departments of the great State street stores have from one to five women clerks each, but they are not popular. Ninety-nine times out of a hundred a woman prefers to have a man unlace her boot, hold her stockinged foot in his hand while he measures it, and perhaps place her foot on his knee while he adjusts the new shoe and coaxes the new leather into flexibility by caressing her instep and ankle. If this more or less necessary familiarity were repulsive to women they might easily avoid it by asking the attendance of a woman clerk, yet the woman who will allow a woman clerk to wait on her is the rare, the very rare, exception.

There is something almost shocking in the spectacle of a strange man selected at random kneeling before a young and pretty woman deliberately taking off her shoes and holding her stockinged foot in his hand to measure it. Yet practically all women submit to this, either because they think nothing of it since it is sanctioned by custom or because they have some real reason for preferring to have a man wait on them.

If only the women with small and pretty feet showed this preference for men clerks one might suspect a kind of instinctive coquetry—a coarse desire to display pretty feet in lace stockings to any man when there was a legitimate excuse for doing it—even to a strange clerk in a department store. It is certainly true that a pretty woman never looks prettier than when, catching up her skirts, and holding her head on one side, she glances down in serious consideration at the reflection of her foot coquettishly advanced toward the mirror. The clerk who stands respectfully awaiting her decision as to the new boots can not help but see all her good points, neither can the long rows of clerks who are supposedly busy waiting on other people. They all turn their heads to look, clerks as well as envious women customers, and the pretty woman looks all the prettier because she knows it. It surely is a moment of triumph—cheap triumph, no doubt—but then any kind of triumph is rare enough, and so the pretty woman with dainty feet and ankles has her reasons for patronizing the man clerk in the shoe department.

But this is Chicago; and when the women with most unlovely pedal extremities, women who unblushingly ask for sevens, show the same preference, one must look for some other reason than the gratification of vanity.

The proprietor of one store advances the perfectly rational reason for the unpopularity of women as

shoe clerks that women are not patient enough to give satisfaction in this department. He said it was the exceptional woman who would take as much pains to suit a customer as a man would. There may be something in this, for it certainly does take more patience and downright hard work to sell a pair of shoes than almost anything else of equal value. Few women are willing to work as hard to make a sale as a man will. As one manager says—women, as a rule, do not expect to stay long, so they get along as easily as they can; they "make the best of it" by "saving themselves" all the time, while a man who is trying to make a record, who expects to "work up" along his own line, accepts the difficulties of his position philosophically without trying to evade them. If he finds his customers full of whims and without definite ideas as to what they do want, he tries patiently to handle them so that in the end they will buy. A woman clerk is more apt to feel humiliated by the pettishness of a customer, and so loses both her patience and a sale.

But there is one class of customers that women clerks are more successful with than men are—that is young children. Many little tots who would cry if a strange man attempted to remove their shoes are perfectly at ease with a woman. Then women clerks work much harder to please children than they do to please a grown woman. They respond to the sentimental appeal of the child—that is, they coax the child along and appear to take a genuine personal interest in it. They try to take the child's point of view of the whole transaction because their affection naturally goes out to all children. This pleases both the mother and the child and the selection of the shoes is made easier to all concerned.

Apparently it never occurs to the average woman clerk that if she would take the same personal interest in women customers that she does in children, if she would "coax along" grown women, she would add greatly to her success. This is what the most popular men clerks do: They appear to take a personal interest in the women they serve. If a woman confides just what trimming she intends to use on a gown and just where she is going to wear it the salesman listens attentively without giving a hint that he is bored or amused. If she betrays the most astonishing vanity and conceit he gives no sign that he perceives anything that is not charming. When the woman with the No. 6 foot tells a man clerk that when she lived South she always wore a No. 2, he believes her and sympathizes with her. So far from going to this length to please, the average woman clerk in a shoe store takes a comparatively languid interest in one's clearly stated requirements. This is probably one reason why women are less popular than men in the shoe department, where an exceptional amount of patient "coaxing" is required if the customer is to be exactly suited.

Another reason for the greater popularity of men clerks is because, as one woman expresses it, "they know



The First Step

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

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

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

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

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

Save three Pennies

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

Ask Dept. K for catalogue.

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

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



more; they have stronger brains." This means simply that women customers really know less about the materials and workmanship of shoes than about any other article they wear. They have to trust to the clerk's knowledge of good materials and good workmanship because they themselves can not judge accurately as to these important points. Therefore, they prefer a man's judgment in the selection of shoes, just as they do in setting a broken arm or conducting a lawsuit. The men may not know any more or have any better judgment than their women competitors, but women give their confidence to men rather than to other women in all matters requiring special knowledge and judgment, and nothing can change that fact at present.

But whether this last is the true reason that women are comparatively unpopular as shoe clerks or whether all the reasons here adduced have some bearing on the case, the fact remains that the average woman never misses a chance, even in a shoe store, to see a man at her feet.—Chicago Tribune.

Recent Business Changes Among Indiana Merchants.

Geneva—S. H. Teeple has sold his interest in the clothing, furnishing and shoe business of S. H. Teeple & Co.

Indianapolis—Philip Adler continues in his own name the manufacture of skirts and suits formerly conducted under the style of the Adler-Kline Co.

Indianapolis—H. & I. Efrogmson, dry goods dealers, have dissolved partnership. The business is continued by H. Efrogmson.

Kokomo—J. A. Hutchins has sold his hardware stock to Coats & Shade.

New Washington—Frank H. Young succeeds the W. A. Young Estate in the undertaking business.

Paoli—J. P. Throop has changed his style to the J. P. Throop Hardware Co.

Valparaiso—Wm. Armstrong has purchased the grocery stock of Geo. Durand.

Whiting—M. A. Paradise, dealer in boots and shoes, has discontinued business.

Indianapolis—The Hoosier Preserve Co. has been sued for rent in the sum of \$135.

Indianapolis—Robert Nilius has uttered a chattel mortgage on his drug stock for \$1,650.

Indianapolis—A judgment for \$248 has been secured against D. D. Pike, dealer in groceries.

Indianapolis—A judgment in the sum of \$478 has been secured against A. W. Senon, manufacturer of baking powder.

Scircleville—Alfred Weaver has uttered a chattel mortgage on his general merchandise stock for \$700.

The Usual Way.

Mr. Winten—My chauffeur gave a recitation at my automobile party last night.

Mr. Panhard—How did he make out?

"Oh, as usual; he broke down before he got very far."

Frightful Accident.

A laborer was on his way to his work the other morning as a "through" train was about to pass a little station, where a crowd had assembled for the "way" train, due in a few moments. A child who had strayed to the edge of the platform seemed about to lose her balance in her effort to get a good view of the on-coming engine.

Quick as a flash the workman jumped forward, tossed the child back to a place of safety, and was himself grazed by the cylinder, which rolled him over on the platform pretty roughly.

Several people hastened to his assistance, but he rose uninjured, although with a face expressive of grave concern.

"Confound it! Just my luck!" he exclaimed, drawing a colored handkerchief, evidently containing luncheon, from his pocket and examining it ruefully.

"What is it?" enquired the onlookers.

"Why, the salt and pepper's all over the rhubarb pie, and the eggs—well, I kept telling her something would happen if she didn't boil 'em harder!"

The Parts He Knew.

The officer of an English ship, and the boatswain, who represented the crew, were buying beef on the hoof for the ship's ration. An English paper says that, when they approached the first steer, the officer turned to the boatswain and asked:

"How will that do?"

The boatswain cautiously went up to the steer, bent down and ran his thumb down first one shank and then another.

When he had examined the four shanks, he said, "He'll do all right, sir."

"But," cried the officer, "you can't tell the good points of a beast by the shanks!"

"Perhaps not, sir; but they're the only parts we ever gets, sir."

Booker T. Washington remains unshaken in his optimism regarding the progress of his race. "The average white man," he says, "does not see much of the highest and most useful life of the negro. The white man most often sees the black man who loafs on the street corners, idles about the railroad stations, and patronizes bar-rooms and other public resorts. The average white man is too likely to judge the whole race by these unfortunate specimens. Few white people take the time to see what the honest, industrious, intelligent colored people are doing, and how they live in their homes, their places of business, on their farms, in the schools and churches. When the whole race is judged by what it has accomplished in the last forty years in industry, education, morality and religion, I repeat what I have often said, that I do not believe that there is a parallel to such progress in history. We should not only be judged by the progress we have actually made, but by the obstacles we have overcome."

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.

Economy Is Clear Gain

SO STOP WASTING TIME AND OIL

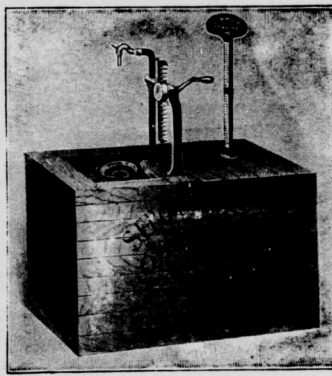
BY USING OLD OUT OF DATE METHODS. TURN YOUR PRESENT LOSS INTO GAIN BY INSTALLING THE

IMPROVED

BOWSER

SELF-MEASURING AND COMPUTING

OIL OUTFIT



FIRST FLOOR OUTFIT.

Bowser Outfits
Are Built to Last.

THEY HAVE

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

We Make FIFTY DIFFERENT STYLES
Send for Catalogue "M"

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

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

Saves Oil Time Labor Money

S. F. BOWSER & CO.
FORT WAYNE, INDIANA

DRY GOODS

Weekly Market Review of the Principal Staples.

Staple Cottons—The jobbing business shows unmistakable evidences that the store trade is running to smaller needs. While prices in the primary markets are weaker than at any time for weeks, it is evident that retailers are beginning to believe that the market is reaching a basis where it will be profitable, or, at least, possible, for them to operate to a moderate extent. The jobber is offering very few special bargains, and few drives are to be seen in any part of the market. Jobbers, as a rule, are not investing in any new merchandise in any large quantities, either for this or next season's use, and are not burdened with stocks to any material extent. The underwear and lingerie makers are said to be more interested in bleached goods, and reports of some fair business taken in 64 squares, at about 5¼c for these accounts, are out. Waist manufacturers are interested to quite a large extent in batiste-finished, white goods, but their interest would be much larger if weather conditions were more favorable.

Ginghams and Wash Fabrics—In dress gingham, around 9½@10c the majority of manufacturers are well sold up for the summer and fall seasons, and business is now being done on next spring account. In jobbing circles gingham have had little call beyond the initial spring orders, but in the next few weeks it is expected that the duplicate business will make a good showing.

Dress Goods—In spite of the distance in time between the manufacturing of dress goods and the wearing thereof by the consumers, the warm weather which we have experienced recently has had a decided effect on fall and winter dress goods. Of course, the effect must have been indirect and almost wholly of a sympathetic nature in these lines, but in addition there has been a demand for quick delivery for the cutting-up trade. This trade depends so thoroughly on the feelings of the consumers and to-day is so closely allied with the selling of garments, that it feels every little change as the physician feels the pulse of a patient. Perhaps in some ways this is commendable, for it obviates any possibility of speculation, but where conditions like this rule a business, there is always much uncertainty connected with it. Under such circumstances, when an order is placed, it is accompanied by a request for quick delivery, and the cutter-up who can promise quickest delivery usually gets the business; this in turn is reflected to the primary market, for cutting-up trade buy as they need the goods and they must get their deliveries before they can guarantee their own deliveries to their trade. This does not allow the agents for dress goods to bank with any certainty on the results of this trade. They may get business from

them or they may not. They make no calculations on it, consequently whatever comes to hand is practically velvet. If they are unable to fill the orders by the time specified, why, they don't get business; if they can fill them, why they do get it. The result is that the business from the cutting-up trade remains pretty evenly divided throughout the market, each mill getting just such a share as it can take care of properly. Of course, there are some lines of staples that the manufacturers can make up ahead with a reasonable certainty, but on fancies, and particularly on the extreme fancies, they can do nothing. In looking over the retail trade we find the retailers are making a strong display in fancy suitings, especially in the coarser and more open weaves on the Scotch tweed lines, ever running to the high-priced goods. On sheer goods the better qualities are in demand and the domestic manufacturers complain that here they are considerably handicapped by competition of the importers. Jobbers have been on the road with fall samples for some little time, but do not report any great success, but, on the contrary, there is considerable complaint. A good many of the jobbers, both local and in the West, have rather large stocks on hand of lightweight dress goods and they are feeling somewhat uncertain as to the results of the season.

Foreign Dress Goods—There have been but slight developments in this end of the market since our last report. For fall there have been a fair number of advance orders booked, but most of the importers are looking forward with some anxiety to the opening of the duplicate season, as they feel there is little chance for more initial business. The best business of this week, as reported, has been in mohairs and broadcloths, principally from salesmen on the road in the West and in some of the Eastern sections. Zibelines have been taken in mixed effects and broken, striped designs that will retail at \$1.75@2 per yard. Venetians are rather slow. Several new designs in mercerized goods have been shown lately for late summer and middle fall delivery, but the demand does not seem to usually warrant any great outlay in the preparation of same, and agents have advised their mills to adopt conservative methods in the production of extreme novelties.

Underwear—Cotton underwear of all grades is selling on a 12½c cotton basis and yet orders for the fall and winter needs are held up by the jobbers because of the supposedly high prices. The cotton cloth market is to-day based on from 13@13½c for cotton, and yet manufacturers are making no money. The loss to underwear knitters on business figured on a 12½c cotton basis must be no small matter and it is not surprising that knitters show so little interest in new business on the present selling basis. It is an undeniable fact that jobbers are in a position where they must place some very heavy business sooner or later, and the only fears are now that the business will all be placed when it

MATTINGS



The new patterns we have in this line are neat and prices very low. We show them at 9, 10½, 13½, 15, 17½, 18, 20 and 21 cents per yard. Pieces average 40 yards each.

Grand Rapids Dry Goods Co.

GRAND RAPIDS, MICH.

Exclusively Wholesale

Wrappers



We still offer our line of fancy mercerized Taffeta Wrappers in reds, indigos, light blues and blacks; also full standard Prints and Percales; best of patterns in grays, blacks, indigos, light blues and reds, sizes 32 to 44, at \$9.

Also a line of fancy Print Wrappers in light colors, Simpson's and other standard goods, lace trimmed, at \$10.50

Our usual good line of Percale Wrappers in assorted colors, \$12.

We solicit your patronage.

Lowell Manufacturing Co.

87, 89 and 91 Campau St.
Grand Rapids, Michigan

Lace Curtains

Remember that house cleaning time is at hand, and goods that will be in great demand are

Lace	} CURTAINS	Dotted	} MULLS	Figured	} NETS
Mull		Fancy		Plain	
Tapestry					
Chenille					

We carry a large and complete line of the above goods.

Ask our agents to show you their line.

P. STEKETEE & SONS

Wholesale Dry Goods

Grand Rapids, Mich.

is too late to make sufficiently early deliveries. In fleeces for men the market is more or less irregular. Recent orders have been taken from \$3.67½@3.75. A number of jobbers are holding out for \$3.50, but it will be a long day before the market reaches this point. On cotton and wool mixes manufacturers have a tendency to lighten weights to suit prices, but when the ordinary 13½ pound goods are weighed off to 6 and 7 pounds it will be found that at the end of the season some one will have a lot of unsalable goods on his hands. In all worsted underwear the business in hand is of a very satisfactory nature and the prospects are good for some very heavy business. Western jobbers have been the buying factors in worsted goods. The jobbing end of the market in underwear is experiencing about the same conditions that hosiery is. Weather conditions are such that the retailers' usual heavy April business has been seriously delayed and consequently the jobbing end is not experiencing much business from the retailers in replenishing spring goods. What few orders are received come largely for balbriggans and lises for men's garments, while in women's goods gauzes, lises and ribs are the predominating grades. The fancy colored underwear of a season or two ago is a past feature of the business. Demands point now to natural Egyptian or bleached goods—strongly to the former.

Carpets—The carpet houses, including the large department stores all over the country, report that the cutting-up end of the business has been very backward up to this time. Occasional days of mild, pleasant weather have induced a moderate amount of buying, but what is needed is continued good weather, which greatly stimulates trade. The demand this season has been mainly along the line of the medium grades of tapestry and velvet carpets. Some also report that the orders this past season have been larger on body Brussels, as compared with the season preceding. The better grades of rugs in carpet sizes have run well this season with the trade. Instances are found where large mills oversold on some patterns and being unable to make deliveries in time have received cancellations. Other large mills that were affected by the strike last year, and were early this season very busy, have in some instances either shut down or stopped many of their looms. This would indicate that the strike last year had caused a loss to some of their former customers who have this season made connections elsewhere, and in this way the after effects of the strike are noticeable. Some large distributing houses predict that this next season will be a short one, as goods have not up to this time been distributed to such a large extent as usual. As a result, when the time comes for next season's fall opening, the buyers will be more or less indifferent to placing new orders while they have old stocks on hand, unless there is a great change in the weather conditions during the next two weeks.

As stated in last week's review of

the carpet situation some of our manufacturers fully realize that the present condition of the market does not favor early opening, and they will use their influence to extend the time until the middle of May, which, if adopted generally, would be of material benefit to the trade at large.

The Art of Right Buying.

If there was ever a secret in successful merchandizing it lies in right buying.

'Tis true that the temptation to make a big scoop now and then is hard to pass up.

Too often a buyer jumps at a "bargain" without giving a little advance thought to the real value of the "bargain." If you must buy job lots you must take the consequences in the selling.

Many a firm has been carried down by having on hand a top-heavy load of slow-selling stuff.

Don't plunge in any one line to the detriment of others. Try to place your orders so that you get the largest assortment possible with the least expenditure. Keep your capital turning continually. Order small lots frequently unless you are reasonably sure of getting away with a larger stock. By buying often you have the advantage of an always new stock.

When you order staples place an order for the largest amount you can afford to, consistent with the above policy. You thus buy cheaper and obtain discounts that appear small, but which are big items in a year's time. Novelties should be ordered as soon as they appear to "catch on." Don't wait too long; try out on a small lot.

Styles change so quickly that the unwary are often caught with a batch of old-style stuff on the shelves.

Read the trade papers thoroughly. Study the advertisements carefully, for there you will find opportunities galore for getting in touch with wide-awake manufacturers in every line.

Its Hurtful Sedentary Habit.

"I think," said the meditative boy, "that a wasp would be all right if it didn't get tired."

"Eh?" replied the father. "Where did you get that idea?"

"Why, one day I got a wasp on my hand, and while he was walking around he was all right. He didn't hurt till he stopped to sit down."

This Brand having been on the market more than thirty years needs no introduction to the consumer.



No. 2 Folding Box
10c Lemon



15c Vanilla

**Jennings
Flavoring
Extract
Co.**

19 and 21 So. Ottawa St.
Grand Rapids, Michigan



20c Lemon



Folding Box Tapers
25c Vanilla

—We Carry—

**FULL LINE CLOVER, TIMOTHY
AND ALL KINDS FIELD SEEDS**

Orders filled promptly

MOSELEY BROS. GRAND RAPIDS, MICH.

Office and Warehouse 2nd Avenue and Hilton Street.

Telephones, Citizens or Bell, 1217

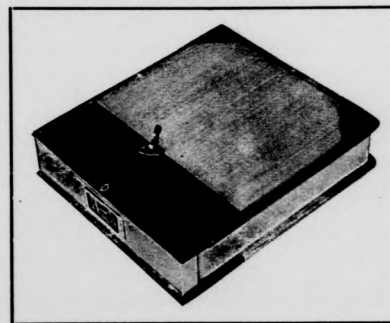
FLOUR

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

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

**THE COLUMBIA
SCREW LOCK LEDGER**

Its Simplicity Is Its Best Feature



A Few Reasons Why

It will fit any sheet on the market. The Locking Device depends in no way upon the posts. It will not scratch the desk. When locked the sheets are held as in a vise. Let us tell you all about it.

The Edward-Hine Co.

(SUCCESSORS TO BINDERY DEPT G. R. LITHO. CO.)

8-16 Lyon Street, Grand Rapids, Mich.

CLOTHING

The Hat Trade Behind That of Last Season.

The trend of retail business in this city the past two weeks has been in accord with the opinions of the wisecracks, who said that because of the earliness of Easter there would this year be more post-Easter hat selling than last year. And so the after-Easter trade has not exhibited that reactionary slackness that is sometimes so marked.

Indeed, considering the cool weather, the windy days—yes, even a fall of snow that came the past week—the business has shown what may be considered a remarkable vitality.

Children's goods have had a good inning and quite a few straws for the little folks have gone to the right place.

The past fortnight has witnessed something of a spurt on men's low-crowned soft hats, mostly nutrias and mostly in the better grades.

Silk hats have sold very well, despite the foolish article that recently appeared in a metropolitan daily. Careful observers note this "decline of the silk hat," which appears periodically in one or another of the dailies, and don't bother about it.

A much more accurate estimate of the Easter business is now possible than was the case when our last report was written, and the results on the whole seem to be somewhat better than we had reason to believe.

Notwithstanding the low temperature of last Saturday and its strong wind, which carried off a number of men's hats as I passed the Flatiron, I met a man wearing a cream-colored soft hat of a pantourist shape.

Although in this report I have revised for the better my earlier account of the Easter selling, and do, moreover, chronicle the vitality of the business of the two weeks just passed, it nevertheless seems to be the opinion of those well qualified to speak that the sales, thus far this season, are not up to last spring's.

Speaking to the head of the hat department of one of the large stores near Herald Square to-day, I was told that a youth employed in the establishment had last fortnight asked this department man why the President had ordered Easter to be celebrated so early this year!

In the business of the last two weeks the colored derby is reported by many of the largest stores, but not those selling exclusively five-dollar hats, to have kept up a pretty good showing.

The colored derby pushing has certainly been a more concerted one this spring than last, not only by the retailers, but also by the wholesalers. While last year many of those engaged in the wholesale trade would wear aught but black, this year, for many weeks past, salesmen and others employed in the wholesale trade have worn colors, as encouraging the idea.

The writer himself this season wore a brown hat for a while, but this

week went back to his winter overcoat and black hat, as the brown one, with its somewhat taper crown and non-overcoat brim, didn't look so well. Probably many others have acted similarly, which would account for my impression that I do not notice many more colored derbies on the street now than I did two weeks ago, notwithstanding what retailers tell me of their continuous sale. And so I can not controvert, but must rather agree with the friends of the colored derby in their declaration that, in New York at least, the weather has been such that the public's inclination toward colors, even at this time, can not be correctly measured.

Good reports of wholesale business come to us from the Pacific coast; also from the cotton-made-rich South. Washington, we are told, has done a larger percentage on colored derbies than New York, and so, too, Philadelphia.

Cap wholesalers in New York do not seem to be quite so bullish in their reports as they were two weeks ago, and yet are pretty well booked with advance orders for next fall.

Panamas continue in good favor in certain sections, and while the arrival at the port of some long-delayed shipments has put some dealers in a position to more than cover their back orders, there are manufacturers who would gladly absorb quantities of Panamas if obtainable in desirable shapes at what they consider correct prices.

Straw goods duplicates are not coming in in a way that compares favorably with the corresponding time of last year.

The negligee effects continue to be well thought of on the Pacific coast and in some other sections West and South.

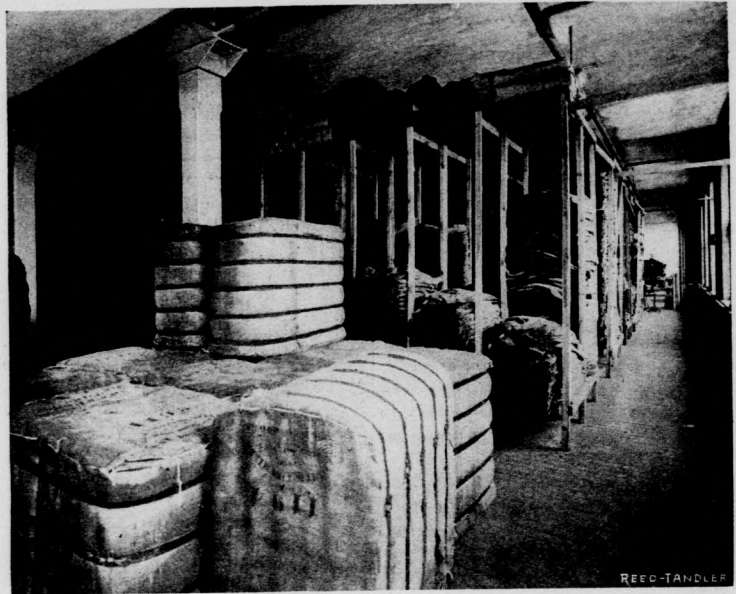
The question of dimensions in yacht shapes we haven't felt it necessary to talk of since our first issue of January, where we went into it quite fully; however, it seems proper to record now that we note a continued and somewhat accentuated leaning toward narrower brims.

Largely ordered yet is $2\frac{3}{4} \times 2\frac{3}{4}$, but in cities the $2\frac{1}{2}$ brim is gaining strength, so, too, the $2\frac{1}{4}$ and the between size, while some extremists are ordering even the two-inch brim, admittedly a dangerous hat.

With the retailers behind last year, we find a slackness at the factory end, and this again is reflected in the fur market. Therefore, it is not surprising that, as usual at this time of the year, the question of restrictions at the factories, also of wage scales, is being a good deal talked about, but just now it seems this kind of talk is more persistent than for several seasons.

Perhaps this may be due to the manufacturers' claim that they are making certain grades at an actual loss. It is said by some makers that they have often been obliged to run their factories at a loss during the summer dullness, and that under present restrictions and union wages there would be a greater loss this summer.—Apparel Gazette.

Pleasure before duty will never land you in the manager's chair.



A Portion of Stock Room, Factory No. 3

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

Now Ready

the great fall line of union made,
medium priced

Pan-American Guaranteed Clothing

Prices, \$5 to \$14. If our representative doesn't call on you within the next few days write us and we will either hurry him or send you samples, express prepaid. The line is better than ever.

Wile Bros. & Weill
Buffalo, N. Y.

MERCHANT VS. EDITOR.

Their Mutual Relations in the Local Field.

Competition from the outside is daily making more necessary co-operation between the local merchants and the local editor.

There are too many merchants who lack appreciation of the value of good newspapers.

There are too many editors who do not attend to business. For that reason there are many newspapers not worthy of patronage.

Wherever the local merchants and the editor faithfully co-operate there you will find a good trading point.

The merchant should patronize a newspaper for purely business reasons. His personal relations with the editor, no matter whether pleasant or disagreeable, should not be taken into consideration.

The merchant should demand that the editor publish a first-class paper and circulate it as much as possible in all of the territory in which the town has a fighting chance for trade.

The local merchant experiences three kinds of competition:

1. Competition among merchants of the same town.
2. Competition between towns for the trade of a certain district.
3. Competition from the big center.

The view of some merchants is so narrow and restricted that the only competitor they can see is the fellow down the street. A town with such merchants is poorly armed to fight its trade battles. Usually where the merchants do not agree the town badly disagrees.

Other merchants have a broader idea of competition. They see that the more business brought to a town the more prosperous are all of the merchants. They realize that when they disagree with the fellow down the street they are dividing a business community, and that gives the competing town its chance. It has been the theory of some that quarreling business men draw more trade to the town because of badly demoralized prices. Even granting that to be true it will be conceded that such a condition is not to be compared as a volume builder with a united business community making its intelligent offer of bargains systematically. One accidentally brings in a few extra customers by sending profits to perdition. The other goes after more trade on a carefully devised plan, one that is effective.

But beyond all this is the competition from the big city. More centralization of the retail trade is one result of the development of the country.

Some sections of North Dakota do not feel the competition of the big cities as much as others. No part of North Dakota feels the competition of the big cities as much as Minnesota. But each year sees railway transportation a little better and a little quicker and the mails a trifle faster. If it has not reached you it is on the way.

Free delivery of mail to the farmers through the establishment of rural routes is in real effect an as-

sault on the trade prestige of the small town. It is a fine thing for the farmer. He is entitled to it. It is progress. No one has any right to stand in its way. But it creates a new condition in the battle for trade which makes it necessary for the business elements in the small town to work together as they never have before for the business of the town.

Rural free delivery of mails brings the farmer in far closer touch with the big city than has ever been the case. It furnishes the advertising department of the supply house and all other mail order concerns the long wished for opportunity to keep in constant touch with the farmers. Mailing lists of the new routes are prepared almost as rapidly as the new routes are opened. Circulars and other advertising matter in large quantities go over those routes every day.

The city daily is a big factor in this tendency toward trade centralization. It is the ally of the mail order house and the big city department store. The dailies published in the Twin Cities this evening will be distributed over many of the mail routes in this section of the Northwest by tomorrow noon. Under rural free delivery they go to the farmers' doors every day. The farmer's wife reads the advertisement, of course, and as a result of making the farmer a steady subscriber to some metropolitan daily the business of the mail order department in the big city department stores is increasing rapidly.

This is so much trade taken from the small towns. The local merchant does not see it go. If he did he might head much of it off by proving to the purchaser that the home stores sell just as good goods just as cheaply. But the mail order from the farm is gone and back again before the local merchant learns what has happened and many times he has no idea of the large amount of business going to the big centers from people whose trade he would be glad to get.

Rural free delivery is giving the local merchant an entirely new reason for co-operating with his fellow merchants and the editor to keep the trade at home. Every twenty-four hours the city daily comes with its talk of city bargains. The small town and the local merchants need a newspaper ally to offset this.

The experience of merchants during the past ten years has shown that the fight to hold the trade at home grows harder each year. It is not always a question of prices, nor yet that oft-repeated argument of a "larger variety to select from." New competition always necessitates more effort. The simple fact that avenues have been opened whereby outside concerns can reach the local trade surrounding each town more easily than ever before, and outside concerns are taking advantage of it, makes the fight of the country merchant and the small town that much harder. Rural free delivery is here without objection and protest from the country merchant. Already the big retail interests in the big centers are following up this advantage with a demand for a parcels post. There

was no good reason for opposing rural free delivery. There is a good reason for opposing parcels post. In fighting the parcels post the retailer is fighting the battle of the small town everywhere in defense of its trade prestige and its importance as a place on the map. This is ground on which the local merchant and the local editor can co-operate for mutual benefit and the good of the community. There should be more of this co-operation on this very question than there is.

This necessity of defending the trade of the small town against the attacks from the outside brings us to the relations of the local merchant and the local editor. Each town has a condition peculiarly its own, but there are some general conditions familiar to all.

That there are too many merchants who fail to appreciate a good newspaper when they have it is plain. That can be seen by looking over the columns of scores of bright Northwestern newspapers. The number of merchants not represented in their columns is too large.

On the other hand there are too many poor newspapers, sheets really not entitled to patronage. The editor may know little about the newspaper business as a business. He may be a fairly good printer, but a poor business man. He may be a fairly good business man, but a very poor editor. Again he may be a good editor, a good business man, and a good printer, but he allows the devil to run the office while he is looking after the politics of the county or smok-

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

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.

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.

ing cigars with fellows who imagine they are slatemakers in state politics.

When a merchant realizes the necessity of a first-class local paper to him in his business, he will probably ask himself this question:

"What can I and the other merchants of this town do to make this paper more effective for the general trade interests of the town?"

The editor should be constantly asking himself: "What can I do to make the paper a better advertising medium?"

When the merchants and the editor of any one town get down to answering these questions all of them have started on the road to more business.

It would seem unnecessary to tell merchants they should work together for the good of the town. All of them believe in it as a principle, but when it comes to putting the thing into practice, their hatred of the fellow down the street often handicaps the work and in the end actually damages the general trade interests of the town. Co-operation among the merchants of a town is the first essential. If they can agree on nothing else they ought to agree that more trade for the town is what they want and they can afford to lay aside their prejudices for a time and all pull together as a business proposition.

The organization of merchants into associations has overcome much of this petty prejudice. Competitors meet face to face and shake hands now where in some instances not many years ago they were sending each other messages of bad will by the grapevine route, a route superintended by some customer who had a financial interest in keeping up hostilities. The trade association proves to each merchant that his competitor is not such a bad fellow after all, that there is really some good in him, and that he can pull with him for the general good of the town without losing any of his self-respect.

There are many towns where the merchants do co-operate. They are marked towns. They are known in their particular sections for the harmony and hustle of their business men. That in itself is good advertising. It makes business. Every man in them is talking for his town. He is praising its stores, the big stocks carried, and the enterprise of the merchants. If he goes to a neighboring town he is "plugging" for the home merchants. The enthusiasm is in the air.

To create such enthusiasm lies in the power of the merchants of any town. They represent its heaviest interests. Eliminate the merchants' quarrels and put harmony at work instead and you will have a far different community. Other factors in the town may clash but they will not retard its progress materially. The competing lawyers may be at war, but lawyers' wars usually dissolve into wind. The jealousies of doctors amount to little more than gossip unless all of them are in politics. But the merchants represent the commercial activity of the community. Whether that activity is being driven by harmony's powerful engine or simply pushed by individual

concerns working independently depends upon the merchants themselves. There is a big difference in the results to all between the work of harmony's big engine and the unassisted efforts of the individual.

When the merchants of a town have fully realized the necessity of harmonious work against the outside assaults on their trade they will take their local editor and his paper into partnership. They will want to see it the best local paper in the county for two reasons:

First, because a large number of people will base their opinion of the town on the appearance of the local paper.

Second, when any business man buys advertising he wants the best article he can get. He wants to advertise in a medium that circulates as widely as possible in the territory he desires to reach.

That brings us to the editor.

Frequently he is a mistake.

Usually he regards his business as something else than a business. He forgets that it needs close attention every day, that it must be pushed in all departments and kept in good shape in every detail.

Wherever you find a newspaper editor who works at his business with a system and sense a business man should, you will find a good newspaper.

The curse of many towns is too many newspapers. When you have one good newspaper stick to it and discourage efforts to start another. You may be hot at the editor and actually rubbing your hands in anticipation of seeing him defeated in the next election, but forget that for a while and think of business. What does it matter if you and the editor disagreed in the last school election, if by working with that same editor, patronizing his paper, and helping him work for the general interests of the town you are increasing your profits by a few hundred dollars. Differences of opinion in every community are constantly flashing up and fading away, but opportunities for making money once gone never return. You are a business man. Make the most of your opportunities. If two newspapers is a poor business proposition for you and your town, put your foot down on it and endeavor to persuade the other merchants, as a business proposition, remember, that one paper is enough. Put two papers in a one-paper town and one of them will be a poor medium for your advertisement. The circulation of one good paper can be pushed successfully. You get more for your money. Every merchant who patronizes two papers in a town where there should be but one is actually losing a part of his advertising appropriation.

But to take the town which has the right number of newspapers, whether it be one or two, what is the editor doing on circulation and the general excellence of his paper? That expresses the duty of the editor to his advertisers.

During 1903 we addressed enquiries to several hundred Northwestern merchants on advertising, asking them which in their opinion was the

best medium for them, the local paper or the circular mailed direct from the store. A big majority declared in favor of the circular. Many went so far as to declare they received no results from the local paper at all.

Why is this?

A large number of newspaper publishers are not giving their papers intelligent attention.

To be successful as a business institution a newspaper must be wide awake on local and county news, and the editor must push the circulation to the farthest possible limit. He can not get the circulation unless he gets the news. He is not entitled to the merchant's advertising unless the paper has the circulation.

One reason so many merchants lack faith in the value of their local newspapers as advertising mediums is that the editor does no aggressive or progressive work on the circulation. That type of editor is content to go along year after year with the same circulation in about the same district, which is usually the territory from which the town naturally draws its trade. An advertisement placed in such a paper reaches only the people who are in the habit of visiting that store more or less anyway and unless the merchant is advertising something remarkably low the advertisement frequently brings very little response. The local merchant is ambitious to reach into a wider territory. He wants to get his advertisement into the district from which a certain competing town is pulling a large trade or into that other district where he hears a large number of

\$500 Given Away

Write us or ask an Alabastine dealer for 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 in white and delicate tints. Not a disease-breeding, out-of-date hot-water glue preparation. Buy Alabastine in 5 lb. packages, properly labeled, of paint, hardware and drug dealers. "Hints on Decorating," and our Artists' ideas free. ALABASTINE CO., Grand Rapids, Mich., or 105 Water St., N. Y.



DO YOU WANT TO KNOW

about the most delightful places in this country to spend the summer?

A region easy to get to, beautiful scenery, pure, bracing, cool air, plenty of attractive resorts, good hotels, good fishing, golf, something to do all the time—economical living, health, rest and comfort.

Then write today enclosing 2c stamp to pay postage and mention this magazine and we will send you our 1904 edition of

"Michigan in Summer"

containing 64 pages, 200 pictures, maps, hotel rates, etc., and interesting information about this famous resort region reached by the

Grand Rapids & Indiana R'y

"THE FISHING LINE"
PETOSKE BAY VIEW HARBOR POINT
WEMUQUONING WALLOON LAKE CROOKED LAKE
MACKINAC ISLAND TRAVERSE CITY NORTHPORT

A fine train service, fast time, excellent dining cars, etc., from St. Louis, Louisville, Indianapolis, Cincinnati, Chicago.

C. L. LOCKWOOD, Gen'l Pass. Agt.

Grand Rapids & Indiana R'y.



Grand Rapids, Michigan

The William Connor Co.

Wholesale Ready-Made Clothing Manufacturers

28 and 30 South Tonia Street, Grand Rapids, Michigan

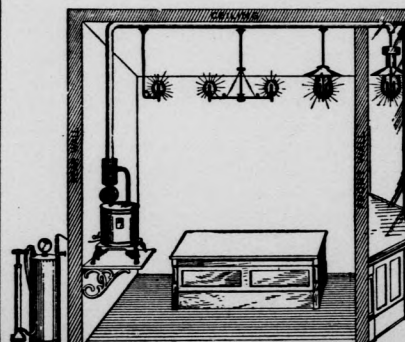
The greatest stock in Michigan, largest sample rooms and one of the biggest lines (including union-made) of samples to select from in the Union, for Children, Boys and Men. Excellent fitters, equitable prices, all styles for spring and summer wear; also Stouts, Slims, Etc. Spring Top Coats, Rain Coats,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

Mail orders solicited.

Phones, Bell, 1282; Cit., 1957

How Does This Strike You?

TRY BEFORE YOU BUY



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

White Mfg. Co.

186 Michigan St

CHICAGO, ILL.

catalogues from supply houses has been received. Unless the editor has covered this ground with his circulation the advertisement is disappointing in this important particular.

Right here can be seen some of the work cut out for the editor who wants to carry his business to the farthest limit of his opportunities and who is ambitious to make his paper of value to the town and its merchants. He must have in his mind the territory into which he desires to push his paper and he must be devising ways and means of doing it. If the people of the Northwest district are trading in another town or buying considerable goods of supply houses, can he do anything to stop it? Do they read his paper? Do they use his town for a market and if not why not? If the merchants of his town are paying as much for produce and selling goods as cheaply as any other, why should they not get the business? The newspaper can do much to attract people to the town. It should have a correspondent in all districts where the town meets others in the battle for trade. Its circulation in those districts should be pushed as much as possible. When he has done that the editor has done much to interest the people of that community in his town. He deserves material support from the merchants for such work. The weekly papers which have given proper attention to their circulation are, of course, the most successful. Adding circulation is putting betterments into the property, but there is an astonishingly large number of editors who fail to realize the value and necessity of those betterments.

The editor criticises the merchant who does not advertise. The merchant in turn says it does not pay. There is plenty of room for concessions and more enterprise from each. There will be some merchants who will not advertise until competition drives them out of business. There will be poor newspapers forever and forever because poor newspapers are the hardest things in the world to kill off. But between those two extremes there is a splendid chance for reasonable merchants and reasonable editors to get closer together as business men working for their bank accounts and the general good of the town. The merchants have the right to demand a good newspaper run by an editor who is sending its circulation as far into the territory of neighboring towns as he can. The editor in turn has a right to ask good rates for his advertisements and liberal patronage. The town whose merchants and editor get together on such a basis will be the best trading point in its section—will keep most of its trade at home. That will be one town which will successfully resist the invasion of the concerns in the big cities. The other where the business men lack enterprise and reason is bound to suffer. W. E. Davis.

Sentiment and Advertising.

To some minds sentiment and advertising may sustain the same relation towards each other as does oil and water. Wrong. "All the world loves a lover." There is a strong

vein of sentiment in almost everybody, whether they know it or not.

In the selection of personal adornments and luxuries, sentiment plays an important part. Men are as sentimental as women. They think they must have a certain brand because—well, because they do. Ofttimes they can not tell the difference between old whisky and new and still they insist on their brand.

In the matter of "owning your own home" a good healthy sentiment dominates many minds.

When a man buys a thing for its business usefulness, or to sell again, he may with good grace affirm that "there is no sentiment in business," but when it comes to personal matters sentiment is a great big factor.

Instances might be multiplied indefinitely to prove this fact, but let us assume it to be true. How does it affect advertising?

First, by educating the public that certain brands of goods are the proper, the accepted, kind. This must be done by suggestion rather than by direct affirmation. That subtle influence must be present which produces a mental desire and lively appreciation for the article advertised. The writer who can most vividly picture the little personal features of goods, their beauty, the good standing they will produce for their possessor, their exclusiveness, their distinction from common wares, has learned a lesson that has business value. Telling how long an article will last, how strong it is and how well it is put together is all right, but all these are points of a material nature. While giving attention to this side, don't overlook the personal side—the pride side.

The problem of human nature is the greatest one. Many people can give accurate descriptions, but bold-faced facts seldom produce desire. Bear in mind that your customer won't admit that he is influenced by sentiment. Let him delude himself if he wants to, but do proceed upon the theory that almost all men and all women are sentimental and govern your advertising speech accordingly.

Make people understand that your goods carry dignity with them—standing. That the shapes are the proper kind. That your trademark is a badge of honor.—Printer's Ink.

Breaking Your Own Son Into Business.

Breaking your own son into a steady business gait is a harder job than breaking any broncho I ever saw on the Montana divide. I sympathize with any man who has to take his boy and mother's son into the concern and teach him how the thing is done. I have been there, and after working up a perspiration that kept me hot under the collar most of the time I finally succeeded in bringing some good results. In the light of later experience I feel severely that I would like to tackle the job again if I could begin at chapter one, but of course that is impossible.

I have but one boy and I finally molded him into a merchant. I wish I had two more. I would hitch them up in a harness strapped tight at every quarter, pull the check rein up

strong and hold the lines myself all of the time. I would forget for about five years that they belonged to me. I would try and think they belonged to some friend in Norway who had sent them to me to be educated right, and in justice to that friend I would keep them in line every minute of the day and try to know what they were up to nights. I would throw most of the letters I received from mother into the waste basket and forget them soon.

There is no question that every father gets a little daffy when it comes to training his son. He can not get away from the family circle talk and mother's idea that her boy is cut out for something unusual. If he takes him into the business the boy will hurt that business in a dozen ways just as sure as the sun rises. Of course every father will think his son is the exception, and I am making allowances for it.

I can think of a dozen instances right now where some fathers would be better off and so would the sons if the latter had been put to work in other concerns than the one owned by father. My simple rule after much golden experience is that you take the boy into the business with you, see that he is given the whole course from start to finish, just as you would give it to Mrs. Brown's son whom you hired for what work he can do and what trade he can pull.—Commercial Bulletin.

Among the interesting exhibits shown by Arizona at the World's Fair is an ostrich farm.

RUGS FROM OLD CARPETS THE SANITARY KIND

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

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

Insure Correct Results in Your Book-keeping

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

The Michigan Trust Co. Grand Rapids, Mich. Established in 1880.

World's Fair Edition

THE SHOE & LEATHER GAZETTE

May 5, 1904

Price 10 cents post paid

Three months' subscription 25 cents

TABLE OF CONTENTS

- (1) Complete descriptions of the model factories for making shoes and rubbers in the Manufacturers' Building at the World's Fair.
- (2) Descriptions of the leather and rubber, and shoe machinery exhibits.
- (3) a. Illustrated account of the processes of making shoes. b. An illustrated account showing the processes of making rubber footwear. c. Description of the processes of tanning leather, as shown in the working exhibits.
- (4) Special contributions by prominent retail shoe dealers, upon store-keeping problems, as buying, advertising, selling, stock keeping, credits, management of sales-force, etc.
- (5) All the regular departments, findings, window trimming, ad. helps.
- (6) Trade terms revised and corrected. a. Pertaining to shoes and shoemaking. b. Pertaining to leather and tanning.
- (7) Named shoes, a list of the leading brands, with names and addresses of manufacturers.

.....DETACH THIS COUPON HERE.....

THE SHOE & LEATHER GAZETTE, ST. LOUIS, MO.

Gentlemen: Enclosed find 25 cents in stamps. Please send us your paper three months beginning with the World's Fair Edition, May 5, 1904.

Name.....

Town.....State.....

SOUND INVESTMENTS.**A Leading Lawyer's Advice to Moneyed Women.**

One of Boston's leading lawyers who has had large experience in advising women clients has had printed a letter of sound advice and suggestions regarding investments, etc., made particularly for the benefit of women who inherit or otherwise acquire property. With his permission we publish it here, as we deem it just as applicable to men who may have money to invest. Some of the matter is local, but such advice is adaptable to all people and all sections of the country. Many a man and woman would be far better off to-day had such advice been given earlier, and been heeded.

1. Assume that your property is sufficient so that the income, if well invested, will support you, in what should you invest?

Real estate? Very rarely desirable. It may seem all right on paper, and the broker with a commission in view will describe it in glowing terms. But taxes, insurance, repairs, water rates, agents' commissions, bad tenants, deterioration of buildings (for every building deteriorates) and the constant time, trouble and worry involved, together in most cases with the strong probability of depreciation in market value, make it highly undesirable in ninety-nine cases out of a hundred. The foregoing applies if the real estate is free and clear. If you take it subject to a mortgage you have the additional calls for interest, with a possibility of the principal being called at a time when you can not pay it, in which case there may be a foreclosure, and you may lose the property.

If you decide, notwithstanding all the adverse considerations, to invest in real estate, consult some reputable attorney who has no interest in the transaction before signing any papers. Consult him both on the desirability of the investment and on the title. Never invest without having a careful examination of the title made, and by an attorney whom you select, not by one suggested by the seller or the broker.

The purchase of a residence for yourself may, perhaps, be a prudent investment, and the considerations above mentioned, which apply to investment or income yielding real estate, in part do not apply. Have the title carefully examined, and never sign any papers relating to purchasing, selling, leasing or mortgaging real estate without advice of competent and disinterested counsel.

As regards real estate, whether purchased for investment or for residential purposes, it is well to bear in mind that the character of a neighborhood frequently and sometimes rather suddenly changes for the worse. The South End in Boston, once a fashionable residential district, has turned into a lodging house district and real estate values there have fallen greatly. So of many other sections of the city.

2. As to investing in mortgages. You may safely invest a portion of your money in mortgages, and this ought on the average to yield you

about 4½ per cent. interest. Good mortgages are not plentiful. The best way to get them is to consult a reputable attorney and tell him the amount you have available for this purpose and ask him to find you some. He can find them, probably, but it will take a good while. Good, safe mortgages are not to be had every day. Give him time. Do not get impatient and insist on some at once. There are always mortgages to be found, but the great majority of those that are offered by brokers, and that are available at any time, are not ones which you ought to take. Do not lend in any event over 70 per cent. of the assessed value, or 70 per cent. of a conservative estimate of the actual value. Borrowers generally want more than you ought to lend. Lend less than 70 per cent. on apartment houses.

Under no circumstances lend on vacant land, for always bear in mind you may have to take the property, and vacant land will yield you no income, but, on the contrary be a source of constant outgo. Never lend on factory property or on summer cottages or on hotel property. Apartment houses are undesirable because so much is necessary in the way of repairs and so much trouble involved in dealing with tenants, janitors, etc., if you ever have to take the place by foreclosure. Second mortgages are so dangerous that you should not consider them for a moment.

Do not be misled by assessed values. Property is frequently assessed for more than it is worth. In Chelsea, near Boston, much property can be bought at one-half the assessed valuation; so in some other places. And even in places like Roxbury and Dorchester the great majority of houses will bring somewhat less than the assessments.

If you should go out of town to lend your money you are taking chances, because in most out-of-town places real estate sells very slowly. Especially avoid places where tax rates are high, and a tax rate of over \$15 a thousand is high. In towns where tax rates are very high, real estate is almost unsalable on this account.

Avoid lending on old houses. A fine old residence with land around it may be attractive, but it will bring little in the market. The purchaser of a fine residence wants a modern house, and in many sections a place containing a fine house is worth in the market nothing beyond the actual value of the land. In other words, lending on such a place you are lending on what is almost as bad as vacant land; and assessments on this class of property are misleading. There are many places of this character assessed for one-third more than they will bring in the market.

It is rarely wise to lend on real estate not yet assessed, or to lend on a "construction loan," so-called, that is, a loan where you are to advance money from time to time as a building goes up. There is danger of liens, and, generally speaking, a chance for a good deal of trouble in such transactions. If you find an exceptionally good one and decide to take it, have every step looked after

by counsel acting for you and selected by you, and make it a part of the agreement that his charges shall be paid by the borrower.

It is better not to lend over \$5,000 on any one mortgage. The best loan of all is to someone who is occupying the premises for a residence. If the borrower is a business man, and you are not asked to lend too large a percentage of the value, and he occupies it as a residence, the loan may be fairly called a first-class one. Get both husband and wife to sign the mortgage note.

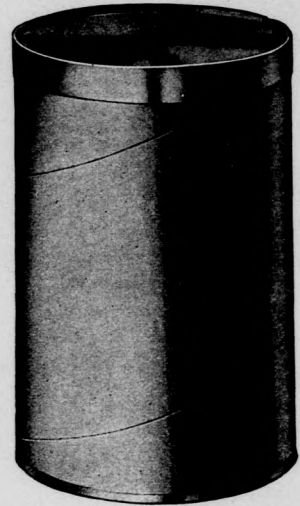
Watch your mortgage loans. See that the taxes are paid promptly every year, and that the insurance is kept up in good companies and made payable to you. See that the place is kept up, and, if it is not, call the loan when it expires, or demand a substantial payment an account on each interest day. Always be ready to foreclose if necessary, but remember that an actual foreclosure is the last thing you want. Still if taxes are not paid, or the house is getting out of repair, or values are falling, it is better to foreclose and sell the place at a loss rather than to wait a year or two longer and to sell out at a greater loss.

The disadvantages of mortgages are that they are often slow to sell if you want the money. Then as above stated, it is necessary to be on the watch to see that insurance and taxes are paid and the place kept up.

A second mortgage on a place is a protection to the first, for there are then two people who are interested to prevent your foreclosing. That is,

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

If you use this 1 lb. coffee box



Gem Fibre Package Co.

Detroit, Michigan

Makers of

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

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

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. Hawkins, 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

to pay you principal and interest without forcing you to foreclose, namely, the second mortgagee and the owner. But often bogus second mortgages are put on for the express purpose of inducing people to lend on first mortgages, or to purchase first mortgages. Be careful to ascertain that the second mortgage is a genuine affair.

3. The best general investments for a woman with a moderate property are bonds, either municipal or first mortgage railroad bonds. You can get such bonds that will yield you about 4 per cent. They are readily salable. You are sure of your income every six months. Almost all first mortgage railroad bonds which bear 4 per cent. interest and sell around par are good investments, although it is well to divide your money and not put it all in one kind. Buy some whose coupons mature in January and July; some whose coupons mature in February and August, etc.

4. Railroad stocks as a rule are too speculative. You may get a large income—6 or 7 per cent.—and then there may come bad years, and your stock may shrink to little or nothing. Certain stocks of well established Eastern roads, however, stand almost the same as bonds. For example, N. Y., N. H. & H., Boston & Maine, Boston & Maine pref., Boston & Albany, Old Colony, etc., but these will yield you only a low income. They are practically as good as bonds. Western railroad stocks are dangerous, although the first mortgage bonds of Western railroads are frequently conservative investments.

5. There is a class of securities which yield a somewhat better income than municipal or first mortgage railroad bonds, and yet are reasonably safe. For example, first mortgage bonds of electric light and power plants, and of electric street railway systems. If the bonds are first mortgages, and the stocks of the concerns have been paying dividends for two or three years, you run comparatively little risk and can get 4½ to 5 per cent.

In buying bonds, buy them of firms which deal exclusively in bonds. Such firms make a small commission only, have a rather large assortment to offer their customers, and are likely to handle only gilt edge securities. Avoid banking houses which are also promoting houses. They are likely to offer and to urge securities of enterprises which they are promoting, and which may not be thoroughly desirable and conservative investments. Bonds that are legal investments for Massachusetts savings banks are the highest grade of all. They are practically absolutely safe, but of course the interest they return is small.

6. Keep some money in Massachusetts savings banks. It will be at all times accessible, and you will be able to get about 3½ per cent. interest, and the money will be safe. One thousand dollars to \$2,000 as a reserve fund in a savings bank may go far to protect other investments in times of stress. That is, if you have to take a piece of mortgaged prop-

erty you will have some ready money to pay up the taxes, etc.

7. Don't buy national bank stocks or trust company stocks, and if you have any left you dispose of them as soon as you reasonably can. They yield something over 4 per cent. income, but the owner of such stocks is liable if the bank or trust company fails to be assessed \$100 for every share he owns. This in addition to losing his money invested. This risk is something that no woman, unless very wealthy, ought to take, and even then she ought to have but a small proportion of her property in bank stocks.

8. Keep your property under your sole control. The best way is to hire a safe deposit vault and keep it there. Such a vault can be hired for \$10 a year. It is absolutely safe and affords a convenient place for inspecting papers, etc.

9. Don't lend to friends. You can not press them and safe-guard your own interest as you can in dealing with strangers. The man whose credit is good can borrow at a bank. A man who has property which is good can mortgage it to a bank or to some stranger. Relatives who try to borrow, while they may mean well, are generally the cause of loss sooner or later. Many and many a woman who has inherited at her husband's death in life insurance or otherwise a comfortable support has lost it all by loans made to relatives, in which sympathy rather than judgment governed. But if you do decide to make loans to friends or relatives always consult counsel in advance and act under his advise. Many people have a dislike of consulting lawyers, think they are expensive luxuries, etc., etc., but if they would consult them in advance they would usually save money. And five dollars' worth of good advice in advance may and frequently

will save the loss of thousands. Then, if there is any weak spot, or the security is insufficient, or the transaction one which you ought not to make, you can get some disinterested advice which, if you are wise, you will follow.

10. If your income is insufficient to support you, and it will be necessary for you to draw on your principal to some extent every year, a very good plan is to buy an annuity of one of the insurance companies. Nearly all the large companies doing business in Boston are perfectly responsible. The best are perhaps the Northwestern, State Mutual, New England Mutual, Mutual Benefit of N. J., National of Vermont, Connecticut Mutual and Equitable. In buying an annuity you give the company, say, \$1,000, and the company gives you an agreement to pay you every year as long as you live a certain sum, which will vary according to your age when you pay the money to the company. The older you are the more it will be. If you live thirty years you are sure of that amount every year, and are a gainer by the transaction. If you die in one year the company is the gainer. But you have no worry over investments.

If you are left with young children it may be that until they become self-supporting you will need a larger income than after that time. A good plan is to pay some good life insurance company a lump sum and take their agreement to make, say, twenty (or fifteen or twenty-five if you prefer) annual payments to you. For example, you pay the company \$10,000. One fifteenth is \$666.67, but the company will pay you perhaps \$950 a year for fifteen years, the extra annual \$283.33 being for the use of the money. Larger or smaller amounts would bring proportional annual payments. This with your other income

may help you along until your children have grown up and your need for so large an income has gone. And if you die the company will continue these payments for the benefit of your children until the fifteen years are up. That is, it is not like an annuity, where, when you die, the payments stop. It is simply that the payment of the \$10,000 is distributed over a term of years, and the company gives you extra cash as payment for the use of the money left in its hands.

11. While it is well to seek advice of a lawyer, and perhaps of others, although a lawyer's is usually best, do not let him keep your papers and property. Put them in a safe deposit vault. Permit him to examine them when necessary, but the custody of

**40 HIGHEST AWARDS
In Europe and America**

Walter Baker & Co. Ltd.

The Oldest and
Largest Manufacturers of

**PURE, HIGH GRADE
COCOAS
AND
CHOCOLATES**



Trade-mark.

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

Walter Baker & Co. Ltd.
Dorchester, Mass.

Established 1790.

IT WILL BE YOUR BEST CUSTOMERS,

**or some slow dealer's
best ones, that call for**

HAND SAPOLIO

**Always supply it and you
will keep their good will.**

**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.**

the property should remain with you. Do not be tempted into investing in "mines," "oil securities" and "patent schemes," and business ventures of one kind or another. In no case go into any enterprise as a partner. There are thousands of "investment" schemes; every one is absolutely sure on paper, and nine hundred and ninety-nine times out of a thousand they sink every dollar that careless people invest in them. You may be absolutely sure some will be called to your attention if it becomes known you have any money. If you are rich enough so that the loss of what you put into a scheme of this kind will not affect you, go ahead if you want to, but never invest a dollar in anything of this kind without asking yourself the question in advance, "Can I afford to lose every dollar of this?" and saying in answer, "I can and am willing to."

12. Never endorse notes or sign bonds for anyone under any circumstances. A man who will ask a woman with a little property, which is her all, to endorse a note for him is a rascal, no matter if he is a near and dear relative. So also of a man who will ask a woman to sign a bond in any sort of a proceeding. Whenever you endorse a note or sign a bond you are obligating yourself under certain circumstances to pay the full amount. You may not have to. No one ever endorsed a note or signed a bond and expected to pay as a result, but thousands upon thousands have signed and been called on to pay the full amount and been ruined. You should stick to this rule without any exceptions whatever; unless, indeed, as in buying speculative stocks, you consider in advance the amount you are risking and ask yourself whether you can afford to lose the whole or any part of the same. If you say yes, that you can afford to lose the whole, and are willing to lose the whole, if necessary, then go ahead and sign.

13. When any one of the questions covered by the foregoing comes up, that is, when you are asked to make a speculative investment, or to buy some real estate, or to sign a note or a bond, remember that the request made will always seem to have special reasons why you should in that particular instance comply, and why the foregoing advice will not apply. That is, it will seem so. But do not be misled. Do not take the chances. The case that will come up is the one these warnings apply to. One thing is reasonably certain, that if the foregoing advice is followed implicitly by women who have small fortunes left them, the losses that they will be called upon to bear will be very few and very small.

Finally. Have your will promptly drawn and executed so that when you die matters will not be in confusion, and those whom you want to have what you leave will get it.

The Business End.

A good many men run business as though it were a pastime and all they had to do was to enjoy it.

Others see the necessity of getting value for value out of every transaction. If they buy goods they insist

on getting a full measure of returns for the investment.

If they buy advertising, the same point should be maintained. It is not the cost of advertising that proves its worth to the business, but the business sense put into the advertising that is placed in the space that has been bought.

Just now business men are wondering what they can say to make advertising space worth the cost to them. They are wondering how they can reduce the cost. The best way to reduce the cost of advertising is to increase its value.

The easiest way to get good returns from the space used is to put real worth into what is placed in that space.

A merchant with a far-seeing business sense will recognize the advantage of the wise use of advertising space and will also recognize the profligate waste of good money in much of the advertising done to-day.

The safe plan is to buy what is needed to make a good showing and to fill it with thoughts that will make the space interesting to those who want value from their expenditures.

Having these points covered, there will be no question of the result-getting worth of the advertising, and the people who buy will get the benefit just the same as the merchant himself.

Keep the value as high as possible and it will probably yield returns as high as they should be.

Business is business the same in advertising as in buying and selling goods, and the man who sees the business possibilities of having good things to sell, and of advertising good things as the good things they are, will have no difficulty in getting results for the way he advertises.—Advertising World.

Keeps No Horse.

The young woman who entered the grocery store the other day had but recently embarked on the sea of matrimony and, like all sensible brides, had begun housekeeping at once. But she did not know a little bit about either housekeeping or shopping, and she was giving her first order. It was a crusher, but the grocer was a clever man and was used to all kinds of orders, and could interpret them easily.

"I want two pounds of par alyzed sugar," she began, with a business-like air.

"Yes'm. Anything else?"

"Two tins of condemned milk."

"Yes'm."

He set down pulverized sugar and condensed milk.

"Anything more, ma'am?"

"A bag of salt. Be sure it is fresh."

"Yes'm. What next?"

"A pound of desecrated codfish."

He wrote glibly, "desiccated cod." "Nothing more, ma'am? We have some nice horseradish just in."

"No," she said. "It would be of no use to us; we don't keep a horse."

Then the grocer sat down and fanned himself with a patent washboard, although the temperature was nearly freezing.—New England Grocer.

MERCHANTS

JUST TRY

ONE BALE



100 One-lb. Cotton Pockets to the bale

33 Three-lb. Cotton Pockets to the bale

Retails 10 and 25 Cents

IT'S A WINNER

Gas or Gasoline Mantles at
50c on the Dollar

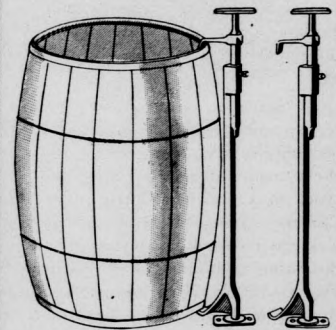
GLOVER'S WHOLESALE MDSE. CO.
MANUFACTURERS, IMPORTERS AND JOBBERS
of GAS AND GASOLINE SUNDRIES
Grand Rapids, Mich.

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.

ATLAS ADJUSTABLE BARREL SWING



A necessary article for the groceryman. Adjustable and surpassed by none. Once tried always used.

Stands for Strength, Durability, Cleanliness, Convenience.

For sale by wholesale grocers.

Atlas Barrel Swing Co.
Petoskey, Mich.

Simple Account File

Simplest and
Most Economical
Method of Keeping
Petit Accounts

File and 1,000 printed blank bill heads.....	\$2 75
File and 1,000 specially printed bill heads.....	3 00
Printed blank bill heads, per thousand.....	1 25
Specially printed bill heads, per thousand.....	1 50

Tradesman Company,
Grand Rapids.

The Mayor-Elect of Lansing a Self-Made Man.

If there is a self-made man in Lansing, it is Hugh Lyons, although Mr. Lyons is modest in speaking about it. He was born in the village of Sutton, fifty miles north of Toronto. His father died when he was young, and he left his home at the age of eleven to make a way for himself, never having had help since.

The boy hired himself out to a farmer. During the summer he worked hard on the farm. In the winter he did the chores and went to school. When he was 14 years of age he went into Western Illinois, where he pursued the same work. In a runaway about that time, he was seriously injured, and he went home to recuperate. In two years he was at work on a farm in the State of New York, and soon he enlisted in the volunteer army, serving in the Nineteenth New York Infantry. He is affiliated with his brother veterans in Lansing in Charles T. Foster Post, G. A. R.

When the war was over, Mr. Lyons drifted West and located at Howell. For a time he was employed in connection with the bridge crew in the construction of the line from Howell to Lansing, now a part of the Pere Marquette system. In 1870 Mr. Lyons went to Lansing and helped build the mineral well house, in connection with which he remained while that was a prosperous institution.

Mr. Lyons became well known as a salesman in local mercantile establishments and on the road. It was

in this work that he developed the ideas on his present business, and in 1899 began in a small way the making of a hat conformator. The business increased and new lines were added, when the manufacture of show cases and store furnishings became a great industry with him.

Now the firm makes anything in the line of fixtures for mercantile establishments. At the factory at the junction of the Grand Trunk and Michigan Central tracks, which the firm of Hugh Lyons & Co. bought several years ago, the largest business of its kind in the world is carried on.

Although conservative and deliberate in forming judgment, Mr. Lyons is aggressive. He can see the two sides of any proposition as quickly as any one. It is this business sagacity that Mr. Lyons offers the city in the position of its chief executive.

One Road to Success.

There are many men in business who do not thoroughly appreciate the importance, to the success of their business, of friendly relations between employers and employees. Recently a business man was heard to say, "I don't want any suggestions from my employees. I run this business as I think best, and I don't want any ifs or ands from the men who work for me. If a man doesn't like to do what I tell him, let him get out and work for somebody else." This may sound very businesslike to some people, but it can not be considered good business policy, unless a man knows that all his employees are mentally incompetent and entirely

devoid of ability to offer suggestions in the interests of the business. It is not a hard matter to pick out a man who has always worked for such an employer and has been satisfied to conform to the latter's wishes without comment. He grows up without any confidence in his own ability, does not consider that his suggestions are of any value, and in an emergency can not be relied upon.

On the other hand, the youth who has worked for an employer who encourages suggestions on the part of people whom he hires knows that there is no written law in business which can be followed safely in every case, and is prepared to use his own judgment in all emergencies when it is impossible to consult with his employer. What a great advantage a man has who can feel confidence in his employees over the one who must always feel that without his presence his business is apt to be neglected. The men who have made the greatest success in the mercantile line are those who have encouraged their employees to think for themselves. A clerk should not be ridiculed for making a mistake, but the same should be pointed out to him and he should be shown where he was wrong. The better feeling which will be generated by such a course will reflect upon the success of the business, and it is clear that co-operation will result which would otherwise be impossible.

Commendable suggestions should not be overlooked, and when the employe offers such he should be brought to understand that it is ap-

preciated and not resented. Every clerk likes to feel that his extra efforts are not wasted and do not go unappreciated, and a cordial word now and then will be more effective in improving the business system than continual fault-finding on the part of the proprietor.

Economy.

"You've cut down my allowance," she said.

"Yes," he admitted. "I've been spending most of my time at the club recently, and I can't pay board in two places."

"Then you'd better stay home," she said, and he did. But presently there was the old complaint.

"You've cut down my allowance again," she said.

"Yes," he admitted. "I'm spending my time at home now, and my company ought to count for something."

Then she didn't know whether to advise him to go back to the club or not.

What He Raised.

He asked the patient if he had a chill.

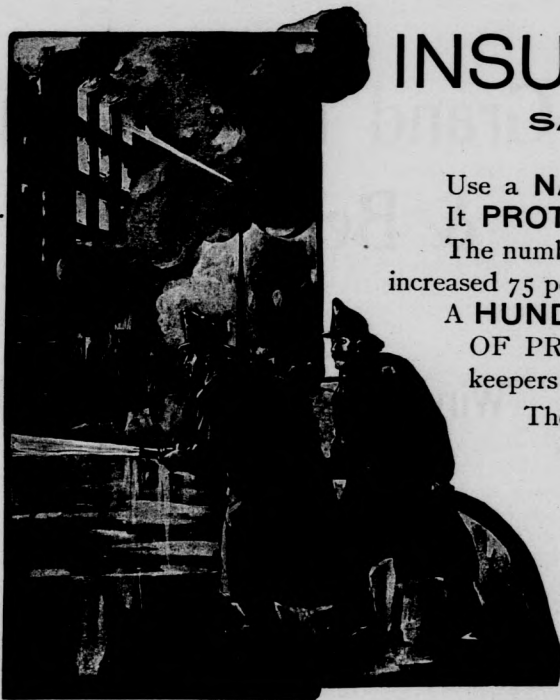
"Yes, a very bad chill," came the answer.

"Do you cough much?" asked the doctor.

"Yes, some," replied the patient, with a practical illustration.

"Do you raise anything?" was the next question.

The man hesitated a moment, then answered, innocently, "Well, only a few chickens."



INSURE YOUR PROFITS

SAME AS YOUR BUILDINGS

Use a **NATIONAL** Cash Register. It **PROTECTS** your daily income.

The number of merchants who insure their stock against fire has increased 75 per cent.

A **HUNDRED** times more **FAILURES** are caused BY **LOSS OF PROFITS** than by fire. That's the reason 375,000 store-keepers **INSURE** their profits by using **NATIONAL** registers.

The improved "**NATIONAL**" protects

1. Cash sales,
2. Credit sales,
3. Cash received on account,
4. Cash paid out,
5. Money changed

against carelessness, dishonesty, mistakes.

The **COST** of this protection is **LESS** than one-tenth the cost of fire insurance.

THE 1904 MODELS are wonderful machines. It's worth money to know about them. You will find a few minutes talking to an N. C. R. representative a good investment. Send in the coupon. It puts you under no obligation to buy.

NATIONAL CASH REGISTER CO., DAYTON, O., U. S. A.

AGENCIES IN PRINCIPAL CITIES

CUT OFF HERE AND MAIL TODAY

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.

Name _____
Address _____



Ways of Succeeding in a Retail Hardware Store.

I consider location an important feature of the hardware business, a corner store being preferable for many reasons. Goods can be loaded and unloaded at the back and side entrances, thus saving litter and trucking through the store on busy days. It affords a better light, also enables one to handle stoves and heavy goods much easier in loading and keeps the front of the store neat and clean and ever ready for business.

To make the first impression favorable the store front should present a neat appearance. We keep ours all painted with a fresh coat of paint each season; the cost is trifling and aids much to make an attractive store. We believe in making our store known to the public. We use for our mascot the owl, having two large bronze-colored owls painted on our front windows, under which is printed, "The Owl Store; We Never Sleep." We use this in connection with all our advertising and on our stationery. We also have a small owl sticker in the form of a trademark which we paste on every article in our store, and on every package that goes out, thus keeping our store constantly before the public.

We all laugh at the boy who went to market with a sack of potatoes and did not sell any, as he kept them in the sack, and to the only man who asked what he had in the sack he replied, "None of your business." However, many of us fail to grasp the close relation existing between publicity and success. The goods that are seen are the goods that are bought. A dealer may have the finest goods in the world, but no one will know it if he keeps them in the original packages in the corner of the cellar. People buy what they see, and it should be borne in mind that many people in this country have an imperfect knowledge of our language and perhaps do not know the English word to describe what they want, and embarrassment in filling their wants is avoided when goods are plainly shown. This then leads up to the question of show windows, store arrangement and advertising.

Window displays are but samples of a well arranged store. It is not every clerk or hardware man who can fit up an attractive show window. Original ideas are the best in every way. Have in mind just what you want before starting out to make a display. Stepping stones to success lie in the foundation and beginning. So it is in window trimming, "Well begun is half done." There must be method in this, as in all things in which there would be success. Displays should be changed every week at least, and when once in running order do not fail to keep it up. Enough time is not generally spent on window displays. Do not give passers-by an opportunity to criticize

in any way. Spare time can not be used more advantageously than in trimming up windows and in keeping them attractive. New goods should be put on display as soon as possible. Show them to the public—they are the buyers. Increase in sales is invariably noticed and many times new customers are gained through attractive show windows. Keep your windows perfectly clean at all times, as no display, however neatly arranged, can attract attention unless the window glass is perfectly clean. Make your displays as different as possible from those of your competitors. Work out ideas in window displays of your own. A wide-awake, hustling, up-to-date merchant never allows his window displays to look old and stale, and this also should apply to the stock in general.

In regard to advertising, we consider the newspaper the best medium through which to reach the public, especially among the farmers, as the farmer of to-day receives his daily and weekly newspaper through rural routes as regularly as do those of us in the cities and towns. Local advertisements should be worked in unison with the window displays. Many customers are attracted to the store through the medium of the local advertisement. People who do not get down town every day are kept in touch with your new goods and displays through the paper, and if interested, they will come down to see the exhibit before the change is made.

In relation to your business, what are your advertisements? You are in business to make money. In order to do this you have to buy goods, have to sell goods, and the latter is your chief aim. Your reputation for fairness and square dealing helps you in this, as do also your friendship and position in the community. Your clerks are important associates and add to your success. Your stock and store and the way your goods are displayed aid you. These are some of the ways of selling goods. You can have the finest newspaper advertisements imaginable, and their effect as business getters may be completely nullified by your poor store-keeping, lack of attention on the part of clerks, poor goods, lack of consistency on your part, or any other item of bad management. They used to say, "Honesty is the best policy;" but that was years ago. Nowadays honesty is the only safe policy to tie to, and a merchant's advertisement, unless the honest representative of an honest business, had better be unpublished, for it will react with the deadly effect of a boomerang; but an advertisement that sells well is a good one. Let us examine into its character. It is your advertisement. I have in mind a man who has been successful in advertising, but whose advertisements are as ungrammatical as is his everyday speech. But they are his advertisements. If they were written in the king's best English, they wouldn't be his advertisements. So I am of the opinion that if you are in the habit of using such an expression as "We've got 'em at the Owl Store," it is better in your advertisement than to allow the printer

to change it to the unnatural, although more grammatical and elegant expression, "What we lack in quantity we make up in the supreme excellence of our quality." Yes, it is better to be grammatical, but do not send out from the printing office an advertisement that would not feel at home in your store. The great weakness of men is to write as they never speak. That is poor stuff to put into an advertisement. Your advertisement should be your own talk spread out on paper. Practice writing your advertisements as you would talk, although ungrammatical they be; then they will be more a part of yourself, and in my humble opinion will better serve the purpose for which they are intended and assist you in selling your goods. Such advertisements are the only successful ones. If some men talked as they wrote, they would soon be sent to the place where the State takes care of people not possessed of all their faculties. The main thing, then, it's your advertisement and should represent you.

The interior of the store should be kept as neat and clean as the show windows. That hardware men are noted for their enterprise and intelligence is a fact generally recognized, and for this reason it seems strange that so many of them are negligent in matters pertaining to the arrangement and cleanliness of their store rooms. A great many of them who have scrupulously clean, neat and tidy houses, and who would be quick to find fault with the good housewife on account of any breach on her part of the laws of cleanliness and neat-

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*

Grand Rapids Glass & Bending Co.

Importers and Jobbers of

Window, Plate, Prism and Ornamental Glass

Manufacturers of

Bent and Leaded Glass

Prices quoted on application

Cor. Kent and Newberry Sts., Grand Rapids, Mich.

Both telephones

ness therein, will permit their offices and store rooms, in which they probably spend more of their time, to become so untidy and unclean as to cast reflections on the entire craft. The fact is the old proverbs, "Cleanliness is next to godliness," and "Order is Heaven's first law," are applicable to the hardware man as to his fellow merchant in any other line of business. That it is possible to have a hardware store almost if not quite as attractive as that of the clothier, dry goods man, or even the jeweler, may be demonstrated by a visit to one of the modern up-to-date stores, such as are becoming quite common in most localities.

We use as many show cases as possible. Keep them clean and neatly arranged, using one for cutlery exclusively, another for nickel ware and silver, and so on, with the goods properly arranged in each. Our shelving we extend from the floor to the ceiling on either side, using traveling ladders. On one side we keep hardware, sporting goods, builders' supplies, tools, etc. On the other side we arrange paints, varnishes, granite and tinware, woodenware, etc. For hinges, clevises, malleables, nuts and washers, we have small cabinets neatly arranged in the rear of the store on our bolt counters. Our wire screen we have on stand or rack by itself with room for full rolls beneath. Window glass in a case with cutting board at the end. Hoes, rakes, forks, shovels, spades on brackets with handles in a rack underneath. Hay knives, handled axes, crow-bars, log and cattle chains of all kinds we keep in racks. Washing machines, churns, wringers and this class of goods are kept neatly arranged along the side of the bolt counters.

Now in regard to the arrangement of the stoves and ranges. I take great pride in this branch of our business. Our ranges and cooks we keep nearest the shelving. Have them neatly polished and setting in a perfectly straight row, ranging in size and price to suit the trade. A customer comes to your store to buy a range. You show him a well assorted line of from fifteen to twenty stoves and ranges, ranging in price all the way from \$25 to \$60, and you stand a much better show to make a sale than if you had a few ranges, poorly polished and setting in a zig-zag manner around the store.

We have our heaters displayed in the center of the store, finely polished, and set upon steel frame castors with the nickel neatly polished. It is truly said, "A stove well blacked is half sold." We use black silk polish on all our new goods, as it costs but little more, and gives a stove a much finer appearance. We arrange our coal stoves in the front and continue down the line with the surface burners, parlor stoves, wood base burners, oaks and air tights, having one sample of each style and size always on the floor in stove season. A great many times you can sell from stock and retain samples on the floor.

We also find the second-hand stove business a very profitable one. We buy and trade second-hand stoves of all kinds. This branch of our busi-

ness is kept entirely separate, having a room fitted up for the purpose. These goods oftentimes net us more clean money than new goods. A man comes to us in the early fall to trade stoves. We trade him a new stove, getting our price, and get the old one at a very low figure. This stove is then taken into the second-hand room and the necessary repairs made thereon, after which it is polished and placed on the sale floor, and oftentimes brings a better margin of profit than new goods. We have found this very successful, having sold as high as one hundred good second-hand stoves in a single season.

The furnace question is becoming an important feature in connection with the retail hardware business. How many of you to-day are doing your furnace work right? How many of you are making money on the furnace business? How many are getting satisfactory results? We, having been in the furnace business for a number of years, have learned some of the drawbacks as well as some of the good points in connection with it. Too many hardware merchants to-day are doing this work on a guessing plan. Too much trouble results after the furnace is installed. I think if we all could confine ourselves to figures, measuring every foot of pipe and material that goes into the construction of a furnace job, and estimate more closely on time and labor, be more careful in buying a good furnace, having it set as neatly as possible under the center of building, use a larger size of piping and cold air returns than is commonly used, much better results in furnace heating would be attained, and the dealer would reap a better harvest and the customer be more satisfied.

Judicious buying is a requisite of every business. Unless goods are well bought, there can be no permanent success in trade. The most skillful management of all other departments of a business can not counteract the effect of careless and injudicious buying. "Goods well bought are half sold," is eminently true. A successful buyer must have a thorough knowledge of the goods he buys, to be able to determine whether goods offered him will warrant him in purchasing. Should the buyer's knowledge of goods be deficient, the seller will not be slow in detecting it, and will take advantage of his ignorance by selling him goods that an expert hardware man would not buy. The office of buyer is an important one and should not be intrusted to a novice in business. If it is, it will prove a very costly experiment to the firm.

The buyer should frequently consult the want book to see what goods are getting short. This book should not be used, however, to make an order from, nor should every article on the want book be ordered as a matter of course. He should consider the entries merely as reminders that certain goods are getting low. If there are on the want book narrow wrought butts 3 inches, he should not order two dozen narrow wrought butts 3 inches, but should look over the stock of wrought butts and similar goods and sort up the

whole line, provided there is enough wanted to make an order. The buyer should be polite, listen to what the seller has to say, note his prices, etc. Let the seller do most of the talking, and keep your own business to yourself. Do not give away prices made by other houses, nor seem too eager to buy in case low prices are quoted. The seller thus having no pointer, and knowing the buyer to be well posted, will be more apt to give the lowest prices than if he had been permitted to feel his way. If no goods are wanted at the time, the seller should be informed to that effect in a courteous manner. If the seller offers a bait in the way of extremely low prices, take them up, but do not allow him to make good by charging you more for other goods.

Everything else being equal, give houses the preference whose goods are the best, and come in the best shape; fill orders promptly and always be willing to correct errors if they occur. There are no more critical judges of human nature, and none who can more readily size up a man, than commercial travelers, and their esteem and respect are to be desired if one would buy goods to the best advantage.

Employ good help, treat them well, take pains to post them about your lines, give them the management and care of certain lines, and hold them responsible for the success of their department. But don't expect too much from clerks. Don't expect that they will not make mistakes. They certainly will; all men do. When they make mistakes don't forget all their

Greenville Planter Co.

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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 adjustable depth gauge.

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good qualities; these very often more than offset the other. An employer should never lose control of his temper. As soon as he does, he loses the mastery of the situation. Dissatisfied clerks will appear in every business, and when this happens there are only two things to do: Satisfy them or let them go. It never pays a clerk to stay after he becomes dissatisfied—much less does it pay his employer. An employer should always manifest a personal interest in the private lives of his employes. It seems to bind together the interests of the employer and employes. An employer who can command both the love and respect of his clerks can always get better service, more of it, and at less cost than one who fails in this respect.

Life, from boyhood to the grave, is to the ambitious and energetic an ever changing and intricate problem, full of possibilities and responsibilities, that makes him put forth his utmost efforts to attain that ever fleeting and, after all, only relative object, "success in life." One of the elements of success in the life of every business man is the acquiring of a competency out of his business sufficient to enable him to spend the declining years of life in ease, comfort and happiness. His object is not merely to eke out a scanty subsistence, but to store up a little reserve for a sore foot, a rainy day, and for the night when no man can work. And, if this paper shall contribute in a measure, however slight it may be, to the realization of the success for which we are all striving, and which we some day hope to attain, I shall feel amply rewarded for the time and labor spent in its preparation.

E. K. Cunningham.

Rings and Their Meaning.

Few of those who are in the habit of wearing finger rings know a great deal about the origin of the fashion. They know such ornaments have been worn almost from time immemorial; that fact satisfies them that the style is all right, and they investigate no further. It is no doubt true that from the very beginning of things rings have played an important part in the affairs of men, with no reference to their ornamental value, but as symbols of the despotic power of a ruler, the supernatural powers of the priesthood, the skill of the physician and lawyer and as a badge of the conditions of slavery and freedom. The custom of wearing them for ornament or use antedates history and belongs to the Age of Myth and Fable. As emblems of eternity they were regarded as sacred objects, with mysterious powers of magic, of divination, of healing and of destroying wrought into their composition.

Beginning with the iron ring of Prometheus, there is scarcely a hard substance or metal which has not in some of the periods of the world's history been used in the making of these circlets. The Romans were long contented with rings of iron, but every precious metal has in turn been used in their manufacture, while their excessive luxury was shown in the great numbers owned by the wealthy.

A ring of gold became a badge of Roman citizenship; a slave, on receiving his freedom, could only wear one of iron, which was also an ordinary badge of mourning. Roman Knights and Senators wore rings of gold, and Roman lawyers received from their clients a gift of a birthday ring, to be worn only on that day, and to part with any ring was a sign of the greatest poverty.

Far exceeding the interest of rings of metal only was the history of precious stones combined with them, and wrought into designs of rare beauty by the hands of the skilled cutter. The office of seal engraver became one of great trust and responsibility, careful records were kept by him of each design and his life was forfeited if a reproduction was made.

Not only were these stones used for seals and signets, but many magical powers were attributed to them. The jasper led all others for healing gifts, especially if set in silver and engraved with images or figures, when it most surely preserved from drowning. A ruby restrained wrath and fury; a carbuncle was a charm against poison, the plague and drove away evil dreams or fancies. If evil threatened the stone grew dark and obscure until the cause was removed. An amethyst hindered the ascension of vapors by drawing them into itself, sharpened the wits and resisted poisons.

The agate was also an antidote against poison, and gave a man good cheer against opposition and danger, like the carnelian, "which causeth him that weareth it to be of a cheerful heart, free from fear, nobly audacious and proof against witchcraft or fascinations."

The sapphire possessed not only the gift of freeing from enchantment, but of healing from poisons, of loosing from prison, of assuaging the wrath of God, of procuring men favor with princes. As preserving purity, it was worn by the priests, and was the gem of all others consecrated to Apollo, who was believed to give more prompt and satisfactory answers to those wearing this stone.

The opal, in spite of its many superb tints and colors, has always had a shadow cast over its fair name, as, in addition to its reputation of bringing misfortune, its powers have associated it with the brotherhood of thieves, from its ability to sharpen the eyes of its owner and dim the sight of those around about him so they can neither see nor mind what is being done. This, when added to the gift of bestowing invisibility, made an opal an invaluable aid to the light-fingered gentry of thieves.

The emerald preserved purity. The jacinth procured sleep when set in a ring. Chalcedony insured victory to the wearer of it. Coral protected from the evil one. The diamond rendered a man invisible and counteracted the power of the lodestone.

The turquoise, if worn in a ring of gold, would preserve men from falls and bruises, provided the ring had been received as a gift. "It also moveth when any peril is prepared to him that weareth it, and has been known to change color and grow pale if he that weareth it do grow pale or weak,

and, again, upon the recovery of its master, it does recover its own lovely beauty and becomes ceruleous, like unto a serene heaven." It destroyed personal animosities, appeased discords between man and wife, and among the Arabs was highly valued for its talismanic qualities.

The talismanic rings belong to all ages, and were supposed to hold a charm against diseases, against the evil eye and demons or witches, against the power of the flames, the supposed virtue existing not in the stone alone, but in the device or magical letters inscribed upon it. The well-known Basilidian gems, which were found in both Europe and Asia, represent the power of these amulets, of many different forms; all had the word "abroxos" engraved upon them in connection with mystical figures. The word signified not the supreme deity, but the 365 spirits who govern the world.

We are accustomed to hear of coronation rings, of episcopal rings and of the fisherman's ring of the Pope

as symbols of power and authority, but the talismanic ring of a physician, with powers of healing, is not so familiar. Yet the doctors of old carried both signets and rings, frequently wearing them upon the thumb, with their own names engraved backward and forward on the stone, or with the name of some ordinary nostrum as a charm. The material from which a ring was made had also power over different maladies. A cold could be cured by wearing a ring of iron, a headache by a leaden one and a pain in the side by a golden ring inscribed with letters from the Greek alphabet. It seems quite probable that these rings of the doctors contained aromatic waters and preservative decoctions, which they could use in the sick-rooms in the same manner as the cane, which old prints represent them as carefully holding before their noses in the presence of infectious diseases. Without doubt amulet rings for medical purposes were greatly in favor among ancient physicians.

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SCOTCH CUNNING.

How a Pennsylvania Grocer Handled Trading Stamps.

I came home from a trip last Tuesday, and on Wednesday I went to the office to tell them about the mistakes they had made in running the paper since I was home last.

They seem to depend on me for that, and they appreciate it. They listen attentively to all I have to say and then do the opposite.

While I was there a stranger came in and enquired for the editor, who, strange as it may seem, was at his desk attending to business.

By rubbering hard I heard all that went on.

The stranger was a dry goods dealer who had a good-sized store near the outskirts of Philadelphia. What he wanted was information about the trading stamp proposition, and somebody had referred him to the "Grocery World," knowing, I suppose, that I would be home about that time.

Well, the man was given all the information that the office had. A competitor within a square of him had just put in the stamps, and this man noticed his business dropping off. He had not known anything about the stamp scheme before, but the question was up for settlement and he now had to find out something.

We told him all about the stamps --what a bunco game the pesky little green things were for the dealer; how the solicitors' promises of new trade were all hot air; and how the dealer who gave them out always found himself, sooner or later, giving them to his cash and credit trade alike, which meant simply doing his old business at the same prices, but for about 4 or 5 per cent. less profit.

The dry goods man sat and took it all in. When he had all we could give him he swallowed hard a few times and then said:

"Well, by George, gentlemen, it seems incredible that I've simply got to take hold of a scheme that I know will lose me money, just to keep my trade from leaving me, doesn't it? And yet what else can I do? Here's this other fellow giving out the stamps. I don't give 'em out and I can see my trade going. What can I do? Is there anything at all that will work in such a case, except to give out the stamps, too?"

We all told him sadly that we did not know of anything, and the poor devil went dejectedly out to hunt up the local manager for the trading stamp company.

And there you have it. A man may swear by all that is holy that he will never touch the stamps; he may believe them to be a bunco game in which the stamp gang get all and he gets nothing, and yet when the store across the street puts them in, he has simply got to do it, too.

You may doubt this—you grocers whose neighborhoods have not yet been infested—but do you know the experience Tom Hunter had?

I have heard a lot of grocers down Tom Hunter, the Acme tea man, in various ways, but I never heard anybody say he was not a shrewd business man.

Tom Hunter's biggest competitor is the William Butler Co. Both do the same sort of business, although Hunter's stores are a thousand per cent. ahead of Butler's in every way. And their stores are usually in the same neighborhood; often, in fact, on opposite corners.

Butler put green stamps into all his stores and started in to advertise them to beat the band. I happen to know that Hunter did not want to put them in at all. He was shrewd enough to know what it would mean, and he set his wheels to working overtime to devise some scheme to beat the stamps.

While he was doing his devising the trade at every Hunter store where there was a Butler store near-by fell off. In some cases it fell off from \$200 to \$250 a week. Think of that—wasn't pleasant, was it? Bad enough if you only have one store, but suppose you have fifty showing up that way.

Finally Hunter inaugurated the greatest slaughter of prices that the Philadelphia grocery trade has ever known. Gee whiz, but some of the prices he put out were peaches! If the people had had brains enough to see beyond the green stamps they would have laid in enough groceries at those prices to last a year.

Did they do it? No. The cut made no perceptible difference. The business still flowed to the Butler stores and let the Acme alone.

Then Hunter saw which side his bread was buttered on and put in the stamps himself. He organized his own company, and he, instead of some outside trading stamp company, gets the benefit of the stamps that are not redeemed.

Then he started in to advertise the move, and I also happen to know that his trade all came back. I understand, though, that he got little, if any, new trade by it, so that both Hunter and Butler are now in the position of selling the same trade they had before, but with both their profits cut by the cost of the stamps.

Think those two concerns wouldn't gladly give up the stamps to-day? Why, I verily believe they would both give up a thousand dollars for the chance to give them up. But neither one will give up first, so neither will give up at all.

Now, why did Thomas P. Hunter put in trading stamps? Simply and solely because he had to or lose his business. And one of the most significant phases of the incident is that the deepest cut prices in the history of the business had no more impression on the stamps than if they had not been made.

Somebody said that since both cutting concerns started to give out the stamps they had advanced their prices from 5 to 10 per cent. And I do not doubt it.

That reminds me of the scheme of a clever Scotch friend of mine—a grocer—out in a Pennsylvania town near Pittsburg.

I was in his store about two weeks ago while he was waiting on a customer. In his window was a sign, "We give S. & H. trading stamps."

A lady was giving a pretty good-

sized order. After the grocer had it down he said:

"Now, Mrs. Adams, do you want trading stamps with these goods or not?"

She was a little surprised at the tone in which the question was asked.

"Why, yes," she said, "I suppose I might as well take them."

"Well, then, I'm sorry," he said, "but I'll have to charge you 5 per cent. more for the goods. Let's see—this order amounts to \$1.78; if you want trading stamps I shall have to charge you \$1.87."

"Why, I thought the stamps were free," she said in astonishment.

"They aren't with me," said the grocer. "I have to pay for them, and my prices are already as low as I can afford to make them. They cost me about 5 per cent., and if I had to take that out of my profit I'd have to go out of business."

The woman pondered a minute. Then she said:

"Well, I guess I do not want them,

then." In a moment, as an after-thought, she said:

"Why, some of the stores give them away, don't they?"

"Maybe some do," replied the grocer, "but as a rule they do not. They simply seem to give them away, but get it out of you somehow by fixing up the bill. There's plenty of chances to do that, you know, if you want to. I think it's more honest to tell you right out that I'll have to charge for the stamps."

What did that grocer lose by that? Nothing. Did the lady run angrily away to some store that "seemed to" give the stamps for nothing? No, she stayed right there, as 99 per cent. would do.

What did he gain by it? He gained just the 5 per cent. that the stamps would have cost him.

I believe there's a good deal in that scheme.—Stroller in Grocery World.

There is a difference between doing good and making good.



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Breaking Into a Family Where You Are Not Desired.

Written for the Tradesman.

If the average man would tell the truth he would confess that the most unpleasant quarter of an hour that he ever spent was that in which he faced a cold and unromantic father and asked him for his daughter's hand. Of course, if there were extenuating circumstances in the way of money or position—if he could offer the girl automobiles and a cottage at Newport—the situation was robbed of most of its terrors, and the parental blessing a foregone conclusion. If, however, he was an impecunious youth, with nothing to give his wife but the love of his heart, and the work of his hands, he would sooner have faced a gattling gun than the old man's enquiry: "Young man, can you support my daughter in the style in which she has been accustomed to live?"

A father always thinks that it is his first duty to ask that momentous question, and the majority of them feel that they should move heaven and earth to keep their daughter from marrying if the young man says "No." It is reasonable, too, from their point of view, and a hard-headed old business man is not going to take any young man to support, not if he knows it. Moreover, he considers that a girl is simply throwing herself away to marry a fellow whose entire salary would not much more than pay for her silk petticoats, and that he is just as much bound to keep her from doing it as he would be to prevent her from committing suicide in any other way. So he pooh-poohs the very suggestion so scornfully that the young man, hurt and insulted at the intimation that he is a fortune hunter, and that he is asking too much of a sacrifice of the woman he wants to marry, has to be either exceptionally tenacious of purpose, or excessively in love, if he does not abandon his suit right then and there. Many a rich old maid owes her lonely life and her loss of a good husband to her father's determination that she should not marry any man who was not standing ready to offer her just as many frills as she was used to having.

Of course, a father is doing no more than his duty, and is strictly within his rights when he tries to protect his daughter from grinding poverty, but when he goes further than that, and objects to a worthy man simply because he can not offer a girl all the luxuries that she has been accustomed to—the trips abroad, the summers at the sea, the opera box and the house on a fashionable street—he is going too far. He is demanding that the young man start where he is leaving off. It has taken him many years of hard work to be able to afford his family the luxury in which they live now, and it is absurd to expect any young man to have achieved that much success. If

Jack has a bank account to match Maud's father's, he is bound to have inherited it. He has not had time to make it for himself. Simply looking at the matter from a business point of view and with reference to Maud's bread and butter, it is a strange thing that it does not oftener strike fathers that the young man who has successfully held the same place in the office or store for four or five years, and saved up a thousand or two dollars while "clerking it," is not a thousand times better match for any girl than the youth who never earned a dollar in his life, who neither knows how to make money or save it, and whose one star performance and claim to recognition consists in having been born the son of a rich man.

It is one of the queerest things on earth why so many American parents seem to have such a horror of their children ever being brought into actual contact with the practical side of life. Ninety-nine times out of a hundred Maud's wealthy father began life as a poor boy. He clerked for somebody, he saved up a little money and got an interest in a business for himself; he married the girl he loved, and they went to house-keeping in a humble cottage in a back street, where his wife helped him to economize and work, and they were happy as happy could be. It was an experience out of which they brought nothing but good, but the very idea that Maud should go through it is appalling to Maud's father, who sets up a kind of diamond sunburst and opera box standard for her suitors, and expects them to either put up or shut up.

So he turns a cold and unfriendly eye on Jack, who modestly tells him that he has a good situation, with a chance of being taken into the firm in a year or two, and sternly remarks that when he married he was able to support his wife in the style in which she had been accustomed to live. He forgets that he took his bride to a cottage, while he expects Jack to install Maud in a fine mansion. He forgets that his wife, in their early days, did her own cooking, and made her own frocks, while he demands that Maud's husband shall provide her with a retinue of servants and millinery from Paris.

It is not to be denied that the parental attitude towards poor Jack is pretty hard on Maud, and enormously increases her chances of being an old maid. If she is not to marry, except in defiance of her family, any man who can not provide her with all the luxuries to which she has been accustomed, it narrows down her chances to a few gilded youths who have been fortunate enough to inherit money, and, alas, there are never enough of these in any community to go around. Moreover, such is the inconsistency of fortune, it frequently happens that Maud, who bestowed her hand upon young Dives in her youth, because he could give her the truffles and champagne to which she was accustomed, finds by middle life that he is quite unable to give her plain bread and butter, while Jack has reached that pitch of success in business that he could feed his family

on humming birds' tongues and peacock brains, if they happened to relish those dainties. This is not a phase of the subject that Maud's father considers very often, but it happens so frequently that the choice in marrying a rich young man, or a poor, hard-working young man, almost reduces itself to the question of whether you would rather be well off while you are young or have plenty and comfort for middle life and old age, and before Jack is sent about his business it is just as well to try to solve this conundrum.

Maud's father says, and truly, that he has nothing but her happiness at heart. He believes that she will be perfectly miserable living in less style, with fewer clothes, and plainer surroundings than she is accustomed to. That depends on Maud. If she is the kind of girl whose heart is cut on the bias and frilled in the middle, and whose soul will go to Paris when

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Toledo, Ohio

she dies, she will never be indiscreet enough to fall in love with a man who is not strictly eligible from a worldly point of view. She is just as incapable of adoring a man without a big bank account as she would be of falling in love with a man without a nose. But the girl whose true heart beats just as faithfully and warm under velvet as it would under linsey-woolsey, whose eyes, unblinded by wealth and fashion, are keen to see the man and not the position, and who is willing to exchange a few of the trappings that money can buy for good, honest love and respect, knows what she is about when she picks out her own particular Jack and refers him to papa. And papa makes the mistake of his life if he refuses his blessing for no other reason than because the suitor can not support Maud in the style in which she is accustomed to live.

There is, also, this point of view, that if Maud's father has raised her with such luxurious tastes that she can not be happy on the income that an ordinarily successful man can offer her, it is nothing but common fairness for her fond and foolish parent to provide her with a dowry that will offset her demand for frills. That is one way around the question, and certainly it is quite as just as to expect the young man to be able to humor the unreasonable extravagance and wastefulness in which the daughters of so many rich parents are reared. As it is, the average worthy young man is apt to fight shy of the rich girl. The idea of breaking into a family where you are not desired

because you are poor is not alluring, neither is it consoling to feel that your wife will be considered as a martyr for marrying you. The modern father must adopt a kinder attitude if he does not want to be left with a lot of old maid daughters on his hands. Dorothy Dix.

Modern Methods Bring Success and Happiness.

Written for the Tradesman.

It is a well-known fact that the merchant who expects to be successful must keep abreast of the times; but nevertheless many men in business do not seem to regard this fact and are failing daily because of their disregard for it. They are plodding along in the same old rut they were in ten or fifteen years ago.

It is all very well to say that the merchant who spends little for modern conveniences, and consequently has less expense, is able to sell goods cheaper, but, despite that time-tried theory, the merchant who keeps "up to now" is getting all the custom.

An old-established trade may help the non-progressive merchant to worry along in a haphazard fashion for a time, but sooner or later even his old standbys desert him for places where the air is charged with modern progressiveness.

Make a canvass of the stores in a town. Some are on front streets and are large and well lighted. Some are on back or side streets and but few of these last are large or well lighted or have many, if any, of the new fixtures known to the real merchant.

Now why are they dingy and small—those stores on the back streets? Because they are on a back street? No, the reason is quite the reverse: they are on a back street because they are dingy and small. Mayhap they were once on a principal thoroughfare; but the men who owned them were the kind of men who said these new-fangled things were all foolishness and folderol. That is why they moved to a back street, where they are struggling along, ghosts of their former selves, who will, after a few spasmodic attempts to brace up, expire quietly, and no one will miss them but their owners—the owners who would not keep up in the race.

No man can help himself. He must keep up or step down and out. He must travel with "the bunch" in modern business or get left behind. The modern business rush is a torrent, but it will not pick up the old-fashioned man and carry him along with it. It will simply part and rush past him to join together later on, leaving him where he sat, and where he must be satisfied to take what comes to him without being gone after—which same is very little.

The world is progressive. Our country is the most progressive of all. All classes of our people are progressive in every respect. Still, there are some benighted souls who exist in this progressive country among these progressive people and think that they can be successful without being progressive themselves. They soon learn their mistake, but they are in most cases too obstinate to

admit it and hang on in the same old way until the end comes, when they scold and even curse the world for its unkindness to them.

The people in this country like the progressive man, the man who has some "git up and git" about him. The small boy will go to the man who has red marbles mixed in rather than to the merchant who has none but blue ones. Where there are the most mirrors and gilt and plate glass will my lady go to buy her Easter or any other hat, although it be a mile down town and although the same thing, at the same price, can be purchased a block from her home in a place without the mirrors.

My lord of the office will send to the end of the earth for some little thing needed about the office rather than to buy the same thing next door without the last minor little improvement on it that can be found on the one away off.

And so it is with every one. The merchant who delivers his goods in an auto has a distinct advantage, in the eyes of the housewife, over the one who does not. Why? The goods are just as good, the price the same, but the novelty of it, the "up-to-date-ness," the modern idea—that is what counts.

Be modern and you will be happy. Being modern brings success and being successful brings happiness. And there you are. Burton Allen.

Every man hath a weak side. Every wise man knows where it is, and should be sure to keep a double guard there.

YOU CAN'T FOOL A BEE



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

Karo CORN SYRUP



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

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

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

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

CORN PRODUCTS CO., New York and Chicago.



Influence of Woman on the Customers of a Shoe Store.

There's a woman in the store, and now it is running as smoothly and neatly as a well kept New England household. The magic touch of the feminine hand is upon everything from the garret to the basement, and the whole shop now has that air of refinement peculiar to the presence of women clerks. If you don't believe it from reading about it, look into the store and see.

Furthermore, if you don't believe it, "look in the book and see."

There are 924 women in the boot and shoe trade of Massachusetts, according to the best statistics for 1900, collected by the State Bureau of Labor, and these statistics do not include Lynn's one woman shoe manufacturer or Haverhill's one woman box manufacturer. There are 203 women engaged in the retail shoe trade in Massachusetts, according to the same statistics, and thirteen of them are in business for themselves. Woman has swept into all branches of the shoe trade except those of the specialized positions of buyer, wholesale dealer and salesman and commission merchant. There is even one woman traveling salesman in Massachusetts, who may be known to many retail store keepers. Of course, the great army of women in the shoe trade, numbering about 30,000, work in the shoe factories. And Massachusetts is only a very good specimen of the conditions of women in the shoe trade in advanced states of the nation.

"Why am I selling shoes?" said a young woman who has made a success as the head of the shoe department of a big department store. "In brief, the answer is simple. I want to make my own living, and not to be dependent upon my brothers and parents.

"The shoe trade appealed to me as a new field for women. Perhaps the fact that my brother is a shoemaker influenced me some. But I noticed that many of the girls I knew were learning to be milliners or dressmakers, and, fearing that those occupations might be overcrowded, I sought something new, and decided to take up the shoe trade.

"The first shoe dealer whom I asked for a place laughed at me. He kept a modest store, and I thought it would be a good place for me to start in. But he laughed just like a man, and wanted to know what good I would be in a shoe store. No dealer in town had a saleswoman, he said, and he didn't know what they would want one for, unless, he hinted, it was to draw the trade of duds young men, who think more of their clothes and appearance than they do of their strength of character.

"I saw failure ahead of me, after this interview, but I remembered what a school boy friend who had made a success both in school games and in business said: 'When you

can't gain at one point, try another and hit the line harder,' was his battle cry in many football games, and in business, too. So I decided to try a new place, and try harder. I went to the manager of a department store, whom I knew because I traded at his store, and presented my plan to him as strongly as I knew how to put it.

"'Good, good,' he exclaimed. 'Why don't other people think out ideas? But,' he continued, his enthusiasm sinking into dismay, 'you don't know anything about the shoe trade.'

"I had to confess that I didn't, but I declared I was anxious to learn, and he sent me away with the disappointing remark that he would 'think it over.' But soon afterwards my disappointment changed to gladness, for he sent for me, and told me that I could learn to be a clerk in his store, and if I did well, he would open a shoe department and give me charge of the women's lines. I worked hard, and the manager kept his word, and that is why I am head of the shoe department in this store to-day. I'm proud of my success. It's woman's nature to be vain, you know, and men are never elated over their success," she concluded with a laugh.

"Do I think the shoe trade is improved because women are engaging in it?" said the woman manager a moment later, she having attended to a detail of business.

"I don't think so; I know so," she emphatically replied. "I wouldn't be in this business unless I was doing good. I've become sort of a woman's rights woman since I've been in business, and as a spokesman or spokeslady for women, I would like to tell all shoe dealers that women appreciate the store which has clerks of their own sex.

"I've had customer after customer come in and tell me that they liked to trade with me, and would continue to trade with me, because I was a woman. Some of them have told me that for years they have not tried on shoes in a retail store, but have brought them home, or have got their husbands to get shoes for them, for the plain reason that they didn't like men clerks in the stores. But now that I was selling shoes they would be glad to patronize me.

"Besides, no man clerk can understand the women's trade as can a woman. Men do not understand women, their tastes and little fancies about footwear. Women do not buy footwear as men do, and good judgment of the feminine character is essential in selling them shoes. The same applies to the children's trade. A man may have brought up a dozen children himself, but he never knows how to handle them quite as well as a woman. It is woman's way that wins the children's trade. It is perfectly natural for women clerks to cater to the women's and children's trade in the shoe stores, just as it is natural for women to make up the great majority of the clerks in the department stores dealing in women's goods. Women make up 90 per cent. of the shoppers to-day. Whatever is natural is usually profitable, so it seems reasonable that women clerks would pay in any shoe store. "Another place where a woman

clerk fits in is in buying. A shoe man may study styles from sunrise until the electric lights go out, and he'll never know as much about the style as a woman who has only just glanced at a fashion paper. It is woman's nature to be informed on the fashions, and she can select popular lines from the salesmen's samples better than can a man.

"Of course, as I've said before, I'm proud of my success, and I may have spoken a trifle vainly, but I think my words are worthy of study by hard-headed shoe dealers."

Some enterprising young women have engaged in the profession of window dressing. A Marblehead,

Mass., young woman is one of these, and she arranged several artistic Easter windows in North Shore stores, and secured contracts to dress the windows of a number of retailers for other special occasions. She arranges the display, and provides the ornamentation, asking from the retailer only the use of his window, his usual window fixtures and the goods which he wishes to show off. She is an expert window dresser, and the small dealers who employ her are thereby enabled to display as attractive window exhibits as the big stores that have a professional window dresser on their staff.—Fred A. Gannon in Poot and Shoe Recorder.

The World Is Always Ready to Enrich the Man Who Carries Out Better Than His Promise



Our Trademark on the sole of a shoe means that it will usually give the wearer better satisfaction for his money than he expected.

We put the greatest value in shoe quality possible into everything we make.

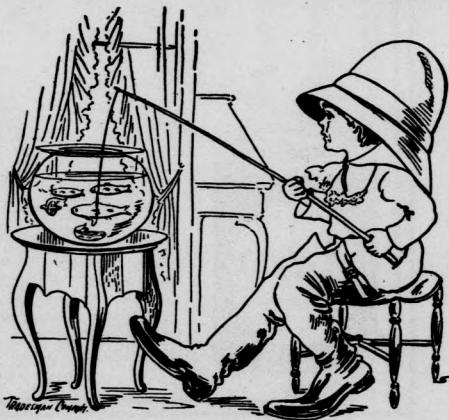
This is why you should want our goods if you do not now handle them.

We go everywhere for business.

Rindge, Kalmbach, Logie & Co., Ltd.

Grand Rapids, Mich.

Sporting Boots



May 1st is fishing day. Quit work, seek rest in play.

There will be a large demand for Sporting Boots this spring. Order

The "Glove" Brand

THE BEST MADE

Hirth, Krause & Co., GRAND RAPIDS MICHIGAN

Ten Minutes in an Average Shoe Store.

What goes on in a retail boot and shoe store in ten minutes? Well, more different sorts than you can imagine. Shoes go on for one thing. There are trouble, and perplexity, and satisfaction, and fun, and there is also patience. There's no place on earth where you'll see more patience in a given ten minutes than in a shoe store.

For instance, here comes a man. He carries a bundle under his arm. It is a newspaper wrapped bundle, and it bulges in all sorts of shapes. It is tied with three short pieces of twine of different colors, tied together into one continuous whole by some saving housekeeper, and there being in the course of the patchwork one piece of pink drug store twine which was weaker than the piece of wool twine or the piece of hard express twine or the grocery store cotton cord, it has broken on the way downtown, some six blocks back, and now the bundle is all askew.

The man looks as though his temper was also askew.

The clerk knows trouble in all its forms, and one way to combat impending trouble in a shoe store is by overdone jollity and good nature, so the little clerk lets a chuckle out of him and allows that it has been a dog's age since he's seen the man—the man who carries the bundle.

But the man is too mad to be mollified, and he walks straight back to the length of counter, which is all that is left in most shoe stores of the good, old-fashioned fittings, and lays down the bundle which is all askew.

"Something you want to change?" queries the clerk.

"Well, you jest look at 'em, and see what you think, that's all, jest look at 'em."

The clerk unwraps the many folds of newspaper and reveals the relics. They had once been shoes. A pair of the same designed for a boy of twelve and a good solid boy at that. "I see them," says the clerk. "Some your boy's been wearing?"

"As long as they'd hold together." They are somewhat worn shoes. There are holes in the toes through both the tip and the shoe itself. The leather is all scrubbed off from the counters, every seam is ripped in whole or in part, the lacings are worn to a frazzle and have been tied six times, the right shoe lace, and eight times the left shoe lace.

There is a hole through each sole, clean through both outer and inner, big enough to pass a bottle of polish through, and the counters are bent back on themselves in what must have been an exceedingly uncomfortable position for the wearer. They have been wet in the mud and baked by the stove, and four of the eyelets are ripped clean out and five of the lacing hooks are broken off. And the heels—Oh, the heels. Language fails me when it comes to the heels.

"Well, what do you think of them?" says the man.

"I think," says the clerk in his jolliest manner, "that that sort of a boy

hasn't cost you a dollar for doctor's bills since he's been wearing these shoes."

But the man doesn't smile. "That's all right, but that isn't the question. Do you think those shoes have worn right?"

"Why, I don't know; they look as though they had been worn right along, if that's what you mean."

"Well, them shoes never ought to've worn out like they have in this short time. Why, he ain't had 'em no time at all, and look at 'em."

"How long?"

"Not over six weeks at the outside, and I am pretty sure that he hasn't had 'em more'n a month."

"Why, they look as though they'd been worn longer than that."

"Well, they haven't. And what I want to know is, what you goin' to do about it?"

"Well, I don't remember when you got them, but they certainly look as though they had given pretty good service. What do you want us to do about it?"

"They ain't only one fair thing to do, and that's to give me another pair for 'em."

"Oh, we couldn't do that. They have certainly been of some value to you. Come, now. I'll tell you what I will do. I'll throw off a half a dollar on another pair. What did you pay for these?"

"Either \$2 or \$2.50, I forget which."

"Someway, I don't remember just what make they are—"

"Well, you jest take them back and send 'em right to the manufacturer and tell him they didn't wear and he'll have to make it right. Besides, Jim didn't put 'em right on for every day; he wore 'em for nice for quite a long time before he begun wearin' 'em regular to school."

"Well," said the clerk, "I suppose I'll have to—"

Ah, here comes the pro-pri-e-tor.

"Well, well. What's the trouble here? What's the trouble? Hello! Hello! Well, well."

"This gentleman says he got those shoes for his boy a month or six weeks back and they haven't worn, and he wants a new pair."

"Wants a new pair? Well, why don't you sell him some?"

"He wants us to give him a new pair in exchange."

"But we don't exchange new shoes for old."

"No, sir, but he says they haven't worn satisfactorily."

"They haven't? Why, they look as though they had. Gracious! What do you want out of a pair of shoes? A year's wear and a new pair thrown in?"

"Them ain't worn three months."

"Well, if they haven't had steady wear for six, I'll eat 'em, dirty as they are."

"Well, I want a new pair for 'em jest the same."

The proprietor picks up the wrecks, curiously. "They certainly have worn well, and I wouldn't have believed they would."

"Why?"

"Because they never came from this store at all. You got 'em somewhere else. Probably over at Hyde's,

and I didn't suppose he had as solid a shoe as that in his store."

See the glad relieved look on the face of the little clerk.

"Well, I thought I got them shoes here. By gosh, I did, too. I always traded here."

"Not that pair of shoes. We never had a pair of that style boys' shoes in the house."

"All right. You won't make 'em good, then?"

"I will not."

"All right. All right. That's the last thing you'll ever sell me out of this store."

"We didn't sell you those. Hyde sold 'em to you."

"I know where I got 'em, and you can't lie me out of it. I got 'em right

here out of this store not over four months ago and the boy wore 'em for nice—"

"Oh, cut it out."

And the little clerk, who is so glad that the boss came in just as he did that he could almost hug the bluff old fellow, watches the grumbling customer wrap his old relics up and go sputtering out of the door, just as a countryman comes in with two neatly whittled sticks, one five inches long and one seven inches long, which he states just fit the girls' old shoes, and he wants two pairs just enough larger so that the sticks will fit in loose—

And all of this in a little more than ten average minutes in a country shoe store.—Ike N. Fitem in *Boot and Shoe Recorder*.

That Hard Pan Smile

WITH each pair of HARD PAN SHOES there goes a feeling of satisfaction which grows bigger and bigger with every day the shoes are worn.

WARMEST kind of friendship springs up between merchant and customer with every sale of hard pans. All are satisfied.

Herold-Bertsch Shoe Co., Makers of Shoes

Grand Rapids, Michigan

LYCOMING RUBBERS

We are state agents for this famous line of Rubbers. We have recently added a large warehouse to our already commodious quarters, and are in position to fill all orders promptly, which will be appreciated by all dealers on account of the heavy demand for rubbers at this time of the year. Send us a trial order for the best rubbers made.

Waldron, Alderton & Melze

Wholesale Boots, Shoes and Rubbers

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

Our No. 104 Ladies' Vici \$1.50 Shoe

Leads the world. Send for sample case at once—you need them.

WALDEN SHOE CO., Grand Rapids

Shoe Manufacturers

THAT MARKET CASE.

How Billy the Bat and Montreal Meg Came to Grief.

Written for the Tradesman.

From the first fair view of the man, I liked him.

I can see him now, as, erect and facing me squarely and with that esoteric bouquet of breeding which will not down, he banished from my mind all appreciation of the threadbare garments he wore and all curiosity as to his unshaven face and the lack of grooming so apparent. He had asked for employment and in making the request had stated: "I understand horses and their care, I have had thorough experience as a salesman and I am a competent accountant."

The combination was unusual and, if it could be utilized in my business as the proprietor of the largest grocery store in Danville, was exactly what I needed. "I like your face"—I began to reply, when he interrupted with: "Pardon me, but there is no trust to be placed in either faces or words. All this theory as to judging human nature is error. I don't ask you to bank a cent on my looks or upon what I say. I want work. I am hungry. I am a stranger to you, but I am healthy, strong and willing to work. Will you give me a chance to prove that I am reliable?"

Unfortunately, I was, just then, dominated by that sense of superiority, that impulse of proprietorship, which frequently permeates the being of the average business man, so that I began, somewhat testily, with: "All that you say may be true, but—"

I got no further, for my visitor quietly closed the door of my office saying: "I would prefer that our prechments should be between ourselves," and then, turning upon me, he presented a cocked revolver and continued: "I will shoot you dead, if you touch that buzzer button," in much the same tone and accent as he might have observed as to the character of my office desk or any other article of furniture in the room. And yet there was an endorsement of his threat gleaming from his eyes that could not be rejected.

I am not a nervous person and I was not afraid of the man before me. Rather was my curiosity aroused and, I must confess, I felt an admiration for his magnificent self control. Accordingly I said, as I leaned back in my chair as serenely as possible: "Well, you're a man of strong character at least, what can I do for you?"

"Treat me as an upright, honorable man made desperate by hunger and privation. That is all I ask," was the reply.

"That's easy and only fair," I answered, "but how shall I begin, with your weapon staring me in the face?"

"Step out into your store and get a bottle of milk, some bread and a bowl and spoon, and bring them back to this office that you may find out whether or not I have lied as to being hungry," was the stranger's proposition.

"But I might give an alarm, if you let me get out of your sight," I suggested, at which he smiled in the

most reassuring manner and replied: "Ah, no, you wouldn't do a thing so contemptible, after I have treated you in the way I propose to do; you haven't the heart to annihilate a man whose only offense is an attempt to prove that he is honest and willing to work."

"How do you know this? Why do you propose to trust me in this fashion?" I enquired, inwardly amused by the man's unusual shrewdness or his preposterous rectitude and I did not yet know which.

"I do not know it. I am simply taking chances with one whom I believe to be a square man. It's a gamble, pure and simple."

I was won completely, because, if there is any weakness in my make-up, it is a fondness for taking chances, for gambling. Not the silly, reckless sort of bucking against sure-thing conditions; but the habit of speedily sizing up all sides of a proposition and then going at it full tilt and to the very best of my judgment, energy and skill and with a determination to win out. Thus it happened that my unbidden and unexpected guest was provided with an abundant meal and so, also, it transpired, after a bath and a visit to the barber shop, that Gregory Martin took charge of the horses, stable and delivery wagons connected with C. D. Haller's Central Market. My business was almost wholly a family trade in groceries, shelf goods, meats, fruits and green groceries and the only comment I heard, when my new man began his duties, was from the driver of delivery wagon No. 2 (which was utilized exclusively for the delivery of orders from the western and wealthy district of the city), who observed: "The new barn boss is a 'peach.'"

The driver of No. 2 was raw-boned, tall and angular, with dark brown eyes and the complexion of a dago, but in speech and action he was quick, graceful and emphatic, while his faculty for remembering little details as to orders received at side doors and back doors was not short of marvelous. His name was Aretus Kent

and, born on a house-boat during its floating journey toward New Orleans, he had been raised as a flat-boatman, to shift to a voyage or two on salt water, going ashore again to become a miner in South America. From this he had been a sheep herder, a cow-puncher and finally a soldier in the Chilian army and so, gradually found his way back again to the United States and to Danville, where after he had been in my employ nearly two years, he had celebrated his twenty-third birthday.

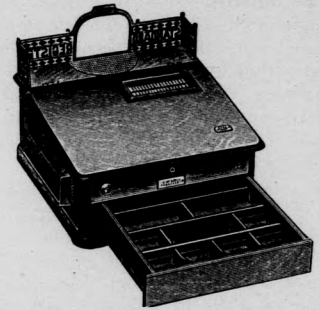
"Mr. Haller," said Kent, after Martin had been in charge of the stable a week or thereabouts, "that man Martin is all right, knows horses from hoof to forelock, all right, but he ain't no hossler. Them two trunks I hauled up from the station for him to-day weighed a ton; 'cause for about 20 pounds of clothing there wuz inside of 'em; there was books till you couldn't rest. He's a preacher, er a lawyer, er 'sumpin else 'sides a hossler—but he's 'up-an-up' all right, so you needn't go to makin' any holler."

And I soon found out that Gregory Martin was, truly, "sumpin else 'sides a hossler." He was a tremendous all 'round worker, keeping an eye on all departments of my store, looking after the various stocks; systematizing the receipt and filling of orders; a shrewd buyer either direct from wagons or from the jobbers; speedy, neat and accurate as an accountant and one of the best salesmen I ever met. My store was cleaner and more orderly under his unostentatious surveillance; the window displays were frequently changed and were always novel and attractive and, as a result, there was a perceptible improvement in my trade. And all of this betterment, which I credited to Martin, was accomplished so diplomatically that there was no friction with the several other clerks, except as to William Harris.

Harris was engaged, claiming to be a good salesman and stock-keeper. He had proved only ordinary in those capacities. He was a pretentious little chap who was very dressy and who, beyond the comprehension

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

GRAND RAPIDS FIRE INSURANCE AGENCY

W. FRED McBAIN, President

Grand Rapids, Mich.

The Leading Agency

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

of his fellow clerks, was able to play more billiards, smoke better cigars and attend the theaters more regularly than any of them. Moreover, he was a boarder at the fashionable private boarding house—or "family hotel" as the advertisement read—that had but recently opened opposite the public square, and appeared to be quite popular with Mrs. R. Kaine Hillwell and her daughter, a wealthy widow from Baltimore who was temporarily residing in Danville, "merely as a matter of economy until after her husband's estate had been settled." As I say, Harris had not wholly made good as a clerk, but as he had worked fairly well into the duty of trimming my windows, I had retained him until, when Martin began to offer suggestions as to the window displays of fruits, vegetables, green stuff, deepsea fish, meats, groceries, etc., he had been in my service nearly a year. And it was from this man Harris that I heard the single objection as to Martin, that: "He's too officious, always nosin' around and tellin' me how to do my work; an' I won't stan' it, that's all."

I immediately assured Harris that Martin's work was very satisfactory to me and suggested that I would have no difficulty in filling his (Harris') place if he felt that he must leave me. As usual in such cases, Harris subsided completely and became almost unbearable in his sycophancy.

A month later I made Gregory Martin general manager of my store and he at once promoted Aretus Kent to be superintendent of the delivery department, with my hearty approval. These promotions were due to two causes. First, Martin had won the esteem and confidence of every man in the store, except Harris, and next, on several occasions, Kent had been the means of detecting bogus coins offered at our counters, saving me from such losses at a time when Danville and the adjacent country seemed to be flooded with counterfeit money.

One afternoon I happened into our order department, which was located at the alley or rear end of my establishment underneath a gallery in which was our counting room. Four wagons at the door were being loaded, the order clerk and drivers busy as bees and the tables and floors piled high with baskets, jugs, oil cans and parcels, when Kent, with: "Excuse me, Mr. Haller," pushed me over a basket of potatoes and as I fell I saw him shinning up the steep stairway leading to the counting room, as though possessed.

As I scrambled to my feet I saw, looking toward the front of my store, that Martin was struggling with Harris, who had a revolver in his right hand. Our customers, perhaps a dozen in number and several of them ladies, were hurrying to hide behind counters, boxes and barrels, fearful that a bullet from Harris' revolver might find them out, while every other clerk except young Winters—our best meat cutter—had simply dropped out of sight. Winters, however, ran to Martin's assistance and had just placed the window trimmer hors de combat, when Kent, from the

gallery above me, shouted: "All right, Colonel, I've got it."

Instantly I recalled my first view of Martin and what he had said as to the folly of attempting to judge human nature; but another thought followed at once and as I hurried to the front of the store I had decided that while I might have been deceived by Martin and Kent—who were evidently acting in concert—I might still rely on the meat cutter. "What is it, Mr. Winters?" I enquired as I approached him, at the same time noticing that Martin, carrying Harris' revolver, had rushed into the street.

"Blessed if I know," replied Winters, as he maintained his grip on Harris' collar. "Mr. Martin asked me to keep this man under arrest until he could call a policeman. That's all I know."

"Yes, an' if you see Martin again," whined Harris, "or that dago either, I miss my guess." With this, Harris caught a short knee lock on Winters' right leg, gave him an elbow sharply in the ribs and, ducking and squirming, slipped neatly out of his coat and ran like a deer for the rear door. Any doubts I had as to Martin or Kent were at once dispelled; for the latter worthy met the fugitive at the foot of the stairs and capturing him, turned him nearly double over a pile of empty egg crates stacked up in the corner.

"For heaven's sake, Mr. Martin," said I as my general manager came in accompanied by an officer, "what does all this mean?"

Martin pointed to Kent and his prisoner with, "There's your man. Hold him at headquarters till I come." Then, as the officer made his way through the files of excited, wondering clerks and customers, Martin turned to me and in a quiet, low tone asked me to get my hat and come with him. Satisfied that the man knew what he was about I did as requested and as we stepped into the street I saw the patrol wagon coming toward my place of business. While this was reassuring, I was still further comforted although mystified also, when, in a very few minutes Martin and I reached the "Family Hotel" and found Kent there waiting breathlessly for our appearance. "The 'cop' asked me to ask you to see that he gets proper credit for this job," said Kent with a grin and as we entered the building Martin replied, "I'll give it all to him." Without waiting to seek permission of anybody Martin directed Kent to go to the back stairway, and as the "dago" disappeared down the hall, Martin led the way upstairs and rapped at the door of the front suite. Without waiting for a reply he opened the door and entered, myself following closely and then, exhibiting a badge of authority as a member of the U. S. Treasury Department Secret Service Bureau, he informed "Mrs. R. Kaine Hillwell" and "Miss Hillwell" that they were under arrest.

There were tears, a famous showing of indignation, hysteria and all the rest, of course, and, truth to tell, there was more or less of disarrangement of toilets and upsetting of furniture in the struggle that followed;

We Never Were

in better position to give our customers better goods, better prices and better service than at the present time.

WE NEVER WERE

so far ahead of previous sale records as at the present time. In connection with this we wish to assure our customers who have placed their fall orders with us for rubbers, that

Lycomings as well as Hoods

will be delivered in a most prompt and satisfactory manner, hearsays notwithstanding.

Don't forget to send us some sizing orders on leather goods.

GEO. H. REEDER & CO., Grand Rapids, Mich.

How About Your Credit System?

Is it perfect or do you have trouble with it?



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

Itemized Statement of Each Customer's Account?

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

SEE THESE CUTS?

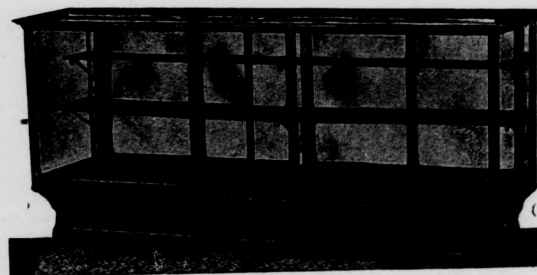


They represent our machines for handling credit accounts perfectly. Send for our catalogue No. 2, which explains fully.

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

High Grade Show Cases

As good as any.
Better than many.



Prompt shipments. Easy terms.
Prices reasonable. Write us.

Grand Rapids Fixtures Co.

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

New York Office, 724 Broadway

Boston Office, 125 Summer Street

but the fair (and they were very handsome women) prisoners were soon safely placed in the women's ward at the police station, while the window trimmer languished and cursed and threatened the wide, wide world from the solitary fastness of a cell in the block two floors below.

Next morning's papers came out with a thrilling account, fairly glistening with the patter of thieves and half-baked detectives, telling of the clever campaign conducted by Patrolman Rogers during the past four or five months, resulting in the capture of "Billy the Bat," the world famous counterfeiter, otherwise William Harris, well known as the window trimmer at C. D. Haller's Central Market the past year; also the arrest of his accomplices, "Montreal Meg"—one of the cleverest thieves in the country, better known in Danville as Mrs. R. Kaine Hillwell, and her alleged daughter, a very charming and intellectual young woman whose real identity is not yet established.

The account revealed the fact that the family hotel opposite the public square was a fake, that it had no other occupants than the prisoners and that a complete and elaborate counterfeiting plant had been found and taken possession of, in the cellar of the house; and, in conclusion, it related how General Manager Martin of the Haller Market, aided by Mr. Aretus Kent, of the same establishment, had assisted Patrolman Rogers by watching Harris and capturing a cash carrier bucket containing two dollar pieces, a fifty cent piece and a twenty-five cent piece, all bogus, as it reached the cashier's desk from Harris' hands. It was thrilling as a story and it was accepted with much praise and congratulation for Patrolman Rogers, by all of Danville, except myself and the superintendent of my delivery department.

We knew that Gregory Martin had been at work for months trying to locate the counterfeiters; we knew that it had been a very difficult case; that his advent and career in Danville had been a part of the case, a part that had completely hoodwinked everybody, ourselves included. And we were requested by our friend to keep faith with him in order that any future efforts on his part as a secret service man might not be hampered by any revelation on our part. How were "Billy the Bat" and "Montreal Meg" convicted?

On the testimony of Gregory Martin, Aretus Kent and C. D. Haller, supplemented and confirmed by the evidence found in the basement of the Family Hotel and in the cash carrying bucket. Rogers? Oh, yes, he told the story as he had framed it on what Martin had revealed to him, but he came very near proving an alibi for Mrs. Kaine Hillwell and her daughter.

Where is Martin now? Oh, he's still in the Secret Service and doing well. He's coming over to Danville next week to act as best man at the wedding of Aretus Kent and the cashier of Hiller & Kent's new Central Market—that new building over there on the opposite corner.

Charles S. Hathaway.

Paraffined Cheese.

There has been unusual complaint of paraffined cheese in the English markets the past year, and the subject is now being seriously discussed in Canada with an idea of correcting some of the trouble. The special London correspondent of the Montreal Trade Bulletin in a recent letter says: "Bristol buyers advise me this week that there is too much waxed cheese coming in, and as they have objected to this before, it is a pity makers do not take the hint."

"Taking up the subject editorially the Trade Bulletin says: "It is to be regretted that the Government Agricultural Department at Ottawa should have advocated the waxing of cheese with paraffine by factorymen, especially as there is such great objection to paraffined cheese on the other side of the Atlantic; and as our makers are supposed to study the requirements of the trade there, it is to be hoped that they will discontinue this highly objectionable practice. A Montreal exporter while in England last year was instructed by three firms there not to ship them a box of waxed cheese, as their customers strongly objected to them on the ground that the goods lost considerable weight, one importer stating that he would not buy waxed cheese unless he was allowed 2 lbs. per box. What is required in the English market is cheese with a bright, natural skin in the summer time, and cheese made in the fall should appear in its natural condition with a nice dry and green mold on the skin, showing a little maturity. Paraffined cheese prevents this natural appearance, besides causing loss in weight to the retailer. As so many objections continue to be raised in the great consuming centers of Great Britain against waxing cheese, surely our factorymen will not persist in a practice that is calculated to injure the enviable prestige of their goods in the English market."

Lots of people fancy the newspaper business is easy and that no special aptitude is necessary for success in it. The experience of Frank Munsey ought to enlighten them. Munsey made millions in the publication of cheap magazines. When he decided to try the newspaper field he bought concerns in Boston, Washington and New York, on the theory that the syndicate idea could be applied to journalism as well as to trade. He has spent money with great prodigality, but the results have been unsatisfactory. Munsey will retire from the journalistic arena. He says: "Some men do not know when they have enough, but I do. I simply quit a business for which I recognize that I am temperamentally and by training unfitted. That is the long and short of it. I shall confine myself to the publication of my magazines, which is more to my liking."

Have ideas and ideals and fight for them. One honest, original idea is better than a dozen hand-me-downs.

It is about as hard to freeze over a live store as it is to freeze up running water.

<p>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</p>	<p>Buyers and Shippers of P O T A T O E S in carlots. Write or telephone us. H. ELMER MOSELEY & CO. GRAND RAPIDS, MICH.</p>
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Fresh Eggs Wanted

We want to hear from shippers who can ship us regularly every week. If you want to ship on commission we can offer you a good proposition. If you want to sell on track we will make you track bids each week. We are thoroughly reliable and want to deal with just such shippers. Write us.

L. O. Snedecor & Son
Egg Receivers

36 Harrison Street, New York

Reference, N. Y. National Exchange Bank

Fresh Eggs Wanted

Will pay 16c next week f. o. b. your station, cases returned.

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.

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GREEN GOODS are in Season

You will make more of the Long Green if you handle our Green Stuff.

We are Car-Lot Receivers and Distributors of all kinds of Early Vegetables
Oranges, Lemons, Bananas, Pineapples and Strawberries.

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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.

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 AND OF THE GENUINE, ORIGINAL, SOLUBLE,
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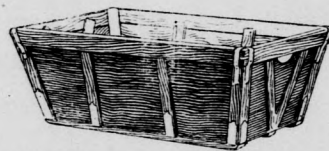
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 Highest Grade Extracts.

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Flat Delivery or Display Baskets



These baskets are the handiest, best and most durable on the market for grocers, butchers and bakers. They contain all the advantages of common baskets, together with the compactness and lightness of boxes. Square corners. Fit nicely in your delivery wagon. For sale by jobbers everywhere. Manufactured by

WILCOX BROTHERS, Cadillac, Michigan

NEW YORK MARKET

Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, April 23—Coffee has had a quiet week. Offerings of No. 4 and below have been light and really desirable grades command some premium. At the close Rio No. 7 is worth 7¼c. Buyers take very small quantities and seem to be waiting for the future. In store and afloat there are 2,850,143 bags, against 2,598,914 bags at the same time last year. Opinions by experts continue to be freely given as to the future, and these seem to be a "large and varied assortment," some claiming that full stocks may safely be purchased on the present basis, while others say go slow. There are large stocks of mild grades, but holders are firm and buyers are equally backward.

With the season rapidly advancing there must be some improvement in the sugar situation, and this week accordingly has seen quite a trade in withdrawals under old contracts. New business is still almost nil. Granulated is steady at 4.60, less 1 per cent. for cash; Arbucksles 4.45c, less 1 per cent. for cash.

There is a decidedly better feeling in the market for teas of low grade, owing to the belief that large quantities will be needed in England. Sales, however, are nil as yet. The general market is rather quiet, but holders are firm in their views.

Rice men complain of dull trade, owing, they believe, to cold and backward weather. Buyers seem to think quotations too high. The new combination of rice men is awaited with interest. One effect will probably be the stoppage of a lot of individual rice concerns advertising in the trade press.

The market for spices is firm and tends to a higher basis. The demand is fairly active, although there is no rush.

There is little of interest in the canned goods situation, which remains practically as last week. The demand is about what might be looked for in April—possibly better—and prices are well sustained except for tomatoes, which seem to lack vitality. Corn and peas are strong and stocks are running very light. New canned goods will find the New York market in good condition by the time they arrive.

Molasses is firm and steady for grocery grades and, in fact, for all sorts. Even blackstrap is meeting with good call. Syrups are steady.

Dried fruits are inactive, except for currants, which are firm.

Oranges and lemons are extremely dull and prices sag.

There is a pretty good demand for the better grades of butter, but, aside from best quality, the situation is not especially encouraging. Fancy creamery, 22@22½c; firsts, 19@21½c; imitation creamery, 15@17c; Western factory, 13@14c, latter for held goods; renovated, in fair demand at about

15@17c, latter for very top sorts; packing stock, dull within the range of 13@13½c.

There is nothing to be said of the cheese market. Trade is of an average everyday character and 11@11½c seems to be still the level for fall made full cream goods. A little new stock has come to hand, but not enough to have any influence on the general situation and going generally to exporters at about 8c.

Cold storage is claiming a large part of the arrivals of desirable goods in the egg market and for such stock the situation is in favor of the seller. Selected Western, 19c; firsts, 18½c; seconds, 18@18¼c.

May Have Eggs in Winter.

Some of the versatile experts of the Department of Agriculture claim to have found a means for making hens lay eggs in winter. With this article of diet selling at the rate of 45 and 50 cents a dozen during the winter months, the secret unearthed by the Government scientists will prove of considerable practical value to chicken raisers. According to the explanation of the Department of Agriculture, the whole thing is based on forcing early molting in the fall, which can be accomplished by judicious feeding. The idea is to have the new plumage grown before cold weather begins. In case molting is much delayed the production of the new coat of feathers in cold weather is such a drain on the vitality of the fowls that few if any eggs are produced until spring.

The Government agriculturists made a number of tests during the past winter with two-year-old Rhode Island Reds and White Leghorns. The method of promoting early molting consisted in withholding food, either wholly or in part, for a few days. This stops egg production and reduces the weight of the fowls. They are then fed heavily on a ration suitable for the formation of the feathers and the general building up of the system. Beginning August 5, the chickens received no feed for thirteen days except the very small amount they could pick up in 15 by 100 foot runs. They were then fed liberally on mash, beef scraps, corn, wheat and oats—i. e., a ration rich in protein or nitrogenous matter, which is believed to be especially valuable for promoting the growth of feathers as well as muscle. The hens stopped laying on the seventh day. Thirty days after the test began the Rhode Island Reds had practically a complete coat of new feathers, had begun to lay and within a week from that time, one-half of the hens were laying regularly, while another lot of Rhode Island Reds, which had been fed continuously, were just beginning to molt and the egg production had declined materially.

The results seem to warrant the general conclusion that "mature hens which are fed very sparingly for about two weeks and then receive a rich nitrogenous ration molt more rapidly and with more uniformity, and enter the cold weather of winter in better condition than similar fowls fed continually during the molting period on an egg-producing ration."

No Trouble Like This with Hocking Dry Measures



Probably no fixtures pay for themselves quicker than Hocking Bottomless Measures. They save one handling of goods. No quicker way of filling paper sacks. Goods are measured and dumped into paper bags or baskets at one stroke. They are made of heavy galvanized steel; and they will last a lifetime. A set of three, peck, ½ peck, ¼ peck, costs \$2. If these Hocking measures are not for sale by your jobber or paper house a postal gets them from us.

W. C. Hocking & Co.
11-13 Dearborn Street,
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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



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.

Summed Goors

We have the most complete line of

Lap Dusters,
Stable Sheets,
Horse Covers,
Fly Nets,
Cooling Blankets, Etc.

all bought before the advance in cotton. Our prices are right. Send us your orders. Write for Price-List.

Wholesale Only.

Brown & Sehler Co.

West Bridge St., Grand Rapids

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

The Kent County Savings Bank

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

3½ Per Cent.
Paid on Certificates of Deposit

Banking By Mail
Resources Exceed 2½ Million Dollars

Highest in price because of its quality

EXEMPLAR

The Ideal 5 cent Cigar

G. J. Johnson Cigar Co.

Grand Rapids, Mich.

ENGLISH IN OUR SCHOOLS. Flagrant Fault in Present Systems of Teaching.

Despite the vast amounts spent upon education in this country, and the elaboration of our public school system, every year only serves to emphasize the fact that in striving for the higher culture of the brain we are neglecting what lies at the very basis of all learning—that training which shall enable the pupil to speak and write correctly his own mother tongue. If any one doubts this he need only question a few little school boys or girls upon the street, listen to the language they employ in their play, or, better still, enter the schoolroom and observe the form in which a large majority of scholars put the answers to questions directed to them in class. Unless the pupil comes from a home where association with educated people has ingrained a disposition to speak correct English, faults of early training, or of the lack of it, will almost surely be repeated in the schoolroom, and, worse still, probably pass unnoticed by the teacher. In consequence of this, our grammar and high schools annually graduate pupils possessed of a considerable amount of knowledge, practical and theoretical, who are yet lacking in that simple and modest accomplishment which the world over serves as the insignia of the educated of every race, the correct use of their own language. Even in the universities, the recognized defect of a large number of students otherwise well qualified is their imperfect English, and at this stage the defect is usually ineradicable.

There is rank injustice in this neglect of our schools, and the injustice is by no means to pupils alone. It bears heavily upon the ignorant parent, who makes every sacrifice to lift his children above the plane to which lack of opportunity has condemned him and who is helpless, by reason of his own want of education, to detect the deficiency in the child. Palming off a faulty education upon such a parent is something like palming off a spurious coin upon a blind man. It bears hardest of all upon the foreign-born citizen who is well educated in his own tongue but who comes to this country too late to acquire the niceties of pronunciation and grammatical construction in English. The foreign-born citizens of Grand Rapids, especially Germans, have always been most enthusiastic and liberal in their support of our public school system. They are implicit believers in its efficiency, and the wealthiest among them, with a high faith in the beneficent influence of democratic institutions, prefer to send sons and daughters to the public schools of this city. These children, by hard study, succeed in producing essays and exercises that are free from faults of construction. Yet their speech, colloquially, is often slovenly to the last degree, and will remain so throughout life.

This neglect in the most essential training, perceptible in city schools, is even more marked in country districts, where a constant shifting of pedagogues, for the most part gain-

ing their first "experience," and with no thought of permanency, begets a greater indifference to the lasting good of the pupil. There are many country schools, and not a few in the cities, where from the year's beginning to the year's end "language lessons"—the modern name for grammar—are daily taught without the slightest effort to put their rules into practice. Such expressions as "He don't like that," "Them are the best," "She ain't got none," and like atrocities of English, frequently drop from the lips of school children in advanced grammar grades who can parse and conjugate like parrots.

The schools of this country are something to be proud of, but because we are justly proud of them there should be no relaxation of the vigilance which watches over them to discover and remedy their faults. They are so good that they have recently drawn the attention of the foremost nation in the world in point of culture, England herself, who has literally condescended to "come to school" to America in order to ascertain how she may best improve the status of the public schools of the United Kingdom, and so raise her own standards of popular education. Yet in this one respect they have been found so bad that in their organizer's own informal account of this investigation, which is in all other respects one lengthy encomium, one paragraph has been devoted to scoring this extraordinary defect. The Mosely Educational Commission, consisting of thirty English educational experts headed by Arthur Mosely, C. M. G., recently completed this investigation of American schools. So impressed was Mr. Mosely himself by the superiority of the schools of this country over those of England that before departing for his English home he placed his own two sons in the Hopkins Grammar School at New Haven to prepare for Yale. He found throughout all the territory he visited better equipment, better buildings, more enthusiasm on the part of teachers and pupils, better results, than in the mother country. He says, summing up his impressions: "After all, we must judge by results. The public education of the United States has had a large part in placing the country in the first rank in the world, industrially and commercially, at the same time maintaining a high ideal of civilization."

Regarding the teaching itself, he has this one rap to give:

If American teaching fails in any respect, it is in the matter of inculcating the power of correct and accurate English speech. Again and again I heard children in the public schools give ungrammatical answers quite unchecked. The teachers seemed content to receive correct answers to questions in geography or history instead of being dissatisfied until the correct answer had been given in correct language. This was the one serious defect I found in the public schools. The buildings were better in New York, Chicago and Boston than in London, the sanitation and ventilation were better, and I found highly commendable facilities offered in the higher schools for the pupils to purchase healthful food at low prices during the school recess. The seats and desks are better. Greater attention is devoted to providing such of these as have been scientifically found best fitted for health and comfort. But the speech of the pupil is often bad.

When a fault becomes so glaring as to focus the attention of such a commission it is high time to set about remedying it. Nor should the

responsibility for its existence be charged exclusively upon teachers. Behind the teachers of the land stand Boards of Education and prescribed "Courses of Study," the former exacting, the latter mandatory, often more than filling every available moment of the short school sessions. Brave, indeed, is the pedagogue who ventures to go outside of the prescribed limits in the training of the child. Every moment of interrogation outside of the prescribed work of the day, every moment of individual training or original initiative in the schoolroom endangers the execution of the work mapped out for the teacher to accomplish. Let Boards of Education, then, be the ones to act and to insist that, whatever else is accomplished in the school room, especially in the primary and attention shall be paid to correcting lower grammar grades, most vigilant attention shall be paid to correcting faults of speech in the pupil. In this way alone can the blemish be effaced and our children rightly started in the acquirement of a thorough education. Frank Stowell.

How a Store May Win Distinction and Success.

There are two salesmen, each with the same stock to show from and both anxious to please their customers. Yet one fails and the other succeeds. Why is this? It is true that one may have a more winning personality than the other, but this often is not required, since the customer is perfectly willing to buy. I think the reason is found, first, in the goods shown, and second, in the manner of showing them.

There is opportunity for the exercise of great discrimination in the goods shown. You often find yourself dealing with a customer who is looking about in no great hurry and glad to see anything new that you wish to show him. But this man is very apt to have some individuality of taste. Now just here is where the exercise of discrimination may win for you an extra sale. By a little observation of his dress or manner you may determine, with a fair degree of certainty, that there are certain flashy extremes of styles that he would not even leave exposed on his dressing table, if they were given him, and at the suggestion of his wearing them, you would find him horrified. If you are not certain of his general taste, you may easily call his attention to different styles and observe which interest him.

Now as soon as you have determined this you are in a position to act intelligently. You can then show him goods in which he is interested sufficiently to purchase, and not merely from the standpoint of curiosity. He may have just bought some new shirts and you can show him cravats which would harmonize with them better than anything he may happen to have. Or he may have a new suit which needs a cravat of the right kind. If he had a pair of gloves of the correct shade to match his new overcoat his friends would notice it.

Thus by showing your customer goods which interest him not merely from curiosity, but because he feels

they are appropriate for him, you can hold his interest much longer and your efforts are much more likely to result in a sale. In case he purchases nothing, you have still gained a great advantage. After he has gone, he will remember the shop where he was shown the things he needed. He will feel that they carry about the style of goods he likes. He will return. And when he does return he will look for the salesman who exercised sufficient discrimination and pains to display goods suited to his individual wants. His friends will be pretty apt to hear of you, and it will be strange if your employer does not find it out.

Then we must not forget the man who is glad to be "the first by whom the new is tried." He is our friend. If it were not for him, all the new goods would grow old. We find pleasure in showing him the new stock as fast as it arrives. He will be glad to see it and know that you are always up-to-date. He should be made confident that he is not dressing behind the times so long as he trades with you.

There is still the man who is in a hurry to whom goods must be shown. Every salesman has noticed the pleased expression on a man's face when he stepped in, asked for what he wanted and was able to pick it out of the first box opened before him. On the other hand, nearly every salesman has watched a customer grow irritable as box after box of goods was opened before him, but not for him. By your manner you can show that you wish to pick out exactly what your customer wants, and for that reason you may ask one or two questions concerning style, etc., before displaying any goods.

Many men are as much annoyed at being shown a great quantity of goods which displease them as a person of delicate appetite would be by having dish after dish of food placed on the table before him, which only recalls the horrible nightmares that they have suffered from eating it in the past. Finally, when something is brought which they might have relished at the beginning, they have lost all appetite for it by the annoyance the unpleasant dishes have caused them.

Another point perhaps equally important is the manner of showing the goods. A customer at this time may be strongly influenced by a salesman's manner. He is not likely to place a higher estimate upon your stock than you do yourself. A customer's opinion of a salesman and the goods he is showing may be unconsciously formed before the goods are in sight. When a box is banged down on the show case, the goods pulled out with little regard for their appearance, and shown with an attitude that seems to say that you do not think much of the stuff yourself, your customer will be very quick to adopt your judgment.

On the other hand, if the stock is selected deliberately, removed from the boxes or cases with care, and your attitude seems to say that the goods you are showing are of value, and you present them with the expectation that your customer will appreciate

ate this, he is more likely to share in your sentiment. Take a box of cravats, pull out three or four carelessly, throw them down anywhere on the case, and watch your customer adopt about the same attitude.

Now try again. Remove the goods carefully, handle them as if you appreciated their value, replace them as they belong. Then watch the difference in the way this customer will handle them himself, looking the goods over carefully with much more satisfaction. The latter method will put your customer in a pleasanter frame of mind and you may notice that if he is in a hurry, he is more likely to forget about it. He will become interested in the goods, whereas in the other case he is almost certain not to. I feel confident that the manner of handling goods has lost or won many sales, and that not a few salesmen, either through natural aptitude or conscious effort, owe their success to the attention given to such details.

A shop may win distinction in any city or community by discrimination in selecting goods shown to individual customers and by the manner of showing such goods. And a salesman in such a shop may gain invaluable friends among his customers, and ever increasing promotion for himself by the exercise of discrimination in the goods displayed, and by his manner of displaying them.—W. R. Messenger in Haberdasher.

Securely Fastened.

The story goes that Mr. Stubbs wore a wig which fitted him so ill that it was always either coming off or getting awry.

When Mr. Stubbs died his wife cautioned the undertaker to be careful about the wig.

"I wouldn't for the world have it fall off before the coffin is opened at the church," said she.

Just before the sorrowful cortege started for the church the widow sought out the undertaker and sobbingly whispered to him:

"Are you sh-sh-sure you fixed the wig on s-s-so it won't come off?"

"Oh, yes, ma'am," he answered sympathetically, "I tacked it on."

A Tyro in the Law.

Representative Maddox, of Georgia, has a son who recently graduated from law school and has hung out his shingle in Rome. A few days ago the son visited Washington and had a long talk with his father about the law business.

"Oh, yes, father," he said, as the conference neared an end, "I've settled that Blank vs. Blank suit, which you've had dragging on for the past twenty years."

Judge Maddox almost jumped from his chair.

"Great Scott, boy!" he exclaimed, "you don't mean that you've gone and settled that case. Why, I turned that over to you as a life annuity."

It has been announced that Dr. Charles Wardell Stiles, the well-known zoologist who has been associated with the Marine Hospital Service for several years, has discovered a parasite which is a natural enemy of the mosquito.

Hardware Price Current

AMMUNITION

Table listing caps: G. D., full count, per m. 40; Hicks' Waterproof, per m. 50; Musket, per m. 75; Ely's Waterproof, per m. 60.

Table listing 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.

Table listing primers: No. 2 U. M. C., boxes 250, per m. 1 60; No. 2 Winchester, boxes 250, per m. 1 60.

Table listing 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.

Table listing loaded shells: New Rival-For Shotguns, listing various sizes and gauges.

Table listing paper shells: No. 10, pasteboard boxes 100, per 100. 72; No. 12, pasteboard boxes 100, per 100. 64.

Table listing 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.

Table listing shot: Drop, all sizes smaller than B. 1 75.

Table listing augurs and bits: Snell's 60; Jennings' genuine 25; Jennings' imitation 50.

Table listing 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.

Table listing barrows: Railroad 14 00; Garden 33 00.

Table listing bolts: Stove 70; Carriage, new list 70; Plow 50.

Table listing buckets: Well, plain 4 50.

Table listing butts, cast: Cast Loose Pin, figured 70; Wrought Narrow 60.

Table listing chains: Common 7 c.; BB 8 1/4 c.; BBB 8 3/4 c. (various sizes).

Table listing crowbars: Cast Steel, per lb. 5.

Table listing chisels: Socket Firmer 65; Socket Framing 65; Socket Corner 65; Socket Slicks 65.

Table listing elbows: Com. 4 piece, 6 in., per doz. net 75; Corrugated, per doz. 1 25; Adjustable 40 & 10.

Table listing expansive bits: Clark's small, \$18; large, \$26 40; Ives' 1, \$18; 2, \$24; 3, \$30 25.

Table listing files—New List: New American 70 & 10; Nicholson's 70; Heller's Horse Rasps 70.

Table listing galvanized iron: Nos. 16 to 20; 22 and 24; 25 and 26; 27, 28, List 12 13 14 15 16 17; Discount, 70.

Table listing gauges: Stanley Rule and Level Co.'s 60 & 10.

Table listing glass: Single Strength, by box 90; Double Strength, by box 90; By the Light 90.

Table listing hammers: Maydole & Co.'s, new list 33 1/4; Yerkes & Plumb's 40 & 10; Mason's Solid Cast Steel 30c list 70.

Table listing hinges: Gate, Clark's 1, 2, 3 60 & 10.

Table listing hollow ware: Pots 50 & 10; Kettles 50 & 10; Spiders 50 & 10.

Table listing horse nails: Au Sable 40 & 10.

Table listing house furnishing goods: Stamped Tinware, new list 70; Japanned Tinware 20 & 10.

Iron

Table listing iron products: Bar Iron 2 25 c rates; Light Band 3 c rates.

Table listing nobles—New List: Door, mineral, jap. trimmings 75; Door, porcelain, jap. trimmings 85.

Table listing levels: Stanley Rule and Level Co.'s dis.

Table listing metals—Zinc: 600 pound casks 7 1/2; Per pound 8.

Table listing miscellaneous: Bird Cages 40; Pumps, Cistern 75; Screens, New List 85; Casters, Bed and Plate 50 & 10 & 10; Dampers, American 50.

Table listing molasses gates: Stebbin's Pattern 60 & 10; Enterprise, self-measuring 30.

Table listing pans: Fry, Acme 60 & 10 & 10; Common, polished 70 & 10.

Table listing 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.

Table listing planes: Ohio Tool Co.'s fancy 40; Sciota Bench 50; Sandusky Tool Co.'s fancy 40; Bench, first quality 45.

Table listing nails: Advance over base, on both Steel & Wire Steel nails, base 2 75; Wire nails, base 2 30; 20 to 60 advance Base 5; 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 7/8 advance 85.

Table listing rivets: Iron and Tinned 50; Copper Rivets and Burs 45.

Table listing 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.

Table listing ropes: Sisal, 1/2 inch and larger 10.

Table listing sand paper: List acct. 19, '86 dis 50.

Table listing sash weights: Solid Eyes, per ton 30 00.

Table listing sheet iron: Nos. 10 to 14 \$3 60; Nos. 15 to 17 3 70; Nos. 18 to 21 3 90; Nos. 22 to 24 4 10; Nos. 25 to 26 4 20; No. 27 4 30; No. 28 4 40; All sheets No. 18 and lighter, over 30 inches wide, not less than 2-10 extra.

Table listing shovels and spades: First Grade, Doz 6 00; Second Grade, Doz 5 50.

Table listing solder: 1/4 @ 1/2 21; The prices of the many other qualities of solder in the market indicated by private brands vary according to composition.

Table listing squares: Steel and Iron 60-10-5.

Table listing 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.

Table listing 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.

Table listing boiler size tin plate: 14x56 IX, for No. 8 & 9 boilers, per lb. 13.

Table listing traps: Steel, Game 75; Onida, Community, Newhouse's 40 & 10; Onida Com'y, Hawley & Norton's 65; Mouse, choker, per doz. 15; Mouse, delusion, per doz. 1 25.

Table listing 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.

Table listing wire goods: Bright 80-10; Screw Eyes 80-10; Hooks 80-10; Gate Hooks and Eyes 80-10.

Table listing wrenches: Baxter's Adjustable, Nickeled 30; Coe's Genuine 40; 2000, any one denomination 5 00; Coe's Patent Agricultural, Wrought, 70 & 10.

Crockery and Glassware

STONEWARE

Table listing butters: 1/2 gal. per doz. 48; 1 to 6 gal. per doz. 6; 8 gal. each 62; 12 gal. each 66; 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.

Table listing churns: 2 to 6 gal., per gal. 6 1/2; Churn Dashers, per doz 84.

Table listing milkpans: 1/2 gal. flat or round bottom, per doz. 48; 1 gal. flat or round bottom, each 6.

Table listing fine glazed milkpans: 1/2 gal. flat or round bottom, per doz. 60; 1 gal. flat or round bottom, each 6.

Table listing stewpans: 1/2 gal. fireproof, ball, per doz. 85; 1 gal. fireproof, ball, per doz. 1 10.

Table listing jugs: 1/2 gal. per doz. 60; 3/4 gal. per doz. 45; 1 to 5 gal., per gal. 7 1/2.

Table listing sealing wax: 5 lbs. in package, per lb. 2.

LAMP BURNERS

Table listing 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

Table listing mason fruit jars: With Porcelain Lined Caps, listing various sizes and quantities.

LAMP CHIMNEYS—Seconds

Table listing lamp chimneys: No. 0 Sun 1 60; No. 1 Sun 1 72; No. 2 Sun 2 54.

Anchor Carton Chimneys

Table listing anchor carton chimneys: Each chimney in corrugated carton, listing various sizes.

First Quality

Table listing first quality items: 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

Table listing XXX flint items: 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

Table listing pearl top items: 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

Table listing La Bastie items: 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

Table listing Rochester items: No. 1 Lime (65c doz.) 3 50; No. 2 Lime (75c doz.) 4 00; No. 2 Flint (80c doz.) 4 60.

Electric

Table listing electric items: No. 2 Lime (70c doz.) 4 00; No. 2 Flint (80c doz.) 4 60.

OIL CANS

Table listing oil cans: 1 gal. tin cans with spout, per doz. 1 20; 1 gal. galv. iron with spout, per doz. 1 44; 2 gal. galv. iron with spout, per doz. 2 28; 3 gal. galv. iron with spout, per doz. 3 15; 5 gal. galv. iron with spout, per doz. 4 20; 3 gal. galv. iron with faucet, per doz. 3 75; 5 gal. galv. iron with faucet, per doz. 4 45; 5 gal. Tiltling cans 7 00; 5 gal. galv. iron Nacetas 9 00.

LANTERNS

Table listing lanterns: No. 0 Tubular, side lift 4 65; No. 1 B Tubular 7 25; No. 15 Tubular, dash 6 50; No. 2 Cold Blast Lantern 7 75; No. 12 Tubular, side lamp 13 50; No. 3 Street lamp, each 3 60.

LANTERN GLOBES

Table listing lantern globes: No. 0 Tub., cases 1 doz. each, bx, 10c. 50; No. 0 Tub., cases 2 doz. each, bx, 15c. 50; No. 0 Tub., bbls. 5 doz. each, per bbl. 2 25; No. 0 Tub., Bull's eye, cases 1 dz. e'ch 1 25.

BEST WHITE COTTON WICKS

Table listing best white cotton wicks: Roll contains 32 yards in one piece. No. 0, 3/8 in. wide, per gross or roll. 24; No. 1, 1/2 in. wide, per gross or roll. 33; No. 2, 1 in. wide, per gross or roll. 45; No. 3, 1 1/2 in. wide, per gross or roll. 75.

Coupon Books

Table listing 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

Table listing 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

Table listing credit checks: 500, any one denomination 2 00; 1000, any one denomination 3 00; 2000, any one denomination 5 00; Steel punch 75.

BUTTER AND EGGS

Observations of a Gotham Egg Man.

Bullish sentiment still prevails in the egg deal and country prices, instead of softening as the month advances, seem to be growing harder and firmer than ever.

It must be admitted that the reported receipts at the leading distributing markets now indicate a lighter production so far in April than last year unless it be assumed that country consumption has been larger notwithstanding the higher prices (which is improbable) or that a larger quantity has been put into the country storage houses—which is more likely.

During the four weeks beginning March 21 and ending last Saturday—April 16—Chicago alone of the four largest markets shows an increase; in that city the receipts for this period were 326,525 cases, against 290,121 cases for the same time last year, showing an increase of 36,404 cases. In New York, during the same time we received 424,339 cases against 541,692 cases at the same time last year—a decrease of 117,353 cases. Boston and Philadelphia both show a decrease during this period—Boston of 102,193 cases, Philadelphia of 12,230 cases—and taking the four markets together the arrivals were no less than 195,372 cases less during the four weeks ending April 16 than in the same period of last year, notwithstanding the fact that the same markets had an excess of receipts in March of about 143,000 cases.

I think this anomaly is explainable by the lateness of the season and the consequent slow increase of egg production in the North. During March the bulk of the egg supply was coming from Southern and Southwestern points, where there was evidence of a very large increase in production; but of late shipments from these sections have been decreasing and the prevalence of wintry weather in the farthest Northern sections has prevented a corresponding increase there. Iowa is said to be getting about as many eggs as can be expected, weather conditions there having been generally favorable, and yet packers in that State seem to be disappointed in the volume of stock coming in. Reports from Illinois, Ohio and Indiana indicate no material increase in the lay as compared with last year, but in Michigan, Wisconsin, Minnesota and South Dakota the productive capacity is not yet fairly indicated owing to the backward weather.

Considering the storage accumulations so far effected in Chicago, New York, Boston and Philadelphia it seems evident that the excess in Chicago compared with last year is more than offset by the shortage in the seaboard cities. Late estimates from Chicago as to holdings there on April 16 are very conflicting, ranging from 85,000 up to 160,000 cases aside from stock held by the stock yard

people; there must be a good deal more than was held there on the same date last year, as, although we have no definite estimate for last year, it is known that Chicago accumulated comparatively few eggs last April. In this city (including Jersey City) we probably had not to exceed 45,000 cases in storage on April 16, which was not over 35 per cent. of the stock at the same time last year, and in Boston the holdings were only 24,241 cases, a shortage of 52,545 cases compared with last year. Very little stock has been accumulated in Philadelphia as yet, the official report showing only 5,557 cases in store there April 16.

But even although the aggregate accumulations in these four markets may, as yet, be much below the quantity held at the middle of last April there is no assurance that this may not be offset by larger holdings in the smaller towns of the West and Southwest, or that the latter part of the storage season may not place the total quantity fully even with, or in excess of, last year. In fact, a late beginning of the height of production in the North makes probable a late ending, and there is no question that the high prices prevailing are tending to a restriction of consumption. In this market the comparison of receipts and storage accumulations for the past four weeks shows that considerably less eggs—about 10 per cent.—have been put out to the trade than was the case last year.—N. Y. Produce Review.

When Greek Meets Greek.

"I was taken in last night," says the first footpad.

"Get pinched?" asked the second.

"No," was the sorrowful answer. "Think I don't know the cops better than that? It was this way: I held up a guy and took his leather and tucker away from him, and the first thing I knew he was talking about how dangerous my work was and how I ought to provide for the future, and, blow me, if he didn't get me to sign an application for life insurance and give him all the money I had collected during the evening as a first payment on the policy."

Could Not Believe Him.

A Western rancher was noted for his mendacity. It was impossible to believe him, impossible to trust him. He got, finally, in the toils of the law, and at his trial he pleaded guilty.

He did well to plead guilty, for the case against him was strong and irrefutable. Nevertheless the jury in its verdict declared him innocent.

The judge was thunderstruck at this.

"Innocent?" he said, "innocent? But the man himself pleads guilty!"

"We know it, your honor," said the foreman of the jury, "but he's such a liar we can't believe him."

Lots of troubles that loom mountainous in the distance prove to be microscopic when you grapple with them.

The store won't have to close up because you threaten to leave. They got along somehow or other before you came.

We Want 20,000 Cases Fresh Eggs This Week

Phone or wire at our expense.

Get our price before selling.

We have the money and nerve to pay extreme prices.

Grand Rapids Cold Storage Co., Grand Rapids

Cold and ordinary storage for

Butter, Cheese, Eggs, Poultry, Dried and Green Fruits, Etc.

Ship everything to us.

We will sell it for you.

We Buy and Sell All Kinds of Produce

Warner's Oakland County Cheese

Not always the cheapest,
But always the best

Manufactured and sold by

FRED M. WARNER, Farmington, Mich.

Send orders direct if not handled by your jobber.

Sold by

Lee & Cady, Detroit

Lemon & Wheeler Company, Grand Rapids

Phipps-Penoyer & Co., Saginaw

Howard & Solon, Jackson

Butter

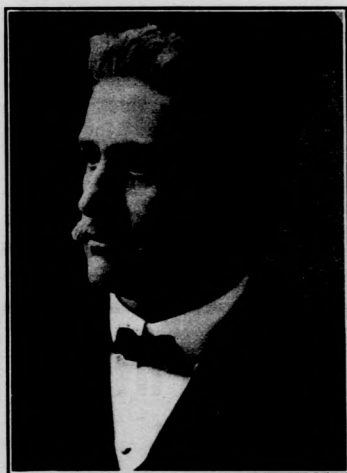
Send me more barrels of ordinary fresh butter; I am not getting enough. It is going to be cheap this summer. Our country is producing more than we can consume and no export outlet.

E. F. Dudley
Owosso, Mich.

MEN OF MARK.

C. H. LaFlamboy, Manager Central Michigan Produce Co.

Charles H. LaFlamboy was born in Leroy, Lake county, Ohio, May 12, 1856. When 9 years old he came to Michigan with his parents, who settled near Ortonville, Oakland county. He attended district school there until 11, when he began hustling for himself. He worked on a farm for four years, then worked in the mills and lumber woods until 18 years old, when he was given the position of foreman in the lumber camp of Thomas Parker, of Lapeer county, where he remained until 1878, when he went to McBride, where he secured employment with Wood & Thayer in their general store, where he remained until June, 1885, when he and C. L. Lewis started a small general



store under the firm name of LaFlamboy & Lewis, doing a successful business under his management. After the first year he bought out his partner and conducted a large and successful business until Nov. 10, 1902, when he was burned out. At the time of the fire he had one of the largest and best general stores in Montcalm county. He was one of the prime movers in organizing the Union Telephone Co., of Alma, also the State Savings Bank of Alma, and the State Savings Bank of Stanton, and is also interested in the St. Louis Chemical Co. and the St. Louis Sugar Co. He was elected to the House of Representatives in 1898 and re-elected in 1900 and elected to the State Senate in 1902. He was a member of the Legislative Committee to make an investigation of the expense of fitting out the Michigan militia for the Spanish war, and it was here his experience as a merchant, his keen judgment and his strict integrity were of great value to the party and the State. He was able to see through the flimsy fraud perpetrated by the Military Board, and, believing the people had been wronged, he was one of two members of the Committee to sign a minority report to that effect. That minority report eventually led up to the investigation of the State Military Board by the grand jury of Ingham county and the discovery of the wholesale stealing of the people's money by those unworthy and dishonest officials.

Mr. LaFlamboy was elected General Manager of the Central Michigan Produce Co., at Alma, Jan. 1 of this year, one of the largest and best cold storage plants in Michigan, conducting in connection therewith the largest creamery in the State.

Knowing Your Help Thoroughly.

When a merchant needs an especially bright person to fill an empty berth, why will he nine times out of ten look outside of his store for him, or her, as the case may be? There is really no need of this. You can find the right people among your own help. In every store there are bright young men and women whose abilities are simply "hidden under a bushel!"

You think Mr. So-and-So is a good salesman—an excellent salesman—but that is about as far as it goes. You appreciate him as such, but hardly think he would be capable of filling a more important post.

Why not try him out—give him a "show?"

An excellent way to find out the hidden capabilities of some of your employes, and a plan from which diverse good can be derived, is to have a suggestion box. Every employe should be privileged to place therein his opinion on any subject pertaining to the store. Make these communications strictly confidential, so that the clerks will not be timid about expressing their opinions. Offer a prize for each good suggestion or criticism.

You may obtain many excellent ideas and find out some bad points about your business that you have overlooked. And that is not all. You will learn to know each of your clerks thoroughly—know what they are capable of doing if given the opportunity. You will find that a man who is but a fair salesman in one department could do much to build up another department; that the meek little woman at the lining counter may have some excellent ideas about the neckwear stock. You will know the store from the standpoint of the clerk, as well as from the standpoint of the management. Best of all, your employes, knowing that you appreciate their interest in your business, will take a deeper interest and unconsciously absorb a spirit of loyalty that makes them talk about the institution as "our store," and feel as though they were part owners in it.

Thomas A. Edison explains his great capacity for work in this way: "I eat just about a pound of food per day—three meals, but just enough to nourish the body. My diet consists of meat, vegetables, eggs or anything else that I want, but in small quantities. People eat and drink too much. Indeed, I know of men and women who are food drunk all the time. I hardly take any outdoor recreation, but I live abstemiously, as my father did before me. If people would diet themselves and drop drugs many common ailments would disappear."

During her courtship a girl wonders what takes the place of marriage in heaven, but after being married a year she doesn't care much what it is.

EGGS

Got to Have 500 Cases More Per Day

Our new proposition to Egg Shippers takes like hot cakes—won't you join us?

Money in it

Wire at our expense for stencil.

Harrison Bros. Co.

9 So. Market St., BOSTON

Reference—Michigan Tradesman.

Fresh Eggs Wanted

Will pay 15c F. O. B. your station for balance of this week. Cases returnable

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

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

Egg Cases and Egg Case Fillers

Constantly on hand, a large supply of Egg Cases and Fillers. Sawed whitewood and veneer basswood cases. Carload lots, mixed car lots or quantities to suit purchaser. We manufacture every kind of fillers known to the trade, and sell same in mixed cars or lesser quantities to suit purchaser. Also Excelsior, Nails and Flats constantly in stock. Prompt shipment and courteous treatment. Warehouses and factory on Grand River, Eaton Rapids, Michigan. Address

L. J. SMITH & CO., Eaton Rapids, Mich

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.

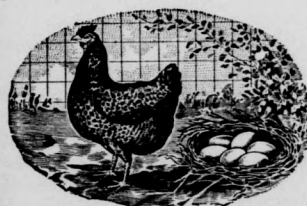
Storage Eggs Wanted

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 Eedge, Michigan

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

APRIL EGGS



We want them and must have them. Call us up by telephone quick and let us talk the matter over. We know we can interest you. Do not fail to attend to this at once as it means money to you.

LANSING COLD STORAGE CO. LANSING MICHIGAN

COMMERCIAL TRAVELERS

Michigan Knights of the Grip
President, Michael Howarn, Detroit;
Secretary, Chas. J. Lewis, Flint; Treasurer, H. E. Bradner, Lansing.

United Commercial Travelers of Michigan
Grand Counselor, J. C. Emery, Grand Rapids;
Grand Secretary, W. F. Tracy, Flint.

Grand Rapids Council No. 131, U. C. T.
Senior Counselor, S. H. Simmons; Secretary and Treasurer, O. F. Jackson.

Traveling Men Paying More Attention to Credits.

The traveling salesman has plenty to do when he gives all of his lines the necessary attention. A man who has sold goods on the road knows that he has done nearly all that should be expected of him when he has followed carefully the instructions he receives from the sales and department managers. But beyond this is the fact that the work of selling goods is almost the opposite in character to the work of gathering credit information and the two can be united only in a limited way.

Supposing you as a salesman have been working hard for a merchant's account for years or even trying to get him to buy a few goods as a starter. You have been endeavoring to impress him favorably with your line, your house, and yourself. The science of selling practically means the bringing of that merchant's mind to a condition where the impression of the salesman, the line, and the house is favorable and pleasant. You get him so that he feels it will not only be to his advantage to buy of you, but that the relations will be agreeable. After you have worked up to that point, and you cross that pleasant trail with questions as to his responsibility, you are running the risk of wrecking the favorable and agreeable impression, a risk that the salesman of experience does not care to run.

The average merchant does not care to discuss his affairs with the salesman. While he regards the salesman as his friend and a good counselor in many respects, when it comes to giving up the secrets of his business and his financial standing, he will not go into them with the salesman as he is willing to with the credit man. Attribute this to whatever cause you will, the retailer feels that way, and in most instances it would bar the salesman from the vital information.

Then there is the self interest of the salesman. His salary is based on sales and profits. It would only be human nature for him to view an account in the most favorable light if it meant increased business. Good credit information is not found on the surface. Way down deep there may be more valuable guides. If the surface indications are favorable, it is natural for the salesman after the account to pass favorable decision. It frequently happens that salesmen are so convinced that an account is good when a credit man says it is questionable that they offer to guarantee the payment, only to

find later that what they saw on the surface was deceiving.

There are, however, certain particulars in which the salesman can be of much assistance to the credit department of his house. If he is observing, he can give a good opinion of a customer's habits, his business methods, his standing in the community, and his ability as a merchant in general. As he becomes better acquainted with his customer he can dig into the subject of fire insurance, collections, the granting of credits, etc. All this information helps the credit man. J. F. Jordan.

Trouble Ahead for the Travelers' Protective Association.

Milwaukee, April 23—The Wisconsin branch of the Travelers' Protective Association went on record today as in favor of abolishing the office of national general manager and removing the entire list of national officers. The position of general manager is held by George E. Burroughs, of St. Louis.

Some time ago Mr. Burroughs sent the Milwaukee post an order to drop William B. Schuette. An explanation for the order was asked, but reply was not received, and Mr. Schuette was not dropped. On motion of J. T. O'Brien, of Fond du Lac, it was made the sense of the convention that the office of general manager ought to be abolished.

Having started on the shortcomings of the national officers, the convention proceeded to pass another resolution to the effect that all the present national officers should be "thrown out" of office. The convention also recommended that the case of Secretary Lebaume be brought before the national convention, which meets in Springfield, Ill., June 6.

Dues were reduced from \$11 to \$10. The additional dollar was imposed two years ago to form a sinking fund in the national treasury. As this has been accomplished the dues were reduced to the original amount.

Officers were elected as follows:

- President—J. T. McShane, Oshkosh.
First Vice-President—Albert Esser, Milwaukee.
Second Vice-President—H. Cheseboro, Sheboygan.
Third Vice-President—H. Wendels, Green Bay.
Secretary-Treasurer—H. C. F. Schroeder, Sheboygan.
Chairman Railroad Committee—A. H. Richardson.
Press—V. J. Schoenecker, Jr., Milwaukee.
Hotels—A. F. Moser, Fond du Lac.
Legislation—C. H. Schreiber, Madison.
Employment—G. H. Church, Milwaukee.
Relief—R. M. Dadd, Milwaukee.
Directors—William Cohen, H. F. Schultz, W. C. Johan, J. J. Pecher and A. B. Medberry.
Delegates to National Convention—C. J. Medberry, J. P. Kopemeier, H. J. Trainer, J. F. Johnson, H. O. Hoffman, Louis I. Friend, Hugo Lowenbach, G. P. Pleskey and J. P. Hoeffel. G. W. Church, ex-officio.
It was decided to hold the next convention in Green Bay.

Western Travelers Accident Association

Sells Insurance at Cost

Has paid the Traveling Men over \$200,000

Accidents happen when least expected
Join now; \$1 will carry your insurance to July 1.

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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.

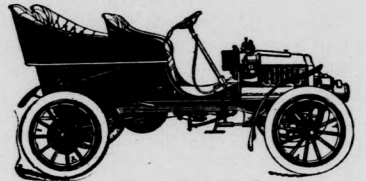
When in Detroit, and need a MESSENGER boy send for

The EAGLE Messengers

Office 47 Washington Ave.

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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 14 W. Bridge St., Grand Rapids, Mich.

GOLD IS WHERE YOU FIND IT

The "IDEAL" has it

(In the Rainy River District, Ontario)

It is up to you to investigate this mining proposition. I have personally inspected this property, in company with the president of the company and Captain Williams, mining engineer. I can furnish you his report; that tells the story. This is as safe a mining proposition as has ever been offered the public. For price of stock, prospectus and Mining Engineer's report, address

J. A. ZAHN

1318 MAJESTIC BUILDING
DETROIT, MICH.



The 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

QUICK WITTED DRUMMER. Mileage Book Episode in Which the Traveling Man Won.

George Washington Smith proved himself a full-fledged commercial traveler upon one occasion at least. He used to go on the road for a Kansas City firm whose name might have been Billings, Wentworth & Ward. Mr. Ward, junior member of the firm, had traveled and as his front name was George, he had taken a fancy to G. W. Smith, a young man of promise who was about to be sent on the road far away to the West. Economy being a source of wealth, George Ward suggested to Smith that a certain mileage book partly used up by him might just as well be finished up by Smith as far as it would go, and the latter acquiesced, taking the book with a caution from Ward that he should practice his signature and be mighty careful not to give the snap away or the book would be taken up by the conductor, who might be smart enough to discover the cheat.

Now mileage books are sold by the roads to individuals, not transferable, at a discount, handily covering many miles, good on all roads. They save lots of trouble. The conductor comes around, tears out just the number of miles to the passenger's stopping place, and there you are. Notwithstanding the caution to the contrary, many of these books have been transferred, and as it was not the intention of the road managers that they should get into the hands of the scalpers, the conductors were instructed to take up any books they had a suspicion about, and it happened that when George Washington Smith struck the Chicago, Burlington & Quincy road and the conductor came around for the first time Smith looked at him calmly as he handed him his, or rather George Ward's book. Mr. Conductor looked at the book and then at Smith.

"You don't look at all like George Ward," ventured the conductor.

The innocent expression on the face of Smith gave way to one of terrible indignation as he looked up and poured the lightning of his eyes into those of the ticket taker and replied:

"Do you suppose I am lying about that book?"

"No, sir," replied the conductor, "but I am ordered to have every man sign his name on a piece of paper, and if it is not the same as that in the book I'm to take it up."

"All right," said Smith, bold as a lion and sure of his ground now; "give me paper and pencil."

The signature was made and the conductor closely scrutinized it. He was not entirely satisfied and felt sure it was an imitation. There was no proof, however, and he could not without some further fact take up the book, and he went his way.

It was a night train, and Smith had to make a long jump on the sleeper. In the morning he arose, and, taking from his grip his sponge, soap, and towel, which useful articles had been placed in a bag presented to him by his best girl, who had also beautifully woven upon it in large letters the initials of George Washington Smith,

"G. W. S.," proceeded to the end of the car, where was located the wash basin.

George was a great lover of soap, and while he was lathering himself profusely all over his frontispiece, eyes and mouth shut, the conductor suddenly opened the door close by and yelled, "Tickets!" Smith said nothing, but went right on with his ablutions, sputtering and throwing the water about him like a porpoise. The boss of the train stopped, of course, and looked at the passenger, then at the bag, which was hanging, innocently enough, just over Smith's head. Then he smiled. Smith went right on, but the conductor did not. He stood still and laughed loudly.

The presence of the ticket man and his boisterous and uncalled-for laughter roiled George Washington, and, despite the soap in his eyes, he lifted his head, looked savagely at the conductor, and wanted to know what he was laughing at.

"I'll take that book," said the conductor.

"Not on your marriage certificate," remarked Smith.

"I told you that you did not look like George Ward," said the train boss, unable to control his laughter at the joke.

"What makes you think I'm not George Ward?" queried Smith, beginning to think the man might have some proof against him, but never thinking of the letters on the bag. Roaring with laughter, the conductor pointed to the bag, and when able to speak said:

"Them letters, 'G. W. S.,' is a dead give away. Gimme yer book that was issued to George Ward."

"You're crazy, man," coolly replied Smith. "I tell you my name is George Ward and that is my sponge bag, given to me by my sister, and you don't get no book."

"But," said the other man, his laughter subsiding at the cool and self-assured manner of the passenger, "them initials says 'G. W. S.,' and George Ward's is 'G. W.'"

"Of course you're right as far as you go," replied Smith, "but see what a fool you've made of yourself! The initials are all right if you understand them. My name is George Ward, and the letters mean 'George Ward's Sponge,' don't you see?"

The conductor shook his head and did not see, but had to give in and passed on without Smith's book.—Kansas City Star.

Ten Hours and Profit Sharing.

A co-operative scheme has been placed in operation by S. J. Eisen-drath & Co., leather manufacturers, in Chicago, the purpose being to avoid strikes and other labor difficulties. According to the plan \$1 a week is withheld from the wages of each employe until he has \$20 to his credit. If he participates in a strike, he loses the credit for whatever amount has been withheld, but if everything runs smoothly he receives a share of the profits based on \$20 worth of stock. The men in the factory work ten hours a day and are said to be satisfied with the profit-sharing plan.

Gripsack Brigade.

Allegan Press: O. W. Bliss has gone to Kalamazoo to meet his employer and arrange to travel in Ohio and Michigan for the Lake Odessa Food Co.

Alma Record: A. L. Fisher has signed a contract with the wholesale shoe firm of Guthman, Carpenter & Tehing, of Chicago, as traveling salesman for another year.

Sault Ste. Marie News: Chas. Abell, who recently left the city to accept a position with the Carter-Crume Co., of Niagara Falls, writes that he has been detailed to represent the company in the west, with headquarters at Kansas City.

Cadillac News: E. J. Monsell, traveling salesman for Dow & Snell of Toledo, while in the city this morning on his regular trip became suddenly ill. Mr. Monsell consulted a physician, who advised him to return to his home at Port Huron, as he had symptoms of appendicitis. He accepted the advice and left for his home on the afternoon train.

Petoskey Independent: P. J. Justin has given up his work at the big store of Rosenthal & Sons and has gone to Detroit, where he has accepted a lucrative position as traveling salesman for the H. H. Hamilton Co., Indiana being his territory. Mr. Justin will remain on the road until July 15, when he will again be found at Rosenthal's, where he will remain during the summer.

Flint Citizen: L. J. Johnson, of Adrian, one of the well-known traveling men of the State and a representative of the Arbuckle Co., has decided to become a resident of Flint. Mr. Johnson and family will occupy the dwelling at 811 Ann Arbor street. The fact that there are many traveling men who have found this a convenient and pleasant city to live in led Mr. Johnson to make the change.

The Boys Behind the Counter.

Saginaw—F. A. Beyer, a former resident of Saginaw, but for the past thirteen years at Peoria, Ill., has accepted a position as manager of Seitner Bros.' carpet department.

Muskegon—W. D. Hardy & Co. have secured a new buyer and manager for their dress goods department in the person of L. E. Whiteman, of Petoskey.

Pellston—Miss E. Marshall, formerly with M. Friedman & Co., of Grand Rapids, has accepted a position here and has charge of the millinery and dry goods departments of John Imerman.

Lansing—Charles Phaxson, of Detroit, has taken a position in the dress goods department of Kositchek's dry goods store.

Battle Creek—George L. Fletcher, for four years head prescription clerk at Church & West's drug store in Grand Rapids, has accepted a similar position at Charles E. Humphrey's drug store.

Allegan—Randall Barrett has taken a position as salesman in the grocery department of the Grange store, succeeding Jacob Born, who will shortly move to Washington.

Charlotte—Jack Sutherland, with R. C. Jones & Co., has accepted an offer to act as superintendent of the

dry goods department of the Boston Store at Traverse City.

Hillsdale—S. A. Crane, who has been an employe in the office at Stock's mill for several years, has resigned his position and will go to Homer May 1, where he will superintend the Cortright mill, in which he is interested. His family will remove there later. Andrew Ribbeck, who has been second clerk, will take Mr. Crane's place and Chas. Tyler takes Mr. Ribbeck's place. Earl McKee will succeed Mr. Tyler in Whitney's shoe store.

Supervision of Traveling Salesmen.

The necessity of some kind of supervision of the traveling salesmen is apparent to any employer who has need to employ one or more. The larger number of salesmen he employs the more apparent is the need.

That some one person should be responsible that each man is promptly notified of changes of prices and other details in relation to his work is recognized in every well organized establishment. In fact, it is a department by itself and should be so considered if the very best results are to be obtained.

In these days of wolfish competition the traveling staff must not be a number of men who may have their own ideas and plans of canvassing and manner of dealing with customers unknown or unsanctioned by their employers; but they must be an organized band of workers, fully trained and disciplined for their several and respective duties, receiving orders, and fulfilling directions of their chief, who must be a master mind, who has skill and judgment and tact to dictate, and authority to execute his ideas. The man who best understands the troubles of the travelers' position usually has had experience himself upon the road.

It is almost an essential thing for the position. He may not have been a success on the road, but a man of ability, tact and judgment, and therefore, too good a man for the house to lose. Such a man often makes the very best man to superintend the traveling staff. The fact of his failure does not necessarily bar him from this work, as some of the very best men holding executive positions could not sell goods if their life depended on it. But at the same time they could successfully direct others.—Lyle Merton in Hardware.

He Was Going To Be Something.

A colored man in Philadelphia requested his employer to release him so that he could go South.

"What do you want to go for, Lafayette?"

"Cos I'se called to a church down dar."

"Called to a church? What are you going to be?"

"I'se goin' to be sumfin. I dunno whedder I be de pasture or de sextant or de vesturman; but I'se goin' to be sumfin."

Chas. H. Smith, credit man for the Wm. Barie Dry Goods Co., Saginaw: You publish a good paper.

Don't waste time thinking of what you could do, but do what you can.



Michigan Board of Pharmacy.
 President—Henry Heim, Saginaw.
 Secretary—John D. Muir, Grand Rapids.
 Treasurer—Arthur H. Webber, Cadillac.
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 Sessions for 1904.
 Star Island—June 20 and 21.
 Houghton—Aug. 23 and 24.
 Lansing—Nov. 1 and 2.

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 Trade Interest—W. C. Kirchgessner, Grand Rapids; Stanley Parkhill, Owosso.

Palatable Castor Oil.

It is to be deplored that a remedy of such universal application as castor oil should have such a nauseous taste and inspire such loathing disgust in those for whom it is intended. There have been methods and methods to disguise its taste and make it seemingly less repulsive. Most people will be surprised at any one saying castor oil has no taste, unpleasant or otherwise, but such is the fact. The disagreeableness is entirely in the odor that reaches the olfactory from the mouth and pharynx through the posterior nares. If anyone will follow directions implicitly he can take a dose of castor oil without tasting (smelling) it.

Get a firm pinch on your proboscis before you pour out your dose, pour out the dose and swallow it complacently, not with a gulp or gag. After it is swallowed rinse the mouth and throat out several times with water and then swallow some water, thoroughly removing the oil from the mouth and the pharynx. Wipe off the lips and moustache, and after this toilet, and not until then, let go the grip on your nose.

It all depends on keeping air from entering the nose until the throat, mouth and lips are cleansed of the oil. Respiration during all this time can go on through the mouth, and if necessary the nose can be held tightly for five minutes.

"I have repeatedly administered oil to children in this way," says F. S. Hough, M. D., "and have seen adults take it without even getting the slightest taste, the oil being entirely bland and without taste. Patients instructed generally fail in following out the details until they have been taught to hold the nose tightly before, during, and after the administration."

Filling Small Bottles With Witch-Hazel Jelly.

B. M. Overton describes a plan for filling little two-ounce pomade bottles with witch-hazel jelly, or preparations of a similar consistency and composition. Take a gallon funnel and fit over the neck a piece of rubber hose about three inches long. Then get two corks which will fit

into the hose, and bore a hole about one-half inch in diameter in each cork, fitting into one piece of cork a tin cylinder (the spout from a glycerin can works nicely). Now slip the cork, without the spout attached, into the hose, and then put in the cork with the spout. Where the two pieces of cork meet leave a space sufficient to admit a spatula through an incision. This acts as a valve to start or stop the flow of the contents of funnel. Now cut a circular hole in a board large enough to hold the funnel securely, and adjust the height by means of two boxes at either end of the board, and you are ready to begin filling, which can be done rapidly without the waste of material or soiling of the container.

A somewhat similar arrangement, says Mr. Overton, is very useful for filling bottles with such liquids as are put up in little containers, the necks of which are very small. Take a gallon funnel, or any size of funnel desired, and fit into the neck a cork into which has first been fitted a piece of glass tubing about one-fourth inch in diameter, and slip a piece of rubber tubing about two feet long over the glass. Now use the same board as above to hold the funnel, and grasping the rubber tube between the thumb and forefinger, begin filling the vials, stopping or starting the flow of liquid by means of pressure on the tube. A clamp like those used on fountain syringes acts nicely to stop the flow of the liquid permanently.

Incompatibilities of Heroin.

Heroin is sparingly soluble in water, soluble in alcohol, chloroform, benzene, less readily soluble in ether and still less in amyl alcohol (E. A. Ruddiman in an A. Ph. A. paper). Mixed with water it gives an alkaline reaction to litmus. It combines with acids to form soluble compounds. It deports itself very much like an alkaloid. Heroin hydrochloride is very soluble in water, and is the salt most commonly used. Alkaline hydrates or salts precipitate it from aqueous solution, but the neutral or acid salts do not generally do so. Tincture of iodine or an aqueous solution of iodine with potassium iodide gives a brown precipitate. Potassium mercuric iodide gives a white precipitate. Dilute solutions of heroin hydrochloride with mercuric chloride do not give precipitate. Potassium mercuric iodide gives solution of mercuric chloride gives a white precipitate. From not too dilute solutions it is precipitated by chlorides of gold and platinum. Heroin lessens the fluorescence which quinine gives with dilute sulphuric acid. It interferes with the dichromate test for strychnine when it is present in considerable proportion. Heroin hydrochloride and also the free heroin reduce potassium permanganate. Nitric acid gives a faint yellow which changes to green on standing, more quickly if warmed.

Out-of-Date Advertising.

A druggist doing a comparatively thrifty business in a large town advertised a certain balm for chapped hands through the months of February, March and April. This advertisement was allowed to stand three

months, and after it had outlived its usefulness it was given the benefit of three months more, carrying it on to the first of August. That druggist was too busy to note the fact that his advertisement was out of season for at least three months and absolutely unproductive. He failed to note that he was paying for just exactly three months' space in his town paper that was as useless as it could have possibly been had it not contained a single type. When spoken to with reference to this, he said, simply, "I had clear forgotten the thing. I buy space by the year, using the same space year in and year out, and in the press of business the matter of writing copy escaped my notice."

The Drug Market.

Opium—Is very dull and weak.
 Morphine—Is unchanged.
 Quinine—Is firm.
 Carbolic Acid—Has again advanced 1c and is tending higher.
 Citric Acid—Is in good demand, but unchanged in price. An advance is looked for, but has not yet materialized.
 Cocaine—The advance of 25c last week is well sustained. Another advance is looked for.

Cod Liver Oil—Is weak and tending lower.

Menthol—Is sold in this market at \$1 below laid down cost from Japan. Competition among American holders has depressed the price of prime.

Sassafras Bark—Is very scarce and firm.

Oil Peppermint—Outlook for new crop is said to be unfavorable and, as stocks are light, prices are steadily advancing.

American Saffron—Continues in very small supply and extremely high prices rule.

Gum Camphor—The two declines of 5c and 6c now show a shrinkage of over 20c per pound. Japanese refined coming into the market has affected the price of American.

How many realize that the telegraph is only sixty years old? May 1, 1844, the first message was transmitted from Baltimore to Washington. It announced the nomination of Henry Clay for President by the Whig national convention. At that time it took the best part of a day, even by "pony express," for a letter from New York City to reach Philadelphia and it took still longer for one to reach Boston or Washington. The use of the telegraph to-day is prodigious. The Western Union Telegraph Company alone owns 1,100,000 miles of wire over which, in 1903, nearly 70,000,000 messages were sent. The telegraph is an American invention and the part it has played in the advance of civilization can scarcely be exaggerated. The wireless telegraph has now come, making communication possible on sea as well as on land.

When you hear a married man say he hasn't made up his mind about a thing he means that he hasn't asked his wife about it.

The boss is not to blame if the other fellow gets ahead of you.

Time Lost in Traveling West.

In a trip across the Pacific from America to China one loses a day on the 180 degree line. One goes to bed, say, on Sunday evening and rises on Tuesday morning. An annoying puzzle that is put to steamship passengers in that longitude is the following: Suppose a man in some wonderful airship went around the world once every day for one year. It follows that 365 days would be lost. But if he started on Jan. 1, 1903, what date would it be to him at the end of his 365 trips?

Few men can afford to stand on their dignity all the time. It is necessary to get off and hustle occasionally.

FOR SALE

Soda Fountain, good as new. Cost \$450.00—will sell for \$60.00 and ship on approval. Address
 "Soda"
 Care Michigan Tradesman

FRED BRUNDAGE

Wholesale Drugs and Stationery,

Fishing Tackle, Sporting Goods,
 Fireworks and Flags.

32-34 Western Ave., MUSKEGON, Mich.



They Save Time

Trouble

Cash

Get our Latest Prices

PILES CURED

DR. WILLARD M. BURLESON

Rectal Specialist

103 Monroe Street 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.



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?

WHOLESALE DRUG PRICE CURRENT

Advanced— Declined—

Acidum	Ercehitos 4 25@4 50	Tinctures
Aceticum 60@ 8	Erigeron 1 00@1 10	Aconitum Nap's R 60
Benzolcum, Ger. 70@ 75	Gaultheria 2 50@2 60	Aconitum Nap's F 60
Roracic 17	Geranium 75	Os Sepia 25@ 28
Carbolicum 26@ 29	Gossypil, Sem gal 50@ 60	Pepsin Saac, H & P D Co 1 00
Citricum 38@ 40	Hedeoma 1 40@1 50	Picls Liq N N 1/2 gal doz 2 00
Hydrochlor 3@ 5	Junipera 1 50@2 00	Picls Liq, qts. 1 00
Nitrosum 8@ 10	Lavendula 90@2 75	Picls Liq, pints. 85
Oxalium 12@ 14	Limonis 1 15@1 25	Pil Hydrarg. po 80 20
Phosphorum, dil. 12@ 15	Mentha Piper 4 25@4 35	Piper Nigra. po 22 18
Salicylicum 42@ 45	Mentha Verid. 5 00@5 50	Piper Alba. po 35 20
Sulphuricum 1 1/2@ 5	Morrhuae, gal. 2 00@3 50	Plix Burgun 10@ 12
Tannicum 1 10@1 20	Myrcia 4 00@4 50	Plumbi Acet 10@ 7
Tartaricum 38@ 40	Olive 75@3 00	Pulvis Ip'c et Opil. 1 30@1 50
Ammonia	Picls Liquida 10@ 12	Pyrethrum, bxs H & P D Co. doz. 75
Aqua, 18 deg. 4@ 6	Picls Liquida gal. 35	Pyrethrum, pv 25@ 30
Aqua, 20 deg. 6@ 8	Ricina 90@ 94	Quassia, S Ger. 8@ 10
Carbonas 13@ 15	Rosmarini 61@ 60	Quinia, S P & W. 29@ 39
Chloridum 12@ 14	Sassafras 5 00@5 00	Quinia, S Ger. 29@ 39
Aniline	Succini 40@ 45	Quinia, N Y 29@ 39
Black 2 00@2 25	Sabina 90@1 00	Rubia Tincturum. 12@ 14
Brown 80@1 00	Santal 2 75@7 00	Saccharum La's. 20@ 22
Red 45@ 50	Sassafras 85@ 90	Salicin 4 50@4 75
Yellow 2 50@3 00	Sinapis, ess. oz. 65	Sanguis Dra'c's. 40@ 50
Baccas	Tigill 1 50@1 60	Sapo, W 12@ 14
Cubebae po. 25 22@ 24	Thyme 40@ 50	
Juniperus 5@ 6	Thyme, opt 1 60	
Xanthoxylum 30@ 35	Theobromas 15@ 20	
Balsamum	Potassium	
Cubebae po. 20 12@ 15	Bi-Carb 15@ 18	
Peru 1 50	Bichromate 13@ 15	
Terabin, Canada. 60@ 65	Bromide 40@ 45	
Tolutan 45@ 50	Carb 12@ 15	
Cortex	Chlorate po 17@19 16@ 18	
Abies, Canadian. 18	Cyanide 34@ 38	
Cassiae 12	Iodide 2 75@2 85	
Cinchona Flava. 18	Potassa, Bitart pr 30@ 32	
Euonymus atro. 30	Potass Nitras opt 7@ 10	
Myrica Cerifera. 20	Potass Nitras 6@ 8	
Prunus Virginiana. 12	Prussiate 23@ 26	
Quillaja, gr'd. 12	Sulphate po 15@ 18	
Sassafras po. 15 12@ 14	Radix	
Thimus 25, gr'd. 45	Aconitum 20@ 25	
Extractum	Althae 30@ 33	
Glycyrrhiza Gla. 24@ 30	Anchusa 10@ 12	
Glycyrrhiza, po. 28@ 30	Arum po 20@ 25	
Haematox 11@ 12	Calamus 20@ 40	
Haematox, 1s. 13@ 14	Gentiana 12@ 15	
Haematox, 1/2s. 14@ 15	Glycyrrhiza pv 15 16@ 18	
Haematox, 1/4s. 16@ 17	Hydrastis Cana. @1 50	
Ferru	Hydrastis Can po @1 50	
Carbonate Precip. 2 25	Hellebore, Alba. 12@ 15	
Citrate and Quinia 75	Inula, po 18@ 22	
Citrate Soluble 40	Ipecac, po 2 75@2 80	
Ferrocyanidum S. 15	Irish plox 25@ 30	
Solut Chloride. 3	Jalapa, pr 6@ 35	
Sulphate, com'l. 80	Maranta, 1/4s 22@ 25	
Sulphate, com'l. by bbl, per cwt. 7	Podophyllum po. 75@1 00	
Sulphate, pure 7	Rhel @1 25	
Flora	Rhel, cut 75@1 35	
Arnica 15@ 18	Rhel, pv 35@ 38	
Anthemlis 22@ 25	Sptgella @ 22	
Matricaria 30@ 35	Sanguinaria, po 24 65@ 70	
Folia	Serpentaria 75@ 85	
Barosma 30@ 33	Senega @ 40	
Cassia Acutifol. 20@ 25	Smillax, off's H @ 25	
Tinnevely 25@ 30	Smillax, M 10@ 12	
Cassia, Acutifol. 12@ 20	Scillae po 35 @ 12	
Salvia officinalis. 12@ 20	Symplocarpus @ 25	
1/4s and 1/2s. 3@ 10	Valeriana, Eng. 15@ 20	
Uva Ursi. 16@ 20	Valeriana, Ger. 14@ 16	
Gummi	Zingiber 16@ 20	
Acacia, 1st pkd. @ 65	Semen	
Acacia, 2d pkd. @ 45	Anisum po. 20 @ 16	
Acacia, 3d pkd. @ 35	Apium (gravel's). 13@ 15	
Acacia, sifted sts. @ 28	Bird, 1s 4@ 6	
Acacia, po. 45@ 65	Carul po 15 10@ 11	
Aloe, Barb. 12@ 14	Cardamon 70@ 90	
Aloe, Cape. @ 25	Coriandrum 8@ 10	
Aloe, Socotri @ 30	Cannabis Sativa. 7@ 8	
Ammoniac 55@ 60	Cydonium 75@1 00	
Assafoetida 35@ 40	Chenopodium 25@ 30	
Benzoinum 50@ 55	Dipterix Odorate. 80@1 00	
Catechu, 1s @ 12	Foeniculum @ 18	
Catechu, 1/2s. @ 16	Foenugreek, po 7@ 9	
Catechu, 1/4s. 80@ 85	Lini 4@ 6	
Camphora @ 40	Lini, gr'd bbl 4 3@ 6	
Euphorbium @ 100	Lobella 75@ 80	
Galbanum @ 100	Phalaris Cana'n 6 1/2@ 8	
Gamboge po. 1 25@1 35	Rapa 5@ 6	
Gualacum po. 35 @ 35	Sinapis Alba 7@ 9	
Kino po. 75c @ 75	Sinapis Nigra 9@ 10	
Mastic @ 40	Spiritus	
Myrrh po. 45 @ 45	Frumentum W D. 2 00@2 50	
Opil 3 25@3 80	Frumentum 1 25@1 50	
Shellac 60@ 65	Juniperis Co O T. 1 65@2 00	
Shellac, bleached 65@ 70	Juniperis Co 1 75@3 50	
Tragacanth 70@1 00	Saccharum N E 1 90@2 10	
Herba	Spt Vini Galli 1 75@6 50	
Absinthium, oz pk 25	Vini Oporto 1 25@2 00	
Eupatorium, oz pk 20	Vini Alba 1 25@2 00	
Lobelia oz pk 25	Sponges	
Majorum oz pk 28	Florida sheeps' wl carriage 2 50@2 75	
Mentha Pip oz pk 23	Nassau sheeps' wl carriage 2 50@2 75	
Mentha Vir oz pk 35	Velvet extra shps' wool, carriage @1 50	
Rue oz pk 25	Extra yellow shps' wool, carriage @1 25	
Tanacetum V. 25	Grass sheeps' wl, carriage @1 00	
Thymus V oz pk 22	Hard, slate use. @1 00	
Magnesia	Yellow Reef, for slate use @1 40	
Calcined, Pat. 55@ 60	Syrups	
Carbonate, Pat. 18@ 20	Acacia @ 50	
Carbonate K-M. 18@ 20	Aurant Cortex @ 50	
Carbonate 18@ 20	Zingiber @ 50	
Oleum	Ipecac @ 60	
Absinthium 3 00@3 25	Ferri Iod @ 50	
Amygdalae, Dulo. 50@ 60	Rhe Arom @ 50	
Amygdalae, Ama. 8 00@8 25	Smillax Off's 50@ 60	
Anisi 1 75@1 85	Senega @ 50	
Aurant Cortex. 2 10@2 20	Scillae @ 50	
Bergamit 2 85@3 25	Scillae Co @ 50	
Caljputi 1 10@1 15	Tolutan @ 50	
Caryophylli 1 60@1 70	Prunus virg @ 50	
Cedar 35@ 70		
Chenopadii @2 00		
Cinnamoni 1 10@1 20		
Citronella 40@ 45		
Conium Mac. 80@ 90		
Copaiba 1 15@1 25		
Cubebae 1 80@1 85		

Mannia, S F 75@ 80	Sapo, M 10@ 12	Lard, extra 70@ 80
Menthol 6 50@7 00	Sapo, G @ 15	Lard, No. 1. 60@ 65
Morphia, S P & W. 2 35@2 60	Seidlitz Mixture. 20@ 22	Linseed, pure raw 41@ 42
Morphia, S N Y Q. 2 35@2 60	Sinapis @ 18	Linseed, boiled. 42@ 45
Morphia, Mal 2 35@2 60	Sinapis, opt @ 30	Neatsfoot, w str. 65@ 70
Moschus Canton @ 40	Snuff, Maccaboy. @ 30	Spts. Turpentine. 67@ 72
Myristica, No. 1. 38@ 40	De Voes @ 41	Paints bbl L
Nux Vomica, po 15 @ 10	Snuff, S'h De Vo's @ 41	Red Venetian. 1 1/2 @ 8
Os Sepia 25@ 28	Soda, Boras 9@ 11	Ochre, yel Mars. 2 @ 4
Pepsin Saac, H & P D Co 1 00	Soda, Boras, po. 9@ 11	Ochre, yel Ber. 1 1/2 @ 3
Picls Liq N N 1/2 gal doz 2 00	Soda et Pot's Tart 28@ 30	Putty, comm'r. 2 1/4 2 1/4 @ 3
Picls Liq, qts. 1 00	Soda, Carb 2 1/2 @ 2	Putty, strictly pr. 2 1/4 2 1/4 @ 3
Picls Liq, pints. 85	Soda, Bl-Carb 3 @ 5	Vermillion, Prime American 13@ 15
Pil Hydrarg. po 80 20	Soda, Ash 3 1/2 @ 4	Vermillion, Eng. 70@ 75
Piper Nigra. po 22 18	Soda, Sulphas @ 2	Green, Paris 14@ 18
Piper Alba. po 35 20	Spts, Cologne @ 2 60	Green, Feninsular 13@ 16
Plix Burgun 10@ 12	Spts, Ether Co. 50@ 55	Lead, red 6 1/2 @ 7
Pulvis Ip'c et Opil. 1 30@1 50	Spts, Myrcia Dom @ 2 00	Lead, white 6 1/2 @ 7
Pyrethrum, bxs H & P D Co. doz. 75	Spts, Vini Rect bbl @ 2 00	Spts, VI' Rect 1/2 b @ @
Pyrethrum, pv 25@ 30	Spts, VI' R't 10 gl @ @	Spts, VI' R't 5 gal @ @
Quassia, S Ger. 8@ 10	Strychnia, Crystal 90@1 15	Sulphur, Subl 2 1/2 @ 4
Quinia, S P & W. 29@ 39	Sulphur, Roll 2 1/2 @ 3 1/4	Tamarinds 3 @ 10
Quinia, S Ger. 29@ 39	Terebenth Venice 28@ 30	Theobromae 44@ 50
Quinia, N Y 29@ 39	Theobromae 44@ 50	Vanilla 9 00@1 00
Rubia Tincturum. 12@ 14	Vanilla 9 00@1 00	Zinc Sulph 7@ 8
Saccharum La's. 20@ 22	Oils	
Salicin 4 50@4 75	Whale, winter .. 70@ 70	
Sanguis Dra'c's. 40@ 50		
Sapo, W 12@ 14		

Drugs

We are Importers and Jobbers of Drugs, Chemicals and Patent Medicines.

We are dealers in Paints, Oils and Varnishes.

We have a full line of Staple Druggists' Sundries.

We are the sole proprietors of Weatherly's Michigan Catarrh Remedy.

We always have in stock a full line of Whiskies, Brandies, Gins, Wines and Rums for medical purposes only.

We give our personal attention to mail orders and guarantee satisfaction.

All orders shipped and invoiced the same day received. Send a trial order.

Hazeltine & Perkins
Drug Co.
Grand Rapids, Mich.

GROCERY PRICE CURRENT

These quotations are carefully corrected weekly, within six hours of mailing, and are intended to be correct at time of going to press. Prices, however, are liable to change at any time, and country merchants will have their orders filled at market prices at date of purchase.

Table with columns for 'ADVANCED' and 'DECLINED' prices. Includes sub-sections like 'INDEX TO MARKETS By Columns' and 'AXLE GREASE'.

Table with columns 3 and 4. Includes categories like 'Cotton Braided', 'Galvanized Wire', 'COCOA', 'COCOANUT', 'COCOA SHELLS', 'COFFEE', 'SANTOS', 'DRIED FRUITS', 'MARACALBO', 'Mocha', 'CRACKERS', 'BUTTER', 'SODA', 'OYSTER', 'SWEET GOODS', 'CHOCOLATE', 'CLOTHES LINES'.

Table with column 5. Includes categories like 'Lemon Snaps', 'Lemon Gems', 'Lem Yen', 'Maple Cake', 'Marshmallow', 'Marshmallow Cream', 'Marshmallow waunut', 'Mary Ann', 'Malaga', 'Mich Coco Fs'd honey', 'Milk Biscuit', 'Mich Frosted Honey', 'Mixed Ponic', 'Molasses Cakes', 'Moss Jelly Bar', 'Muskegon Branch, Iced', 'Newton', 'Oatmeal Cracker', 'Orange Slice', 'Orange Gem', 'Orange & Lemon Ice', 'Pilot Bread', 'Ping Pong', 'Pretzels, hand made', 'Pretzeltes, hand m'd', 'Pretzeltes, mch. m'd', 'Rube Sears', 'Scotch Cookies', 'Snowdrops', 'Spiced Sugar Tops', 'Sugar Cakes, scalloped', 'Sugar Squares', 'Sultanas', 'Spiced Gingers', 'Urchins', 'Vienna Crimp', 'Vanilla Wafer', 'Waverly', 'Zanzibar'.

Table with column 6. Includes categories like 'Linen Lines', 'FLAVORING EXTRACTS', 'Jennings', 'Mexican Vanilla', 'GELATINE', 'GRAIN BAGS', 'GRAINS AND FLOUR', 'Winter Wheat Flour', 'Local Brands', 'Spring Wheat Flour', 'FARINACEOUS GOODS', 'Beans', 'Dried Lima', 'Brown Holland', 'Farina', 'Hominy', 'Maccaroni and Vermicelli', 'Pearl Barley', 'Peas', 'Rolled Oats', 'Wheat', 'FISHING TACKLE', 'Cotton Lines', 'MEAT EXTRACTS'.

6

MOLASSES
New Orleans
Fancy Open Kettle ... 40
Choice ... 35
Fair ... 26
Good ... 22
Half barrels 2c extra

MUSTARD
Horse Radish, 1 dz ... 1 75
Horse Radish, 2 dz ... 3 50
Bayle's Celery, 1 dz ... 50

OLIVES
Bulk, 1 gal. kegs ... 1 00
Bulk, 3 gal. kegs ... 90
Bulk, 5 gal. kegs ... 85

PIPES
Clay, No. 216 ... 1 70
Clay, T. D., full count ... 65
Cob, No. 3 ... 85

PICKLES
Medium
Barrels, 1,200 count ... 7 75
Half bbls, 600 count ... 4 50

PLAYING CARDS
No. 90, Steamboat ... 85
No. 15, Rival, assorted ... 20
No. 20, Rover named ... 60

POTASH
48 cans in case
Babbitt's ... 4 00
Penna Salt Co.'s ... 3 00

PROVISIONS
Barreled Pork
Mess ... 14 75
Back, fat ... 15 00
Fat back ... 14 50

Smoked Meats
Hams, 12lb. average ... 11 1/2
Hams, 14lb. average ... 11 1/2
Hams, 16lb. average ... 11 1/2

RICE
Domestic
Carolina head ... 6 @ 5 1/2
Carolina No. 1 ... 5 1/2

7

SALAD DRESSING
Durkee's, large, 1 doz. ... 50
Durkee's, small, 2 doz. ... 25
Snider's, large, 1 doz. ... 35

SALERATUS
Packed 60 lbs. in box
Arm and Hammer ... 3 15
Deland's ... 3 00

SAL SODA
Granulated, bbls ... 85
Granulated, 100lb cases ... 1 00
Lump, bbls ... 75

SALT
Diamond Crystal
Table
Cases, 24 3lb. boxes ... 1 40
Barrels, 100 3lb. bags ... 3 00

Butter
Barrels, 320 lb. bulk ... 2 65
Barrels, 20 1lb. bags ... 2 85

Shaker
Boxes, 24 2lb ... 1 50
Butter
Brls, 280 lbs. bulk ... 2 25

Sacks, 28 lbs
Sacks, 56 lbs
Sacks, 56 lbs

Shaker
Boxes, 24 2lb ... 1 50
Butter
Brls, 280 lbs. bulk ... 2 25

Warsaw
56 lb. dairy in drill bags ... 40
28 lb. dairy in drill bags ... 20

Solar Rock
56 lb. sacks ... 22

Common
Granulated Fine ... 85
Medium Fine ... 90

SALT FISH
Cod
Large Whole ... @ 7 1/2
Small Whole ... @ 7 1/2

Hallbut
Strips ... 14 1/2
Chunks ... 15

Herring
Holland
White hoops, bbl ... 8 50

White hoops, 1/2 bbl ... 4 50
White hoops keg ... 60 @ 65
White hoops mchs ... 75

Norwegian
Round, 100 lbs ... 3 60
Round, 50 lbs ... 2 10

Trout
No. 1, 100 lbs ... 5 50
No. 1, 40 lbs ... 2 50

Mackerel
Mess 100 lbs ... 14 50
Mess 50 lbs ... 7 75

Mess 10 lbs ... 1 75
Mess 8 lbs ... 1 45
No. 1, 100 lbs ... 13 00

Whitefish
No. 1, 50 lbs ... 7 00
No. 1, 10 lbs ... 1 60
No. 1, 8 lbs ... 1 35

No. 1, 8 lbs
100 lbs ... 7 50
50 lbs ... 3 60

SEEDS
Anise ... 15
Canary, Smyrna ... 6
Caraway ... 1 00

SHOE BLACKING
Handy Box, large, 3 dz ... 50
Handy Box, small ... 1 25

SNUFF
Scotch, in bladders ... 3
Maccaboy, in jars ... 5
French Kappie, in jars ... 5

8

SOAP
Central City Soap Co's brand.
Jaxon ... 3 10
Jaxon, 5 box, del ... 4 05

Johnson Soap Co. brands
Silver King ... 3 65
Calumet Family ... 2 75
Scotch Family ... 2 85

J. S. Kirk & Co. brands
American Family ... 4 05
Dusky Diamond, 50 8oz ... 2 80

Big Master ... 4 00
Snow Boy Pd'r ... 100 pk 4 00
Marselles ... 4 00
Proctor & Gamble brands

Lenox ... 3 10
Ivory, 6 oz ... 4 00
Ivory, 10 oz ... 6 75

Scouring
Enoch Morgan's Sons.
Sapallo, gross lots ... 9 00

Sapallo, single boxes ... 4 25
Sapallo, hand ... 2 25

SPICES
Allspice ... 12
Cassia, China in mats ... 12

Cassia, Batavia, bund ... 28
Cassia, Saigon, broken ... 40
Cassia, Saigon, in rolls ... 55

Nutmegs, 75-80 ... 50
Nutmegs, 105-10 ... 40

Pepper, Singapore, blk ... 15
Pepper, Singp. white ... 25
Pepper, shot ... 17

Mustard
Granulated Fine ... 85
Medium Fine ... 90

Common Corn
20 lb. packages ... 5
40 lb. packages ... 4 1/2 @ 7

SYRUPS
Corn
Barrels ... 24
Half Barrels ... 26

Pure Cane
Fair ... 16
Good ... 20
Choice ... 25

TEA
Japan
Sundried, medium ... 24
Sundried, fancy ... 32

Gunpowder
Moyune, medium ... 30
Moyune, choice ... 32

Young Hyson
Choice ... 30
Fancy ... 36

Oolong
Formosa, fancy ... 42
Amoy, medium ... 25

English Breakfast
Medium ... 20
Choice ... 30
Fancy ... 40

India
Ceylon, choice ... 33
Fancy ... 43

9

TOBACCO
Fine Cut
Cadillac ... 54
Sweet Loma ... 33

Hiawatha, 5lb. pails ... 55
Hiawatha, 10lb. pails ... 55
Telegram ... 23
Pay Car ... 31

Red Cross
Palo ... 33
Kylo ... 35

Hiawatha ... 41
Battle Axe ... 34
American Eagle ... 37
Standard Navy ... 37

Smoking
Sweet Core ... 34
Flat Car ... 32
Great Navy ... 34

Flax, medium ... 20
Wool, 1lb. balls ... 6
Cotton, 3 ply ... 26
Cotton, 4 ply ... 26

VINEGAR
Malt White Wine, 40 gr. ... 3
Malt White Wine, 80 gr. ... 11

WASHING POWDER
Diamond Flake ... 2 75
Gold Brick ... 3 25

WICKING
No. 0 per gross ... 30
No. 1 per gross ... 40

WOODENWARE
Baskets
Bushels, wide band ... 1 25
Market ... 35

Butter Plates
2lb. size, 24 in case ... 72
3lb. size, 16 in case ... 68

WOODENWARE
Baskets
Bushels, wide band ... 1 25
Market ... 35

WICKING
No. 0 per gross ... 30
No. 1 per gross ... 40

WOODENWARE
Baskets
Bushels, wide band ... 1 25
Market ... 35

WICKING
No. 0 per gross ... 30
No. 1 per gross ... 40

WOODENWARE
Baskets
Bushels, wide band ... 1 25
Market ... 35

WICKING
No. 0 per gross ... 30
No. 1 per gross ... 40

WOODENWARE
Baskets
Bushels, wide band ... 1 25
Market ... 35

10

Egg Crates
Humpty Dumpty ... 2 40
No. 1, complete ... 32

Faucets
Cork lined, 8 in ... 65
Cork lined, 9 in ... 75

Mop Sticks
Trojan spring ... 90
Eclipse patent spring ... 85

Pails
2-hoop Standard ... 1 60
3-hoop Standard ... 1 75

Toothpicks
Hardwood ... 2 50
Softwood ... 2 75

Traps
Mouse, wood, 2 holes ... 22
Mouse, wood, 4 holes ... 45

Tubs
20-in., Standard, No. 1 ... 7 00
18-in., Standard, No. 2 ... 6 00

Wash Boards
Bronze Globe ... 2 50
Dewey ... 1 75

Window Cleaners
12 in. ... 1 65
14 in. ... 1 85

Wood Bowls
11 in. Butter ... 75
13 in. Butter ... 1 15

WRAPPING PAPER
Common Straw ... 1 1/2
Fibre Manila, white ... 2 1/2

YEAST CAKE
Magic, 3 doz. ... 1 15
Sunlight, 3 doz. ... 1 00

FRESH FISH
White fish ... 10 @ 11
Trout ... 9

OYSTERS
Cans
F. H. Counts ... 37
Extra Selects ... 30

HIDES AND PELTS
Hides
Green No. 1 ... 7
Green No. 2 ... 8 1/2

PELTS
Calfskins, green No. 1 ... 10
Calfskins, green No. 2 ... 8 1/2

PELTS
Calfskins, green No. 1 ... 10
Calfskins, green No. 2 ... 8 1/2

PELTS
Calfskins, green No. 1 ... 10
Calfskins, green No. 2 ... 8 1/2

PELTS
Calfskins, green No. 1 ... 10
Calfskins, green No. 2 ... 8 1/2

11

Pelts
Old Wool ... 50 @ 1 50
Lamb ... 50 @ 1 50

Wool
Washed, fine ... 20
Washed, medium ... 22

CONFECTIONS
Stick Candy
Standard ... 7
Standard H. H. ... 7

Mixed Candy
Grocers ... 6
Competition ... 7

Special
Conservé ... 7 1/2
Royal ... 8 1/2

Hand made Cream
Premio Cream mixed ... 12 1/2
Fancy-In Pails
O F Horehound Drop ... 10

Fudge Squares
Sugared Peanuts ... 12
Salted Peanuts ... 12

Starling Kisses
San Blas Goodies ... 12
Lozenges, plain ... 9

Lozenges, printed
Champion Chocolate ... 11
Eclipse Chocolates ... 13

Quintette Chocolates
Champion Gum Drops ... 9
Boss Drops ... 9

Lemon Sours
Imperial ... 9
Ital. Cream Opera ... 12

Ital. Cream Opera
20 lb. pails ... 12
Molasses Chews, 15lb. cases ... 12

Golden Waffles
Fancy-In 5lb. Boxes
Lemon Sours ... 50

Peppermint Drops
Chocolate Drops ... 60
H. M. Choc. Drops ... 85

Dark No. 12
Brilliant Gums, Cryst. 60
O. F. Licorice Drops ... 80

Lozenges, plain ... 55
Lozenges, printed ... 60
Imperial ... 55

Molasses Bar
Hand Made Cr'sms. 80 @ 90
Cream Buttons, Pep. and Wintergreen ... 65

String Rock ... 60
Wintergreen Berries ... 55
Old Time Assorted, 25 lb. case ... 2 50

Buster Brown Goodies
30lb. case ... 3 25
Up-to-date Assmt, 32 lb. case ... 3 50

SPECIAL PRICE CURRENT

AXLE GREASE



Mica, tin boxes .75 9 00
Paragon .85 6 00

BAKING POWDER

Jaxon Brand



1/4 lb. cans, 4 doz. case 45
1/2 lb. cans, 4 doz. case 85
1 lb. cans, 2 doz. case 60

Royal



10c size. 90
1/4 lb cans 135
6 oz cans 190
1/2 lb cans 250
3/4 lb cans 375
1 lb cans 480
3 lb cans 1300
5 lb cans 2150

BLUING

Arctic 4 oz ovals, p gro 4 00
Arctic 8 oz ovals, p gro 6 00
Arctic 16 oz ro'd, p gro 9 00

BREAKFAST FOOD

Grits

Walsh-DeRoo Co.'s Brands



Cases, 24 2 lb pack's..2 00

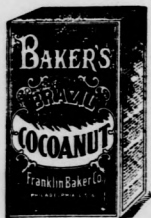
CIGARS



G. J. Johnson Cigar Co.'s bd.
Less than 500.....33 00
500 or more.....32 00
1,000 or more.....31 00

COCOANUT

Baker's Brazil Shredded



70 1/4 lb pkg. per case..2 60
35 1/2 lb pkg. per case..2 60
33 1/4 lb pkg. per case..2 60
16 1/2 lb pkg. per case..2 60

FRESH MEATS

Beef
Carcass6 1/2 @ 7 1/2
Forequarters5 @ 6
Hindquarters7 1/4 @ 9
Loins8 @ 13
Ribs9 @ 12
Rounds7 @ 7 1/2
Chucks5 @ 6
Plates@ 5
Pork
Dressed@ 6 1/2
Loins@ 9 1/2
Boston Butts@ 8 1/2
Shoulders7 1/2 @ 8
Leaf Lard@ 7 1/4
Mutton
Carcass6 @ 7 1/2
Lambs9 @ 11 1/2
Veal
Carcass4 1/2 @ 7



CORN SYRUP
COFFEE
Roasted

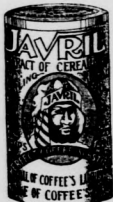
Dwinell-Wright Co.'s Bds.



White House, 1 lb.....
White House, 2 lb.....
Excelsior, M & J, 1 lb..
Excelsior, M & J, 2 lb..
1'ip Top, M & J, 1 lb..
Royal Java

COFFEE SUBSTITUTE

Javril

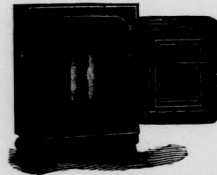


2 doz. in case 4 10
CONDENSED MILK
4 doz in case



Gall Borden Eagle6 40
Crown5 90
Champion4 25
Daisy4 70
Magnolia4 00
Challenge4 40
Dime3 85
Peerless Evap'd Cream.4 00

SAFES



Full line of the celebrated Diebold fire proof safes kept in stock by the Tradesman Company. Twenty different sizes on hand at all times—twice as many of them as are carried by any other house in the State. If you are unable to visit Grand Rapids and inspect the line personally, write for quotations.

SALT

Jar-Salt
One dozen
Ball's quart
Mason jars
(3 pounds each)85

SOAP
Beaver Soap Co.'s Brands



100 cakes, large size..6 50
50 cakes, large size..3 25
100 cakes, small size..3 85
50 cakes, small size..1 95

Tradesman Co.'s Brand



Black Hawk, one box..2 50
Black Hawk, five bxs..2 40
Black Hawk, ten bxs..2 25

TABLE SAUCES

Halford, large3 75
Halford, small2 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

TO HIT
the Bull's Eye

of the target of up-to-dateness in offerings, at which every progressive merchant is aiming, is easy, whatever may be his location.

Yourselves, continuously in a market center, would probably be your ideal condition for securing this result for you. Yet, we offer what's better.

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Wholesalers of Everything—By Catalogue Only.

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COUPON
BOOKS

Are the simplest, safest, cheapest and best method of putting your business on a cash basis. ♣ ♣ ♣

Four kinds of coupon 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.

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—\$2,200 to \$2,500 grocery stock and fixtures. Reason for selling, other business. Write or call for particulars F. F. Gates, Port Huron, Mich. 428

For Rent—Store building 20x50 with warehouse 12x26, good cellar, shelves and counters, suitable for general store, on corner of street in center of town on railroad; town of 500 population. Address D. care Michigan Tradesman. 427

To Exchange for good stock general merchandise, unimproved North Dakota land. Stock from \$5,000 to \$10,000. M. A. Eaton, Canby, Minn. 426

For Sale—Best grocery and feed business in Southern Michigan; town of 2,500 inhabitants; doing \$25,000 cash annually. Other business demands attention. Address W. E. K., care Michigan Tradesman. 434

For Sale—25-room hotel; excellent building; large, beautiful grounds; fine location in thriving mining town in S. E. part of Michigan, population 2,500; only good hotel in city; best bargain in State; owner deceased and heirs must sell soon; price \$4,000. For particulars address, B. A. Howard, McBain, Mich. 435

Leading Bakery, confectionery, ice cream business in promising Western town of 5,000. Established on good paying basis. Books open to parties meaning business. Invoice \$3,300. Will sell for \$2,200. Must be cash proposition. Ill health necessitates change of altitude. Address Box 403, Florence, Colo. 421

Grocery stock in Lowell and building for sale or trade for farm property. Cash value \$1,800. Address No. 420, care Michigan Tradesman.

Wanted—A stock of dry goods or shoes. Must be cheap for cash. Address No. 419, care Michigan Tradesman. 419

For Sale—Set Dayton Moneyweight scales, good as new; price \$40 cash; \$45 time. Eddy Bros., Eagle, Mich. 418

For Sale—Stock of groceries, invoicing about \$2,000, in the best location in city of 3,300; doing good paying cash business of \$75 per day; can reduce stock to suit purchaser. Address No. 422, care Michigan Tradesman. 422

For Sale—An up-to-date grocery in one of the best towns in Central Michigan; \$15,000 cash business annually; best location; rent reasonable. Address No. 433, care Michigan Tradesman. 433

On account of sickness, will sell our fine residence, new store building and general stock of merchandise cheap. Lock Box 280, Cedar Springs, Mich. 432

Hustler—Here's a good store with nearly new stock general merchandise; four lots, good sized barn, large warehouse and woodshed connected, six good living rooms over store; located in liveable town of 500, with railroad facilities; good farming community and a fine growing trade; best chance for egg wagon; also 160 acre farm for sale. Poor health forces sale. Enquire 72 South Division St., Grand Rapids. 417

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. C. C. Tuxbury, 301 Jefferson St., Grand Rapids. 835

Furniture and undertaking for sale in a hustling town; rich farming country; business well established and paying. Address W. J. S., care Michigan Tradesman. 412

A clean five thousand dollar stock of dry goods; guaranteed best opening in Michigan; population three thousand; four railroads. Box 56, Durand, Mich. 411

Wanted—A purchaser for a well-established mercantile cash business of \$30,000 per annum, which includes a large drug business; also a 450 acre farm in a high state of cultivation in connection with same. S. M. Shepherd, Trustee, Kent's Store, Virginia. 409

For Sale—\$17,000 stock general merchandise with a well established trade; sales from 40 to 50 thousand annually; in an industrious community; excellent climate; a great chance for a hustler to make money; good reasons for selling. Address Carr & Poss, Columbia Falls, Mont. 405

Wanted—Stock goods for clear land, \$10 per acre. Give size. Box 619, Garner, Iowa.

For Sale—First-class furniture stock, centrally located. Rent store three or five years. Also elegant home; finest corner in the city. A great bargain. Going to California. H. N. James, 21 River St., Aurora, Ill. 374

For Rent—Fine opening for dry goods, general or racket store; best business location in town of 3,000 brick building; electric lights; shelving and counters and city water; modern plate glass front. Address No. 334, care Michigan Tradesman. 394

Want to buy drug store in Michigan \$2,000 to \$3,000. To save time, give full particulars. V. Roussin, Ludington, Mich. 377

For Sale—Country store; stock general merchandise; good railroad town; good German trade; well established business. Address Kunny Bros., Fredonia, Wis. 396

For Sale Cheap—Light peddling wagon; also one delivery wagon. Address Box 372, Lakeview, Mich. 375

For Sale—Country store doing good business; competition light; will sell all or part of stock; postoffice and telephone in store. Reason for selling, have two other stores. Address Lock Box 372, Lakeview, Mich. 376

For Rent or Sale—Two story brick building on corner 20 1/2 x 80 ft., with brick addition 30x50 ft.; shelved for clothing and dry goods; cheap. Also well adapted for a large grocery store. J. H. Jones, Agent, Henry, Ill. 372

For Sale—One-half interest in a live healthy real estate business in this city; business in shape for quick returns. Address J. E., 167 Kerr St., Memphis, Tenn. 371

For Sale—Small stock of general merchandise in a live town. Will sell at a bargain and rent building; good two-story brick. Address Box 387, Portland, Mich. 407

For Sale—Oak stumpage, from three to six million feet. For particulars address F. V. Idelman, Scherr, W. Va. 370

Shoe Stock For Sale—In hustling, rapidly growing town in Southern Michigan. Stock \$1,500, fresh, first-class condition; excellent farming country; poor health; particulars address Shoe Stock, care Michigan Tradesman. 270

Wanted—To buy stock of general merchandise from \$5,000 to \$25,000 for cash. Address No. 89, care Michigan Tradesman. 89

Well Equipped Machine Shop and foundry for sale at a bargain. Address A. D. DeLand, Manager, Sheboygan, Wisconsin. 329

80 acres cut over land for exchange for merchandise. 321 1/2 Lake street, Petoskey, Mich. 363

Wanted—To buy drug store. Address No. 241, care Michigan Tradesman. 241

For Sale, Cheap—A ten syrup soda fountain and fixtures. Enquire No. 199, care Michigan Tradesman. 199

For Rent—A good two-story brick store on a good business corner, in a good business town; city water and electric lights. Address P. O. Box No. 298, Decatur, Mich. 115

For Sale at a Bargain—Building and stock of merchandise, entirely new and up to date; in good farming country, four and a half miles from railroad. Enquire of No. 350, care Michigan Tradesman. 350

For Sale, Real Bargain—Well-selected stock drugs, invoicing \$2,400, 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. 365

120 acre farm two and a half miles from railroad. Wish to trade for stock of hardware. Lock Box 491, Shelby, Mich. 46

For Sale—The only men's and boys' clothing and furnishing goods store in Oregon Mo., the county seat of Holt county, lying in richest part of Northwest Missouri. Stock invoices between \$3,000 and \$9,000, all new goods. Will sell residence if desired. Address W. B. Hinde, Oregon, Mo. 355

For Sale—One of the best stocks of general merchandise in Central Michigan. Reason for selling, other business. Invoices \$10,000. Address C. O. D., care Michigan Tradesman. 357

For Rent—Fine location for a department, general, or dry goods store. Large store building, three entrances, on two main business streets. Rent reasonable. Possession given "in April." Don't fail to write. Chas. E. Nelson, Waukesha, Wis. 364

For Sale—Clean clothing stock, located in thriving suburb of large manufacturing town; rent low; last year's sales \$35,000 cash; established for the last eleven years; never did any credit business; stock substantially brand new. Address No. 342, care Michigan Tradesman. 342

For Sale—New stock of jewelry and store fixtures, including safe and tools. Splendid opportunity for someone. Will be sold at a bargain. Address Mrs. F. W. Morton, 127 S. Michigan ave., Big Rapids, Mich. 343

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 West Forest Ave., Detroit, Mich. 2

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—Best hardware business in the Warren Mining District, Cochise county, Arizona. Address Box 627, Station C., Los Angeles, California. 340

POSITIONS WANTED.

Wanted—Position in meat market by first-class meat cutter. Capable of taking entire charge of market if desired. References furnished. Address No. 337, care Michigan Tradesman. 337

Position Wanted by first-class clothing, shoe and general store man; good salesman and stock keeper; can speak English and Scandinavian; a single man; ten years' experience; good references. Address No. 373, care Michigan Tradesman. 373

Wanted—Steady position as plumber and steam fitter. Fair knowledge tin, furnace work. Small town preferred. Best references. Address Plumber, Box 424, Manton, Mich. 379

Situation Wanted—High grade specialty salesman or solicitor, at present in charge of several branch offices in Western Michigan, experienced handling men, desires change. Good record, middle age, good appearance. All references as to character and ability. Would consider salary, commission or buy saleable article outright. Address No. 415, care Michigan Tradesman. 415

AUCTIONEERS AND TRADERS

H. C. Ferry & Co., the hustling auctioneers. Stocks closed out or reduced anywhere in the United States. New methods, original ideas, long experience, hundreds of merchants to refer to. We have never failed to please. Write for terms, particulars and dates, 1414-16 Wash. ave., Chicago. (Reference, Dun's Mercantile Agency.) 872

HELP WANTED.

Grocer Wanted—Man of experience in keeping up stock in retail store. Address P. G. R., care Michigan Tradesman. 423

Meat Cutter Wanted—Steady industrious man. Address K. G., care Michigan Tradesman. 424

Lady Wanted; money may be earned; artistic employment at home gilding tickets; write for particulars, inclosing stamped, addressed envelope. L. J. Noel, 129 W. 125th St., New York. 429

Young Man; money may be earned; artistic employment at home gilding tickets; write for particulars, inclosing stamped, addressed envelope. L. J. Noel, 129 W. 125th St., New York. 430

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 at Once—Experienced man to clerk in a general country store. Must understand groceries, dry goods and clothing and country department store generally. Address Frank B. Watkins, Hopkins Station, Mich. 416

Wanted—Representatives to handle the latest calculating machine; excellent side line. Joseph P. Wenzel, Box 650, Sault Ste. Marie, Mich. 410

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

Drug Clerk—Want a young man who has clerked in a drug store a few years. W. I. Benedict, Beiding, Mich. 408

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

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 211, 309 Broadway, New York. 37

Partners Wanted—To invest money or take active interest as outside agent or manager to start independent cracker bakery in Grand Rapids. A splendid investment for the right parties. I am a cracker baker, been foreman and well acquainted with the goods here required and have \$1,750 in machinery and stock. Address No. 431, care Michigan Tradesman. 431

For Exchange—Twenty-seven thousand, five hundred dollars equity in row of brick houses facing Lincoln Park, Chicago, for farm, country store and farm or Grand Rapids property. Box 252, Hart, Mich. 425

Store For Rent—Good location. Martha Brewer, Owosso, Mich. 328

Salesmen—Time saving specialties used by all offices and factories. Good profits. N. Stafford Co., 68 Fulton St., New York. 401

Merchants—Do you want to sell all or reduce your stock by closing out any "odds and ends" on hand? If so, ask about our "Special Sales plan" of advertising. You make the prices. We sell the goods. Ask for particulars. F. M. Smith & Co., 215 Fifth Ave., Chicago, Ill. 399

An investment of \$2 to \$5 per month for from five to ten months will bring you a safe sure income for life. Particulars free. The International, Port Huron, Mich. 406

Young Man—With fair business ability, willing to work to prepare for good Government position. Entrance salary \$300. Gradual promotion. Permanent. Box 1, Cedar Rapids, Ia. 341

100,000 union made Lundus cigars for sale at a bargain. Geo. W. Coldbeck, St. Johnsbury, Vt. 354

Merchants Wanting Experienced Clerks—Of all kinds apply to the Globe Employment & Agency Co., Cadillac, Mich. 217

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—Canvassers for best book on the Russo-Japanese war yet published; a splendid money maker. Address The Gospel News Company, Cleveland, O. 398

For Sale—Four cars thick maple culls. J. J. Robbins, Boyne Falls, Mich. 391

For Sale—Complete saw and shingle mill in good condition, including 60 horse power engine and boiler. J. J. Robbins, Boyne Falls, Mich. 392

Young Man—High school graduate preferred, to prepare for lucrative Government position. Begin with \$500 salary. Gradual increase as deserved. Permanent. Box 570, Cedar Rapids, Ia. 413

Automobiles

We can satisfy the most exacting as to Price, Quality and Perfection of Machinery

If you contemplate purchasing an Automobile it will pay you to write us first and get our prices.

Sherwood Hall Co.,
Limited
Grand Rapids, Mich.

Manufacturing Matters.

Kalamazoo—The Verdon Cigar Co. has purchased the factory buildings of the Bremer machine shops and will shortly remove to that location, when they will increase the number of employes.

Port Huron—The American Machinery Co. has organized with a capital stock of \$5,000, held by the following gentlemen: Lewis T. Bennett, 250 shares; N. I. Miller, 249 shares, and David Cromer, 1 share.

Bay City—The Walworth & Neville Manufacturing Co., manufacturer of telegraph and telephone cross arms and pins, has increased its capital stock from \$200,000 to \$300,000.

Coldwater—The Coombs Milling Co. has increased its capital stock from \$100,000 to \$135,000. Its mills will be remodeled and equipped with up-to-date machinery and the output increased to 1,000 barrels of flour per day.

Saginaw—The Combination Collar & Hame Co. has been formed with a capital stock of \$48,000. The stockholders are W. E. Pickering, 1,800 shares; Newton A. Richard, 1,500 shares and John B. Howell, 1,500 shares.

Eaton Rapids—Strong & Mix have purchased the Island City flouring mills of H. P. Webster, also the water power and all its belongings. They dwell continue their bean and grain business at the old stand on Hamlin street.

Charlotte—C. M. Hall has purchased the interest of J. I. Snow in the Middletown Cereal Co., thus leaving Hall Bros. partners. They will retain Mr. Snow to superintend the manufacture of their drink, Kerosso, and will take on additional territory.

Detroit—The Royal Crown Lead Co. has been formed to manufacture paints, leads, varnishes and oils. The authorized capital stock of the new company is \$75,000, held as follows: Daniel C. Barber, 185 shares; J. W. Orr, 185 shares, and C. M. Giddings, 10 shares.

Battle Creek—The Michigan Sanitary Refrigerator Co. has been organized at this place with a capital stock of \$100,000, held by G. C. Perkins, 8,850 shares; N. A. Beardslee, 100 shares; F. A. Allen, 50 shares; J. H. Kennedy, 50 shares, and J. W. Johnson, 50 shares.

Ypsilanti—The W. L. McCullough Co. has been merged into a stock company to engage in the manufacture of machinery and mechanical supplies. The capital stock is \$30,000, held by W. L. McCullough, 550 shares; E. W. McCullough, 550 shares, and C. R. McCullough, 500 shares.

Port Huron—The Le Injector Co. has amended its articles of association and increased its capital stock from \$40,000 to \$75,000. It has also consolidated with the Port Huron Air Tool Co., having purchased the assets of that company some time ago. The new style is the Lee Manufacturing Co.

Muskegon—J. L. Bassett has been employed by the Muskegon Milling Co. to take charge of the milling department of that company. Mr. Bassett was appointed by the Operative Millers' Association of America to

build the model mill for the World's Fair at St. Louis, but declined the appointment.

Detroit—The Reid Manufacturing Co., manufacturer of show cases, book cases, refrigerators and automobiles, has merged its business into a corporation with an authorized capital stock of \$50,000. The shares of stock are held by Wm. Reid, 3,300; H. P. Hunt, 100; W. P. Reid, 50, and L. R. Reid, 50.

West Bay City—The West Bay City Milling Co., Limited, has filed articles of association with the county clerk. The capital stock is \$5,000, all paid in. The stock is held as follows: Elizabeth W. Bassingthwaite, \$2,000; Thos. Walsh, \$1,000; H. W. Bassingthwaite, \$1,000; James Craig, \$500, and Edward J. James, \$500.

Lake Odessa—The Lake Odessa Elevator Co. has been organized to engage in the warehouse, elevator and storage business. The authorized capital stock is \$10,000, the principal stockholders being as follows: G. Y. Fletcher, 12 shares; Robt. Ainsworth, 11 shares; Robt. Catt, 11 shares, and S. S. Yoder, 11 shares.

Sturgis—The Federal Casket Co. has offered to remove to this place, in consideration of its receiving not less than ten acres on a railroad, \$10,000 cash bonus and a subscription for at least \$30,000 of stock by citizens. Sturgis passes the proposition up and passes it on to some more ambitious town which aspires to fame via the bonus route.

Escanaba—A. J. Hughitt & Sons, dealers in cedar, have merged their business into a corporation under the style of the Hughitt Cedar Co. to engage in the lumber and general merchandise business. The company is capitalized at \$20,000 and is held in equal amounts by A. J. Hughitt, C. E. Fenton, O. N. Hughitt and H. J. Hughitt.

Detroit—The Michigan Silica Co. has been formed to engage in the mining of silica, operations to be carried on in Wayne and Monroe counties. The authorized capital stock is \$100,000. The stockholders are Dayton Parker, 2,400 shares; Burton D. Parker, 80 shares; Geo. W. Burkhardt, 40 shares, and Harry A. Conant, 40 shares.

Jackson—The Sheffler Roller Bearing Co. is the style of a new enterprise organized to engage in the manufacture of roller bearings and metal fittings. The authorized capital stock is \$30,000, held by the following persons: A. S. Watkins, 500 shares; G. D. Sheffler, 450 shares; F. P. Hinckley, 350 shares, and Z. C. Eldred, 100 shares.

Grand Ledge—The Grand Ledge Manufacturing Co. is the style of a new concern which will manufacture the endless chain fanning mill. The company is capitalized at \$10,000. Those already interested in the new enterprise are John R. Grace, Cassius Alexander, L. C. Tubbs, Elmer C. Edwards, John Walsh, J. D. Summers and West Bros.

Traverse City—A number of enterprising business men of our city have formed the Queen City Brick Machine Co. for the purpose of manufacturing machinery for the making of pressed brick. The capital stock

of the new enterprise is \$15,000, all paid in. The members of the company are F. Helm, 250 shares; C. M. Parker, 125 shares; E. S. Williams, 125 shares, and C. L. Greilick, 125 shares.

Cheboygan—During the past week men have been here from Grand Rapids to look over the machinery of the defunct Cheboygan Collar Co. with a view to buying it and removing it to the Second City. When they looked into the matter and learned that the failure of the company here was due to internal strife among the stockholders and were approached on the advisability of starting up here rather than in Grand Rapids they were favorably inclined toward the proposition. They have gone back home, promising to report definitely in a short time.

Detroit—During the past year Detroit has prospered to a degree that is little appreciated by those who are not in touch with all the varied activities. New manufacturing concerns to the number of 109 have been organized. Their authorized capital aggregates \$6,482,000. In addition, twenty-seven established concerns increased their capital to the extent of \$7,596,800. This makes a gain of \$14,000,000 of capital employed in productive enterprises in the city of Detroit. Seventy-seven new factory buildings were erected at a cost of \$900,000. Last year was a record breaker in the matter of exports. This city sent out into the world products to the value of \$22,693,761 and the first three months of 1904 show an increase over the corresponding months of last year to the amount of \$1,328,000.

Every Man Should Follow Public Affairs.

No man can hope to be a useful citizen in the broadest sense, in the United States, unless he takes a continuous and intelligent interest in politics, and a full share not only in the election but also in the primary operations which determine the choice of candidates. For this every one has time enough, and, if he says that he has not, it is because he is indifferent when he ought to be intensely and constantly interested. If he follows public affairs from day to day, and, thus informed, acts with his friends and those who think as he does at the caucus and the polls, he will make his influence fully felt and will meet completely the test of good citizenship. It is not essential to take office. For not doing so, the excuse of lack of time and the demands of more immediate private interest may be valid. But it would be well if every man could have, for a short period, at least, some experience in the actual work of government in his city, state or nation, even if he has no idea of following a political career. Such an experience does more to broaden a man's knowledge of the difficulties of public administration than anything else. It helps him to understand how he can practically attain that which he thinks is best for the state, and, most important of all, it enables him to act with other men and to judge justly those who are doing the work of pub-

lic life.—Henry Cabot Lodge in "Success."

Port Huron Merchants to Picnic in Detroit.

Port Huron, April 20—A regular meeting of the M. & M. Association was held Tuesday night. Owing to the absence of President Canham, Charles Wellman presided.

A communication was received from the Co-operative Lithograph Co., of Detroit, offering to locate and conduct a business here. It is a corporation with \$20,000 capital. Referred to the President.

E. H. Ayers, representing the White Star Line steamers, was present to talk over the annual excursion. If it is decided to go to Detroit, tickets will be sold for round trip on boat for fifty cents and down by boat and back by rail for one dollar. The question will be discussed next Tuesday evening.

Pleading Exemption.

"So you want to marry, young man, do you?" said the bank director.

"Yes, sir," replied the bank clerk.

"What salary are we paying you?"

"Nine hundred dollars a year."

"Don't you know we have adopted a rule that no clerk in our employ shall marry unless he has at least \$1,000 a year?"

"Yes, sir; but it's your daughter that I want to marry."

Imitation is a form of flattery that is little appreciated.

Business Wants

TOO LATE TO CLASSIFY.

BUSINESS CHANCES.

For Sale—General stock of merchandise; good business; ill health reason for selling. Call on or address A. R. Bentley & Co., Tustin, Mich. 443

First-class business chance for clothing, men's furnishings and tailoring. Box 90, St. Charles, Mich. 440

Wanted—To sell grocery and bakery in Cadillac; doing good business. Address Lock Box 368, Cadillac, Mich. 438

For Sale—An eight room house with four lots in Torch Lake village, an ideal place for a summer home. 437

I will pay cash for a drug or drug and grocery stock in good small town of 300 to 600 population in good farming community. Box 61, Sheridan, Mich. 436

POSITIONS WANTED.

Saleswoman of experience desires position in general store. Can give excellent reference. Saleswoman, Box 483, Traverse City, Mich. 441

HELP WANTED.

Dry Goods, Cloak and Carpet Salesman—Give age, time with each employer and wages wanted. R. C. Jones, Charlotte, Mich. 444

Tinners Wanted—Capable, sober men in job shop. To such as can fill these requirements we pay \$2.50 per day of nine hours. The Edwards & Chamberlin Hardware Co., Kalamazoo, Mich. 442

A bright young man in every town in Michigan to represent us. We will send samples and full particulars for 10 cents (stamps or silver). Don't miss this. Robertson Supply Co., Box 614, Detroit, Mich. 439

AUCTIONEERS AND TRADERS.

Merchants, Attention—Our method of closing out stocks of merchandise is one of the most profitable either at auction or at private sale. Our long experience and new methods are the only means, no matter how old your stock is. We employ no one but the best auctioneers and salespeople. Write for terms and date. The Globe Traders & Licensed Auctioneers, Office 431 E. Nelson St., Cadillac, Mich. 445

MISCELLANEOUS.

To Exchange—80 acre farm 3½ miles southeast of Lowell, 60 acres improved, 5 acres timber and 10 acres orchard land, fair house, good well, convenient to good school, for stock of general merchandise situated in a good town. Real estate is worth about \$2,500. Correspondence solicited. Konkle & Son, Alto, Mich. 446