

MICHIGAN TRADESMAN

Twenty-First Year

GRAND RAPIDS, WEDNESDAY, JULY 13, 1904

Number 1086

**We Buy and Sell
Total Issues
of
State, County, City, School District,
Street Railway and Gas
BONDS**

Correspondence Solicited.

**NOBLE, MOSS & COMPANY
BANKERS**

Union Trust Building, Detroit, Mich.

William Connor, Pres. Joseph S. Hoffman, 1st Vice-Pres.
William Alden Smith, 2d Vice-Pres.
M. C. Huggett, Secy-Treasurer

The William Connor Co.

**WHOLESALE CLOTHING
MANUFACTURERS**

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

Now showing Fall and Winter Goods,
also nice line Spring and Summer Goods
for immediate shipment, for all ages.
Phones, Bell, 1282; Citz., 1957.

**Commercial
Credit &
Collection Co.
LIMITED**

CREDIT ADVICES
COLLECTIONS AND
LITIGATION

WIDDICOMB BLDG. GRAND RAPIDS.
DETROIT OPERA HOUSE BLOCK, DETROIT.

WE FURNISH PROTECTION AGAINST
WORTHLESS ACCOUNTS
AND COLLECT ALL OTHERS

Collection Department

R. G. DUN & CO.
Mich. Trust Building, Grand Rapids

Collection delinquent accounts; cheap, efficient, responsible; direct demand system. Collections made everywhere—for every trader.

C. E. McCRONE, Manager.

IF YOU HAVE MONEY

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

Martin V. Barker
Battle Creek, Michigan

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 The stocks are all withdrawn from sale with the exception of two and we have never lost a dollar for a customer.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 TURNING WORM.

News of a startling character has again reached this country from overseas. Commerce, again appalled at the rapid strides which the United States is making, has again come to the conclusion that the only way to put a stop to it is for the commercialism of Europe to combine and, at least, scotch the wheels of our onward moving chariot of progress. This time there is no doubt about the success of the combine. It is to be on a grand scale and, narrowed down, the condition of affairs will stand thus: "The United States of Europe vs. the United States of America." France, Germany, Austria, Italy, Turkey, Spain and the minor powers will be the party of the first part and the United States and England will be the party of the second part with Japan and probably China clinging each to a flap of Uncle Sam's swallow-tailed coat. The object of the union is commercial chiefly, although social reasons have something to do with it. "The American people look upon continental Europe with the same regard that children have for superannuated parents whose usefulness has come to an end" and, therefore, as America has begun to press hard on the Old World, not only commercially and financially, but also in an artistic and scientific sense, continental Europe has to make a common cause against this enemy.

Stopping long enough to say that the combine idea seems to confirm the superannuated one, it is submitted that, unless second childishness has really set in, the energy expended in the combining process had better be devoted to a worthier cause. It is too much like threshing over old straw to say that France and Germany will hardly look upon such a proposition with favor and it does

seem as if anything like the harmony needed to bring into closer relations the other four powers would prove to be anything but that in any fight, commercial or otherwise, which they might conclude to "put up" against this country. It is therefore safe to conclude that the antagonism will not be aggressive and that the attempt will end in another Armada, "styled by Spain, the Invincible that covered all the main."

It is not difficult to find causes for this last turning of the European worm. There is here more than the traditional straw that broke the camel's back. There is a bundle of them. Assuming the tone of injured childhood, first or second, how would we like it if we were Italy and for uncounted decades had been the acknowledged maker of the world's macaroni to find that now the best macaroni is manufactured in America? Suppose we were Germany and, since history began, had grown the best hops and made the best beer that had ever gladdened the heart of man, how would we like it to be told some fateful morning that this favorite beverage in many European localities is now largely supplied from the United States and have it rubbed in with the additional statement delivered as a fact, that the American product is of the best quality? What if we had concocted the pretzel and had for years rejoiced with exceeding great joy that in this perfection had been reached and that we alone knew how to make it, we would not enjoy the knowledge that the esculent pretzel has become an established industry in Reading, Pa., a city long noted for its superior pretzels, and that a company has been organized with an extensive capital to carry on the business of making pretzels in New York City. It would "hit us hard;" it would hit us very hard, and we, following the example of the traditional worm, might turn to repel that much of the foot that was crushing us.

The trouble with Europe is that she is too self-centered. There is in her make-up a hint of perfection-reached China. Without knowing it she has built an impassable wall around her territory and on the outside of that wall are the world's barbarians. From the voyage of the Mayflower until recent years Europe has been the unquestioned leader in modern civilization. This country certainly has acknowledged it. There was the home of the conceded best. There America sent her young men to be educated. There art and literature and science held undisputed sway and there only could be found whatever was best in whatever pertained to the comfort and conven-

iences of life. Europe trained us. She taught us Roman law. She transmitted to us Saxon character and Saxon speech and sent us out into the Western wilds with such exalted ideas of the old home that for years it remained to us what she thinks that continent is to-day, the only abiding place of real excellence.

New conditions, however, called for another life and living. We could not go across the Atlantic for the new things needed and we had to make them ourselves or go without them. We made them. How crude they were! How clumsy they were! How almost good for nothing they were; but we made them and we made them "do." Then the school house became an element of distinctive American life and brain and hand have done the rest. It was a long row we had to hoe, but we hoed it. Then we could do nothing but raise tobacco. Now we can do that and everything else and do it so well that "Made in the United States" or "From the United States" is the world's label for the best products that perfection knows.

The despairing feature is that Europe sees no way out of the difficulties surrounding her. If chance lay at the foundation of American progress and prosperity she would take courage, but there has been no chance. That prosperity has been gained in the face of discouragement. Our enterprise and energy have won because success was possible only when our handicraft and our braincraft surpassed Europe's best. We asked no odds, we have certainly received none. We accepted the conditions as we found them and now because the prizes are ours the worm, hurt, turns to resent what seems a wanton attempt to destroy.

The Japanese government has ordered 10,000 cavalry horses from this country. The Japanese do not want large animals. Their officers and soldiers, good riders as they are for the most part, are too small for them. It is understood that the order calls for the smallest type of cavalry horse, of which there is not a very large supply obtainable. If the Japanese would only take our mules they could have an unlimited supply. The American mule beats the world. He will thrive anywhere and do more work than two horses.

The railways of the country showed a diminishing earning capacity during the early part of the year, but there are signs of a revival of business which inspire the hope that the dullness incident to a Presidential contest year will not be so much in evidence in 1904 as some pessimists have predicted.

MEN OF MARK.

W. L. Brownell, President Puritan Corset Co.

In humanity there are different strata of quality. The declaration that all men are born free and equal is absurd, unless it may mean that all are born equal before the law. It is a patent fact that one possesses native talent while another does not; that one is capable of arising to heights which another can not attain; that one exerts a widespread influence, while the field covered by the influence of another is decidedly limited. In this latter regard it is character principally which makes the difference, and if this character is backed by discipline of the mind the difference is still more prominent.

In this day and generation it is customary for the historian to laud especially the man who has arisen from humble and unpromising beginnings. The student has thus become accustomed to regard early obstacles as an absolute essential to later success and the feeling has become more widespread than perhaps is appreciated that a real handicap rests on him who was not born in a log cabin and studied by the aid of a tallow dip; who trod not the tow path in boyhood or early manhood or did not acquire his rudimentary education between the blows of an ax at the trunk of a tree, or made his first appearance in this vale of tears amid some similarly inauspicious surroundings or unpromising environment.

In the light of the recorded careers of men of note the proposition advanced by the historian seems to be fairly justified. Early privation seems to have been an almost essential element in their stimulation toward higher things. Add to the possession of this stimulation industry and ambition for erudition and a keen determination for advancement, and success of that better kind that is not measured by dollars and cents is almost inevitable. So also is the more material success. A specific illustration of the truth of this contention is found in the subject of this sketch, than whom few Michigan manufacturers are more widely known, and there is not one who is more favorably known. His name is synonymous with sterling character, and it may be an inspiration to young men, especially to the young men who possess little of the world's goods, to learn that his early accomplishments were acquired under somewhat discouraging circumstances. It may be a further inspiration to them to study the mental characteristics of the man, his cheerfulness of spirit and his uniform courtesy to all with whom he comes in contact. Whether natural or acquired, his regard for the amenities of life is decidedly marked.

Wm. L. Brownell was born in Kalamazoo, September 20, 1856. His father was a native of York State and of English descent. His mother, whose maiden name was Parker, was born in Michigan, but was also of English descent. He attended school until 16 years of age, when he entered the grocery store of M. J. Big-

low as clerk. He continued in this capacity for two years, when he secured employment in the shoe store of Henry Isbell, with whom he remained three years. At the end of this time he formed a copartnership with Henry Passage, under the style of Passage & Brownell, and engaged in the grocery business at 111 South Rose street. This copartnership continued five years, when he purchased the interest of his partner and continued business in his own name seven years longer, when he sold out to take the position of Secretary and Treasurer of the Kalamazoo Corset Co., which had just been removed from Three Oaks to Kalamazoo. At the end of one year he resigned this position to enter the firm of Pearce, Coleman & Brownell, who conducted a wholesale grocery business for

advertising matter. The family reside in a beautiful home at 610 South West street, on the lot on which Mr. Brownell was born 48 years ago.

Mr. Brownell is a member of St. Luke's Episcopal church, having occupied the position of vestryman for the past three years. He is a Mason from Masonville, having served as Eminent Commander of Peninular Commandery, No. 8, K. T. He was formerly quite a "jiner," but has lately demitted from everything except the Masonic fraternity.

Mr. Brownell attributes his success to being W. L. Brownell and not trying to be the other fellow. He wears no mask, and those who know him best and have enjoyed his friendship longest have long ago come to understand that whatever he says he

is disposed to separate advertisers into two classes, as follows:

1. Those who know they don't know and admit it.
2. Those who think they know and don't know enough to know that they don't know.

His opinion is frequently sought by those who have large appropriations to expend in advertising and his ideas are eagerly embraced by those who, through lack of time or lack of ability, have not given the subject the painstaking study which he has given it.

Mr. Brownell is a hard worker. When at his office business predominates and for the time he is interested in nothing else. When office hours are over he can play with apparently as much enthusiasm as he works. In each part he is thoroughly in earnest.

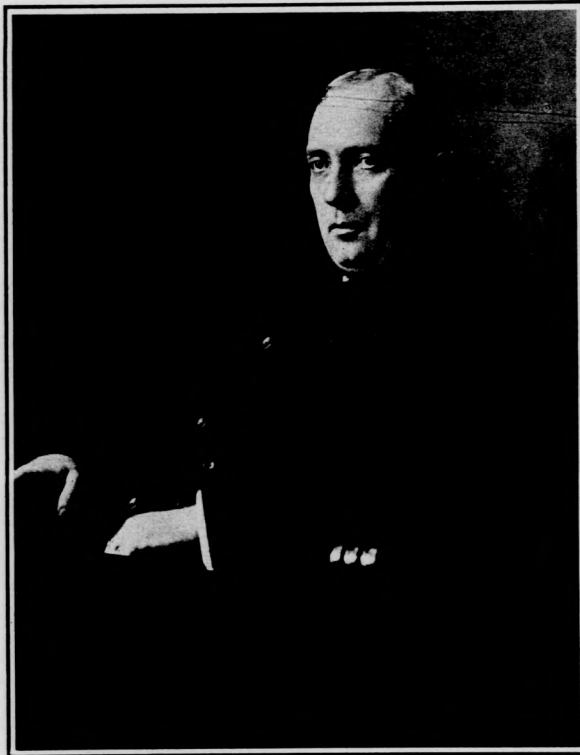
* * *

The following letter, recently received from Mr. Brownell, throws a sidelight on his character which the readers of the Tradesman will appreciate:

Kalamazoo, July 1—You will undoubtedly remember that you paid our office the compliment of a personal visit a few days ago and that we then and there, and I might say with perfect abandon, threw bouquets at each other until we were both somewhat groggy, and that after the interview was over we were both obliged to remove the sweatbands from our hats in order to enable us to squeeze them upon our heads at all, even then mine seemed to fit somewhat snugly. In the exuberance of my feelings I have a dim—a somewhat hazy—recollection that you stated to me that you considered it your duty to publish a sketch of my life under the new and startling headlines Another Self-Made Man, which sketch would be accompanied by a picture of myself, which you stated would be introduced not for its intrinsic value but simply as an evidence of good faith. I find I have no picture, but if you will have a billiard ball photographed, place a little fringe of hair around the lower edge—not too much hair—it will be a very good representation of my head (back view). It will be perfectly satisfactory to me and undoubtedly also to your subscribers. I remember also that by your questions you endeavored to throw the lime light, as it were, on my past life, bringing to view only those phases of my character and acts of my life which could with safety be used in a Y. M. C. A. stereopticon or held up as an example for the youth of the land to follow.

Now I wish to be perfectly fair with you and your subscribers and while, as you will remember, I very strenuously objected to personal advertising, if you still insist and feel that your subscription list is large enough so that you can afford to take an occasional chance in this direction, I must, in order to square myself with my own conscience, state a few facts with reference to myself, which in your questioning you carefully avoided bringing to the surface and which I as carefully concealed.

When I sit down quietly and carefully consider the proposition I am forced to the conclusion that up to the present time I have not made what might be called a startling or brilliant success in life. I started with nothing, and by careful management I have succeeded in keeping my capital good, although I have never been able to very largely increase it. I have never had any political aspirations, although I feel I might have made quite a success along this line if I had given up my entire time to it and not bothered my head with



W. L. Brownell

three years, when Mr. Brownell retired to engage in the retail grocery business on South Rose street. He continued at this location for five years, when he sold his stock to take the position of President and Manager of the Puritan Corset Co., which has now been in existence five years and which has met with unusual success in the introduction and exploitation of its output. The company has a paid up capital of \$75,000 and is now covering ten states with the assistance of ten traveling men.

Mr. Brownell was married June 26, 1878, to Miss Augusta L. Pearce. The family circle includes four children, two boys and two girls. The elder son, Arthur L. Brownell, is employed in the office of the Puritan Corset Co., having charge of the orders and the sending out of the

believes, and whatever he says he will do will be done.

Mr. Brownell has a passion for doing things in a different manner from others. He has the ability of inventing different things to do and different methods of doing them. He is one of the most successful advertisers in the country, due very largely to the fact that he gets down to the level of his customer and talks to him in a language which he can understand. He has little use for advertising agents and little consideration for advertising experts, because experience has taught him that their work "smacks of boarding house hash," as he expresses it, because it is too much like every other man's advertising in the same line. Mr. Brownell has such well-defined ideas on the subject of advertising that he

the "bread and butter" proposition, which has always been to me rather distasteful. I ran for office once, receiving seven votes where my opponent received only 2,400, which you must admit was very encouraging for a political starter, showing that I was immensely popular with six other people beside myself. I have a large number of enemies who are about equally divided between these two classes—those whom I owe and those who owe me.

Now, having made a full, frank and free statement of my side of the case and of my own free will and accord setting forth the facts as they truly exist, the defense rests.

W. L. Brownell.

Recent Business Changes Among Indiana Merchants.

Anderson—P. T. Longacher has sold his stock of cloaks, etc., to the Geo. W. Davis Co.

Indianapolis—A meeting of the creditors of Levi Percival, wholesale tobacco dealer, has been called.

Lafayette—The firm of Shick, Nieburger & Co., tailors, has been succeeded by I. Nieburger & Co.

New Holland—J. F. Akers has removed his stock of groceries and notions to Andrews.

Eaton—Daniels & Co., druggists, have been succeeded by Daniels, Barton & Co.

Indianapolis—The G. H. Boehmer Shoe Co., retail dealer, has discontinued business.

Indianapolis—The Wm. S. Gilbreath Seed Co. has been incorporated.

La Grange—C. E. Brant succeeds to the drug business of Chas. A. Brant.

Liberty—H. J. Burt & Co., dealers in implements and wagons, have gone out of business.

Loogootee—Wescott & Longtoft, have disposed of their stock of tobacco and cigars to Rogers & Tevell.

Martinsville—Lake & Reed succeed to the hardware business of J. W. Gwinn.

Fort Wayne—Wm. F. Reneke, druggist, is dead.

Franklin—Cutstinger & Valentine, who have been operating flour mills and grain elevator, are succeeded by Valentine & Valentine.

Indianapolis—The Duckwall-Harman Rubber & Supply Co. has increased its capital stock to \$25,000.

Indianapolis—Schwegman & Gobel, retail grocers, have been succeeded by Louis Schwegman.

Indianapolis—Sinex Bros., retail tea and coffee dealers, have been incorporated and will be known as the Mitchell-Sinex Tea & Coffee Co.

New Albany—R. Haskell's dry goods store will be operated under the style of Simon Haskell.

Sanborn—J. P. Gregory & Co. have purchased the general stock of A. E. Crane & Son.

Syracuse—C. M. Hardy, formerly a member of the Syracuse Lumber Co. (not inc.), has retired from business.

If a girl thinks as much of a young man as she does of herself she is afflicted with a disease called love.

Lips that love bad news make poor ones for good news.

Business Her Chief Idea.

"I heard last week," said Professor Gates of Harvard, "a good example of double entendre. There was a man who had been courting a woman for five or six years. This man, it was plain, loved the woman; he called on her five nights in the week, but in that shy mood common in New England he could not bring himself to propose."

"He sat one evening opposite his sweetheart. He had grown quite bald since his courting had begun and, as for her, little lines had appeared about her mouth and eyes, and she stooped as she walked. Very desperate she was. It seemed to her that they might have been married five years ago."

"I seen," said the shy lover, "I seen an advertisement to-day for a suit for \$10."

"Was it a wedding suit?" the woman asked in a strange voice.

"No," he answered nervously, "it was a business suit."

"Well, I mean business," said the woman.

Whether or not there really is vegetation on the moon's surface is a matter of some dispute. Professor Pickering believes that there is, basing his belief upon observations of what he has called "variable spots"—portions which exhibit a rapid darkening, beginning shortly after sunrise, followed by an equally rapid fading toward sunset, accompanied by a diminution in size as they darken. From the peculiar character of the variation observed Professor Pickering concludes that organic life resembling vegetation is the only simple explanation of the changes which he has observed. Considering the long lunar day as a miniature terrestrial year, the theory of such life becomes colorable. The vegetation, if there be any, shoots up, flourishes and dies in a lunar day just as it grows and withers on the earth in a terrestrial year.

Plainly marked figures on the goods tell their own story on the spot.

PILES CURED
 DR. WILLARD M. BURLESON
 Rectal Specialist
 103 Monroe Street Grand Rapids, Mich.

Buyers and Shippers of
POTATOES
 in carlots. Write or telephone us.
 H. ELMER MOSELEY & CO.
 GRAND RAPIDS, MICH.

GRAND RAPIDS
FIRE INSURANCE AGENCY
 W. FRED McBAIN, President
 Grand Rapids, Mich. The Leading Agency

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.

You Have Been Looking For

a long time for a good twenty cent coffee.
 We have found it and call it

Trojan Coffee

It is a mixture of Mocha and Java roasted and blended by experts expressly for ourselves (and you.) Packed in air tight yellow sacks, one pound each, and guaranteed to please your trade.

It is a trade getter and a repeater.

Our salesmen will show it on their next trip.

WORDEN GROCER COMPANY

Grand Rapids, Michigan

Merchants' Half Fare Excursion Rates every day to Grand Rapids. Send for circular.

Three of a Kind

The Butcher, the Grocer and the Miller

"Man's best friends and the world's greatest benefactors."

The latter extend greetings to their colaborers and solicit a trial of

VOIGT'S BEST BY TEST

CRESCENT

"The Flour Everybody Likes"

We feel confident such an act of courtesy will result in the establishment of business relations of a pleasant and permanent nature.

Voigt Milling Co.
 Grand Rapids, Mich.

AROUND THE STATE

Movements of Merchants.

Caro—John Axford, plumber, is succeeded by Walker & Knapp.

Lansing—Carl J. Guenther has opened a shoe store at North Lansing.

Burton—Merrill & Burbank are succeeded by Merrill & Co. in general trade.

Big Rapids—Dr. Wm. E. Dockry has closed his drug store and retired from business.

Caro—H. S. Johnson is succeeded by Johnson & Gidley in the boot and shoe business.

Allegan—G. F. Ford, of Three Rivers, has opened a harness shop in the Marsh building.

Lansing—The Lansing Paint and Wall Paper Co. has made an assignment to P. H. Dolan.

Cedar Springs—Edward Wheeler will open a general store in the Chapman building about Aug. 1.

Belding—Spencer & Lloyd, dealers in dry goods, have dissolved partnership, Mr. Lloyd succeeding.

Coldwater—The Wolverine Telephone Co. has increased its capital stock from \$10,000 to \$25,000.

Sault Ste. Marie—The Central Savings Bank has increased its capital stock from \$50,000 to \$100,000.

Manton—Adolph Auspach has sold an interest in his general stock to Joseph Mayer, of St. Paul, Minn.

Francisco—Gage, Kendall & Dewey are succeeded by Gage, Kendall & Wolfinger in the grain business.

Lansing—Henry T. Campbell has purchased the grocery stock of Coder & Leonard, 400 Washington avenue, south.

East Jordan—Shelters & Dumont, who formerly conducted a bakery and restaurant, are succeeded by E. E. Shelters.

Carp Lake—H. F. McComb & Co. have purchased the grocery stock of Hunt & Paxton and will shortly add lines of dry goods and shoes.

Adrian—Robert M. Thomson has purchased an interest in the shoe stock of Wesley & Sons. The new firm will be known as Wesley & Thomson.

Lansing—The new warehouse of F. B. Nims & Co. will be ready for occupancy in about a month. It is two stories in height and will have a capacity of 20,000 bushels of grain and beans.

Arlene—Martin Duffy and B. E. Stratton have purchased the general stock of the Arlene Mercantile Co. of J. H. Bielby and will continue the business at the same location under the same style.

Ann Arbor—About fifty acres of waste land belonging to the Michigan Milling Co., and lying along the Huron River, between Ann Arbor and Delhi, will be improved by the forestry department of the State University. It is probable that catalpas will be planted, interspersed with black walnuts and butternuts.

Kalamazoo—W. C. Keef has sold his grocery stock at 126 South Burdick street to E. V. Kendall, who for the past year has been in the employ of Frank G. Sherwin, the Battle Creek grocer and meat dealer.

New Lothrop—Wm. E. Gustine has sold his general stock to Wm. F. Beatty, who will consolidate the stock with his own general stock. Mr. Gustine will devote his entire time to the general stock he recently purchased at Cedar Springs.

Central Lake—John Vaughan has sold his interest in the drug stock of Vaughan Bros. to his brother, who will continue the business under the style of Wm. E. Vaughan. John Vaughan will continue as manager of the store for the present.

Detroit—President W. A. Jackson, of the Michigan State Telephone Co., denies that his corporation has anything to do with a \$20,000,000 merger of Bell companies reported from New York to include companies in Michigan, Ohio, Indiana and Illinois.

Marquette—J. E. Sherman, of this city, has been appointed receiver for the VanAlstyn Dry Goods Co. by Judge Wanty. The store is the largest in the city and has a \$50,000 stock. Insufficiency of working capital is ascribed as the reason of failure.

Detroit—George W. Griswold, Secretary and correspondent of the American Standard Jewelry Co., died at Harper Hospital Friday, after a third operation for a complication of diseases. He had become prominent in the work of the Central Christian church and was President of the men's club. The remains were taken to Racine, Wis., for interment.

Houghton—William McVickers and Joseph Beesley have formed a co-partnership and have leased the west store in the Monette building, where they will engage in the grocery business. Mr. McVicker was until recently interested in the Houghton Cash Grocery. Mr. Beesley is experienced in the business, having formerly been with Phillips & Co.

Charlevoix—One of the peculiar features of summer resort life at this place this year will be a logging camp and sawmill run largely for the benefit of summer visitors. The camp is located near South Arm and it is proposed to run regular excursions from here to the spot on Pine Lake where a logging camp dinner will be served and the mill and camp will be placed on exhibition.

Ionia—Toan & Ireland recently had a unique window display in their hardware store in the shape of a keg of nails separated by a sawbuck, wrapped in black selicia. In one of the heads was driven a faucet, from which was drawn a stream of 10-penny nails connected by invisible black threads. On the top of the keg was placed a card informing the spectator that a "keg is always on tap."

Lake Linden—D. Toplon's dry goods and clothing store has been closed to satisfy the claims of creditors who had instituted bankruptcy proceedings. Eidenheimer, Stein & Co., of Chicago, were the petitioning creditors and made their application

in the United States Court at Marquette. Mr. Toplon filed a confession of bankruptcy and J. G. Bertrand, of Houghton, was appointed receiver.

Pontiac—The plant of the Oxford Heights Poultry Co. will be sold next Monday to satisfy judgments of W. J. Tunstead, of Oxford, and Schillinger Bros., of Detroit. The plant was started two years ago and was about completed when creditors became uneasy and insisted on settlements. Suits were started in the Circuit Court and they have been hanging fire since that time. The investment was too much for the capital the company had at hand, the scheme being admitted to be a good one and a money getter by all who are familiar with the industry.

South Haven—Claude Gish, grocer, lies at his home in a critical condition from a blow on the back of the head with a heavy stick, said to have been delivered by Julius Winkle. Gish, before he became unconscious, claimed that Charles, a brother of Julius, also struck him. All are prominent in business circles. The assault took place in the Winkle mill, Gish having gone there to dispute a bill which his father had presented, and which he thought an overcharge. He got into an argument with Julius Winkle, who picked up a heavy stick and hit Gish over the head. With blood streaming from the wound Gish ran to a nearby doctor, where he fell in a faint, first stating that Julius Winkle had hit him, and when attempting to ward off the other blow the brother had hit him on the arm. The three men were the only ones in the mill. When arrested the Winkle boys declared they were not guilty of assault and battery, and were held on bail until the doctors are able to report on the assaulted man's condition.

Escanaba—Rathfon Brothers have voluntarily surrendered the goods in the company's store and the establishment has been taken in charge by the receiver in bankruptcy. The store will probably remain closed until a trustee is elected to dispose of the goods or the court makes some other order concerning the disposition of the stock. The transfer of the stock, together with all the cash belonging to the firm at the time, is taken to mean that the receiver refused to consider the proposition of settlement made by Rathfon to each of the creditors individually. This proposed that Rathfon pay 40 per cent. of his indebtedness within thirty days and the remainder, secured by notes signed by himself, in one, two, three, four and five years. The first act of the company in disposing of its stock to the two firms, the Escanaba Clothing Co. and the Masonic Block Department Store Co. for a time effectually blocked the creditors from obtaining a hold on the bulk of the assets of the company. With the dissolution of these firms and the return of the stock to the Rathfon Brothers the creditors were again placed in position to finally obtain all the assets that were left and although it had been thought by many that a set-

tlement would be arranged the crash has been long anticipated by many who have been connected with the firm's business.

Manufacturing Matters.

Holly—The Michigan Manufacturing & Lumber Co. has increased its capital stock from \$35,000 to \$75,000.

Adrian—The Adrian Steel Casting Co. has been organized with a capital stock of \$30,000, all of which has been subscribed.

Hillsdale—The Scowden & Blanchard shoe factory has been formally turned over to the H. F. C. Dovenmuehle & Son Co.

Unadilla—The Watson-Porter-Watson Co. has been organized with a capital stock of \$1,500—all paid in in cash—to engage in the manufacture of novelties.

West Bay City—The Frank Carriage Co., Ltd., has been formed with a capital stock of \$2,400—all paid in in property—to engage in the manufacture of wagons and carriages.

Cadillac—Cobbs & Mitchell, Incorporated, are putting in a double dry kiln at their maple flooring plant here. Brick have arrived for building a fire wall to separate the factory from the storage department.

Manistique—The electric light and power company here is to enlarge its water power plant so as to be able to furnish power for new industries locating in the city. About \$50,000 will be spent in the improvements to the plant.

Muskegon—The Alaska Refrigerator Co. is erecting a small sawmill in which to produce raw lumber for its plant. It uses about 4,000,000 feet of lumber annually, but the mill turn out only about 10,000 to 12,000 feet of lumber a day.

Thompson—The Thompson Lumber Co.'s sawmill will be operated next season by Bonefas Bros. This firm will start three camps along the line of the Thompson railway in August, getting out pine, hemlock, spruce and cedar.

Kalamazoo—The Godfrey-Monger Lumber Co. has been organized with a capital stock of \$20,000, of which \$13,000 has been subscribed and paid in in cash. John F. Godfrey holds 30 shares, R. W. Monger holds 65 shares and B. S. Monger holds 35 shares.

Ann Arbor—The Peninsular Manufacturing Co. has been organized with a capital stock of \$35,000, all of which has been subscribed, to engage in the manufacture of desks and book-cases. One-tenth of the capital stock is paid in in cash and the balance in property.

Commercial Credit Co., Ltd.

Widdicomb Building, Grand Rapids
Detroit Opera House Block, Detroit

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



Hangstafer & Bowser, meat dealers, are succeeded by J. C. Hangstafer.

Jensen Bros. have engaged in general trade at Trufant. The Worden Grocer Co. furnished the groceries and Edson, Moore & Co. furnished the dry goods.

Harry L. Keyes and J. Wesley Baldwin have been admitted to partnership in the firm of Geo. H. Reeder & Co. The firm name will remain the same as before. Mr. Keyes has been identified with the house for the past thirteen years as book-keeper. Mr. Baldwin has been connected with the house for the past seven years as shipping clerk and stock-keeper. Both are young men of excellent reputation and both are to be congratulated on the new positions they have assumed.

The stockholders of the National Credit and Collection Co., which has been on the rocks for some time past, dumped the former manager of the business at the annual meeting Tuesday evening, replacing W. C. Robertson with H. A. Cone, who will undertake the management of the business for the present. It has been evident for some time that there was no room in Grand Rapids for a second credit agency and the situation has naturally resolved itself into a question of the survival of the fittest.

The annual convention of the Michigan State Pharmaceutical Association will be held in this city Tuesday and Wednesday, Aug. 9 and 10. Headquarters will be established at the Livingston Hotel and the sessions will be held in the auditorium of the St. Cecilia building. The first session will be held at 1 o'clock Tuesday afternoon. In the evening a banquet will be tendered the guests at the Lakeside Club by the Hazeltine & Perkins Drug Co., which assumes the entire expense of the entertainment feature in behalf of the local drug trade. Mr. Lee M. Hutchins will act as toastmaster, which is a guarantee that no one will go to sleep during the evening. Concluding session will be held the forenoon and afternoon of the following day. The principal subject of discussion will be the proposed amendment to the pharmacy law.

The Produce Market.

Apples—\$1.50 per bu. for harvest. Bananas—\$1@1.25 for small bunches and \$1.75 for Jumbos.

Beans—\$1.50@1.65 for hand picked mediums.

Beets—25c per doz. bunches.

Blackberries—\$1.50 per crate of 16 qts.

Butter—Creamery is unchanged from a week ago, commanding 18c for choice and 19c for fancy. Dairy is nominally 9@10c for packing stock and 12@13c for No. 1. Renovated is in moderate demand at 15c.

Cabbage—Home grown commands 85c per doz., but will go lower before the end of the week. Large crates of Missouri command \$2; Florida has declined to \$1.75, Mississippi to \$2.25 and Cairo to \$1.

Carrots—18c per doz. bunches for home grown.

Celery—20c per bunch for home grown.

Cherries—Sour, \$1@1.10 per 16 qt. case; sweet, \$1.40@1.60 per case. In bushels sour command \$2 and sweet about \$2.50. The crop of sour will be large. The crop of sweet will be small.

Cucumbers—30c per doz. for home grown.

Eggs—Receipts are hardly equal to the demand. Local dealers pay 15@15½c on track, holding candled at 16@17c.

Gooseberries—\$1.15 per 16 qt. crate.

Green Onions—Silver Skins, 20c per doz. bunches.

Green Peas—\$1 per bu. for home grown.

Greens—Beet, 50c per bu. Spinach, 50c per bu.

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

Lemons—Messinas, \$3.50@3.75; California, \$3@3.25.

Lettuce—65c per bu. for outdoor grown.

Maple Sugar—10@11½c per lb.

Maple Syrup—\$1@1.05 per gal.

Musk Melons—\$2.50 per crate of 1½ bu. Texas grown; \$4.25 per crate of 45 for Rockfords.

Onions—Bermudas fetch \$2 per crate. Southern (Louisiana) are in active demand at \$2 per sack. Silver Skins, \$2.25 per crate. California, \$2.50 per sack.

Oranges—Late Valencias command \$3.75; California Seedlings fetch \$3; Mediterranean Sweets, \$3@3.25.

Parsley—35c per doz. bunches.

Peaches—Six basket crate of Triumphs, \$1.25. Four basket crate of Albertas, \$1.25.

Pie Plant—50c per box of 50 lbs.

Pineapples—Cubans have advanced to \$3.75@4.75 per crate, according to size.

Potatoes—\$3 per bbl. for new. Home grown are scarce and small in size.

Pop Corn—90c per bu. for either common or rice.

Poultry—Receipts are too small to meet even the consumptive demands of the market. Spring chickens, 20@22c; fall chicks, 11@12c; fowls, 9@10c; No. 1 turkeys, 12½@14c; No. 2 turkeys, 10@12c; Nester squabs, \$1.50 per doz.

Squash—50c per box of summer.

Radishes—Round, 10c; long and China Rose, 15c.

Raspberries—\$1.50 per crate of 12 qts. for red; \$1.50 per crate of 16 qts. for black.

Tomatoes—\$1.25 per 4 basket crate.

Watermelons—20@30c apiece for Georgia.

Wax Beans—Declined to \$1.25 per bu. box.

The church will some day quit trying to feed the hungry through their ears.

The Grocery Market.

Sugar (W. H. Edgar & Son)—There has been no change in the quotation for spot centrifugals since our letter, although there are no sugars offered at under 4c and only a limited quantity at this price. Meantime refiners have purchased such sugars (95 deg. test) as were obtainable for shipment from Cuba at equal to 4.02c duty paid for 96 deg. test. This basis is slightly below the duty paid cost of continental beet raws, of which our refiners are said to have recently purchased about 50,000 tons, mostly for New Orleans account. Refined sugars were advanced 5c per hundred on the 8th, with intimations that still higher prices were likely to be announced at any time. A fair volume of new business has been reported from day to day, with heavy withdrawals on outstanding contracts. All refiners are oversold and shipments are being delayed materially. The situation is without new features of any kind, the course of the market being the natural development of a very strong position. It is estimated that America must draw on Europe for several hundred thousand tons of beet sugar on this campaign and the purchases already made have led to higher prices abroad. Our refiners secured about 17,000 tons of Javas for July-August shipment, at equal to 3.97c duty paid, but it is doubtful if additional purchases from this source can be consummated at less than the present basis from competing markets, say 4.05c duty paid. All authorities agree that the remainder of the campaign will be marked by an almost unprecedented demand for refined sugar and that higher prices must result. Dealers should appreciate this situation and secure supplies while sugar is obtainable within a reasonable period.

Coffee—There was quite a decrease in the visible supply during June and a decrease is indicated for this month. Judging from all reports coffee is a good property. The trade, however, is not taking hold with any great enthusiasm. The jobbers say that retailers seem to be afraid of coffee and are buying in a hand to mouth manner. Consumption is normal for the season and is steadily working toward better grades of the goods. The trade is taking rather more of the bulk and the high grades of coffees in packages than formerly.

Tea—The recent advices from Japan are to the effect that the 1904 crop of May pickings is from fifteen to twenty thousand half chests short. All grades of tea are in consequence somewhat higher and there is considerable activity all around. It is quite evident that high grade Japans are good property as there may be a scramble for them later.

Canned Goods—Future tomatoes are neglected. Corn is dull, but it is likely that the market will be pretty nearly bare by the time new corn is available. As to future corn, the situation in New York State, Maine and the West is more or less uncertain, owing to the importance of future weather conditions as a factor. The

outlook, however, is for a fair pack at this writing. In Maryland a good-sized pack seems reasonably certain. The general acreage is about 75 per cent. of last year. Peas are in fair demand. Good sales are being made, mostly at low prices. Peas are undeniably very cheap this year, but the packers are still supposed to be making a little profit. Some interest is being manifested in peaches, but most Eastern packers refuse to name any price, claiming that the crop is still not sufficiently assured. California canned goods are still in fair demand at unchanged prices.

Dried Fruits—Spot prunes are quiet and prices are weak, both here and on the coast. Orders can still be confirmed on the coast on a 2c basis. Spot peaches are very scarce and very much in demand. Markets everywhere are bare. Any peaches obtainable sell readily at an advance in price. New peaches are firm at the advance of ½c. Currants are selling in a small way at unchanged prices. Seeded and loose raisins are slow and unchanged. Apricots have lost the most of their former active demand, but the price is still maintained. New apricots are selling high.

Spices—The only new feature of interest in the spice market was the receipt of mail advices from London which stated that the fire which occurred there on July 1 destroyed 12,234 bags of ginger and 1,046 bales of cloves, considerably reducing the stocks of both those articles. Locally business was reported as quiet, there being absolutely no demand except of a hand to mouth character. Holders are carrying only small stocks and prices are firmly maintained.

Provisions—With the exception of an advance of ¼c in both pure and compound lard, there has been no change in provisions during the week. The provision season is on, however, and the price is reasonably sure not to decline. Further advances, on the contrary, do not seem very likely. Hams of all grades are in fair demand at unchanged prices. Barrel pork and dried beef are likewise unchanged and fairly active. Canned meats are unchanged and in fair demand.

Fish—There would be a good demand for shore mackerel if good stock were available. There is some inquiry for Irish mackerel at unchanged prices. Cod, hake and haddock are in the usual small summer demand at easy prices. Sardines are in bad shape. The catch is proving more and more disappointing, and the situation is very strong. Spot stock is light. Salmon is unchanged, with a fair demand. The Columbia River salmon is firm, and an advance is prophesied. The catch is light.

Nelson & Collins, general dealers, Cedar Lake: Please send us duplicate copies of the last five issues of the Tradesman. We have used our regular copies for advertising purposes. We keep our files of the paper intact. We couldn't get along without the Tradesman—it is so full of good things.

The worst sin is the one with an odor of sanctity.

WINDOW TRIMMING

Two Big Windows Full of Small Useful Articles.

The windows of the Ten Cent Store have never as yet received attention at the hands of the Tradesman, although I, in common with the rest of pedestrian humanity, have often paused to gaze at the multitudinous objects gathered therein and to wonder at the skill displayed in the arrangement of such a heterogeneous conglomeration (to use tautology). 'Tis easy enough for a window dresser to do presentable work when he has artistic goods at his disposal and is not obliged to put the whole store in the windows all at once; but when almost all of the store's stock consists of comparatively small articles, of which it would take hundreds to fill a window, you can readily see how difficult of accomplishment must be the trimming of a window of the description referred to.

Sometimes the windows of this place of business contain a great quantity of articles of one sort, and then, viewed from one standpoint, it is at its best. But there are many minds of many people and so there usually greets the eye not a great quantity of one thing but a great quantity of many different objects.

I know not the gentleman who presides over these "eyes of the store," so can not state the lines along which he works—whether he has a definite object in mind when he starts out with a trim, or whether he merely puts in articles until there is room for no more.

There is one thing that always goes into every window ever placed on exhibit by these enterprising people at 50 and 52 Monroe street, and that is a red card bearing the notice:

Nothing in this
Store over
to
Cents.

The mind of the would-be purchaser is thus set at rest before he enters the door. But, how befuddled becomes that mind while its owner is selecting this, that or the other—to it—seeming or real household necessity, anyone who has "been through the mill" can testify. You think, "This little thing is only ten cents or 5," as the case may be, "I guess I'll take it," and you go from compartment to compartment, or department to department, buying the small articles that are always needing duplicating in a well-ordered household, and, before you can say "Jack Robinson" very many times, you have spoiled a good cartwheel of the realm.

"Oh, dear," sighs a much-deluded visitor, "I hadn't any idea I was purchasing so much—how it does count up!" and she suddenly calls a halt on her buying proclivities, gets out a dollar or more from the depths of her pocketbook and hies her home with a guilty little feeling knowing

around the edges of her conscience, and all the way there she tries to ease matters by whispering to herself, "I didn't mean to spend so much on little doodads, indeed I didn't." And when her lord and master next demands of her "where she spent that dollar he gave her last week," she can but acknowledge that she "blew it in on the Ten Cent Store." Hubby howls a little at her foolishness, but if he stands and delivers another and another and another of the Almighty's it is like betting on a sure thing that the second and the third and the fourth will ornament the "strong box" of this very same establishment!

So much for Woman and her Good Resolutions when she gets within speaking distance of this very popular place.

I like to stand and watch the class of people who come here to shop. Poor ones, of course. Also often and often those women whose husbands count their filthy lucre in six figures. I can not, however, recall ever having seen such a lady's carriage waiting for her at the front of this particular traffic building, but I am sometimes surprised to see her here, and just as eagerly scanning the more-or-less bargains.

Of course, it is to be expected that quality is not always to be found, and yet diverse articles under this roof will serve a purpose quite as usefully as those more expensive coming from one of the "regulars."

Here is a list of articles I saw in the east window to-day:

Hosiery and hose supporters, gauze vests, fancy collars and "foundations" for fashioning such from bits of lace, beads and ribbons that one can always "pick up" in the house, handkerchiefs (looked real good, too!), nice-looking books, so-called Indian baskets, bright-colored pictured covers for sofa pillows, chain-handled purses, ribbons, several cone-shaped displays of white lace, gay artificial flowers, rings, fancy leather belts (apparently like those selling for 50c in the dry goods stores), shirt waist sets, fancy belt brooches, candy (of rather flamboyant colors, perhaps), peanuts ("vulgar," maybe, but oh, how good!), gingham aprons, muslin bonnets for babies, pompador distenders (might have been tiny bustles, though!), a single baby blanket, one lone tall glass vase looking like the real cut article), and last—what do you s'pose? You'd never guess, so I'm going to tell you: Spectacles!

The west window—the one toward the flowing Grand—comprises the following:

A large display of granite iron, including pails, dippers (the small long-handled variety), wash basins (with a convenient hole for hanging up the same), more "Indian" baskets, handled rubber complexion brushes and also palm ones, large and medium-sized sponges, long-handled flesh brushes, diminutive bath brushes with shiny varnished backs, window screens, whisk brooms, toilet soap in pretty celluloid black and

colored traveling cases, shaving soap manufactured by "The J. B. Williams Co., Glastonbury, Conn., London, Paris, Berlin, Sydney" (in dozen boxes and also singly in small ones), shaving mugs and brushes, Florida water, Wilbert's antiseptic tooth powder, tooth brushes, "Beauty Voile" talcum powder, "Pumis chemical soap" (said to "lather freely in all hard water"), petrolatum (generous-sized glass bottles), bay rum, "Violet Ammonia," perfumery. Here is a division in the window, accomplished by a double-sided mirror some six feet high. At the west of this glass wall I noted these:

Toy ships, can rubbers, ice picks, two sizes of garden trowels (gardening has become an amusement), metal lemon squeezers (but, after all there's nothing half so handy and easily cleaned as the simple little old-fashioned sort—all wood, both as to the corrugations and the handles), door bolts of various kinds, vises, horsebits, paste brushes for paper-hangers, augers, carpet claws, picture wire, gimlets, hammers, hatchets, several sizes of saws (good for sawing meat bones, etc.), hinges, nippers, files, monkey wrenches, many kitchen knives, cottage barometers, soldering sets (with directions), whetstones, flatiron holders, rubber heels (two sizes), yard measures, wooden salt boxes (with label), bread-mixing pans, bread and cake baking tins, tin sugar boxes (labeled), coffeepots and teapots, convenient cylindrical lemon-rind or chocolate graters (something new in shape), stewpans and stewkettles, light long-handled frying-pans, dustpans, crumb trays, leather lunch boxes, "Invincible cap mantels," row after row of upright blue plates alternating with dainty flowered white ones and small platters, "Sunlight powder paste," sewing machine oil, "Kapitul wash cloths," towels (small sizes) and, roosting high on a shelf, ledgers, cash books and several others for office use.

Would you think it possible that so very many articles could be contained in two show windows? And yet, they didn't really look crowded—just a comfortable fullness.

I forgot to mention that in the center of the east window is also a mirrored wall, the surfaces of which of course magnify the space and multiply the objects displayed, making it hard to distinguish where the real ones leave off and the reflections begin.

Railroad travel in Spain is certainly slow. A rate of ten or twelve miles an hour is considered a good average of speed for every-day travelers. When the Spanish officials wish to show visiting foreigners what they really can accomplish in the way of rapidity, they offer express trains which dash madly across the landscape at an average rate of fifteen or eighteen miles an hour. In one way this proves an advantage, for the traveler sees a great deal more scenery for his money than if he were rushed past it swiftly.

Get above your salary—it's the easiest way to get it increased.

DOES NOT PAY.

Drunkness Neither Profitable Nor Beautiful.

The money spent for the world's drunkenness, if directed into the right channel, would make an end of poverty and nearly eradicate crime. So far as the individual is concerned, the question, "Does drunkenness pay?" answers itself most speedily from the pecuniary point of view, and perhaps this consideration of it in America will do as much as any to diminish the vice. Yet there are thousands who delight in the delusions of drink who believe that it no harm so long as they are not detected by employers, customers, or associates. They are the cautious, hypercritical, or "occasional" drunkards who measure the dangers of intoxication only by the loss of money or reputation which it entails.

But for them the day come quickly when the growing habit destroys discretion. Fame, hope, love, and thrift, crippled and enslaved by that squalid indulgence which has become a monstrous passion, are gradually killed and swallowed by it. As for the purse, as for the body, drunkenness pleads and proves its own guilt at once. Its theft, slow torture, and final murder of the mind and soul are the most insidious, devilish, and inevitable of its works. It is drunkenness that wakes "the slumbering hog" that lies, subdued, in every man, but which, kept finally alert, dominates his personality and wallows in the puddle he has made of his life.

The drunkard in his cups can not stop with unclean deeds. He dreams of filth and nauseous crimes. In sleep, if not in waking, he is the doer of degenerate sins; of fratricide, of cruelty, of unspeakable acts. He wades into foul places, and falls helpless into visionary cesspools. It is the awakened hog of his day fouling his sleep, making a sewer of his mind and heart in spite of him. He wakes in the morning with soul as well as body reeking with the unclean slime of his debauch, clotting his understanding, and stifling his will.

These are peculiar developments of that subconscious state which accompanies the sleep of the wine, the absinthe, and the whisky drunkard. The sense of degradation, of degeneracy, of viciousness, of utter abandonment which attends the waking drunkard in the morning is as real as though he had swum the sewer, as though he had murdered his offspring, as though he had struck his mother.

Drunkards are wont to call these emotions, these feelings of the morning, "remorse." But they are not so. For a time, at least, they are as effective, as potential, and as real as such horrors must be in the reality. The consequence of such impressions, transitory and unreal as they seem, is as brutalizing and as degrading upon mind and heart as the actuality could be. This is the belief of the best alienists and neurologists who have made studies of the pathology of drunkenness.

Nor are the peculiar effects of drunkenness limited to the sleep and

dreams of the practitioner. In his cups the honest man will lie. The devoted husband will be a libertine and a debauchee. The fond father will commit nameless crimes. The modest man will become a boaster and a bully.

It may seem a superfluous undertaking to submit, much less argue, the proposition, "Drunkenness does not pay." Few habitual drinkers will deny the truth of it; tipplers, the so-called "light drinkers," will insist that they are never drunk, and the abstainer is likely to think the topic trite and long ago settled in the affirmative.

There are rich drunkards who say, "I can afford it," and continue. There are others, not rich, who say, "It's no worse than gambling." There are poor drunkards who say nothing, who drown both grief and joy with liquor, and who offer neither reason nor excuse for the practice which has become a habit, or the habit which has become a consuming passion. The causes of drunkenness are not far to seek. Idleness, selfishness, and stupidity are the chiefest—a dirty lot of motives, are they not?—yet they cover the whole origin and course of the habit.

There has been much sentimental sophistry written about the dissolute habits of brilliant men. It has even been argued that geniuses achieved their best work in drink, when every observant man knows that the intellectual drunkard accomplishes the minimum of deeds in spite, and not because of his drunkenness. An inherited appetite is made the excuse for others, but investigation has proved that not one drunkard in ten likes the flavor of whisky. The cowardice of weaklings prompts them to evade worry by getting drunk; idleness invites the search for new sensations and new impressions, and thousands become the slaves of a habit which started as an adventure; dullards become bright for a moment under the influence of alcohol, only to drop below the low level of their normal mentality when their weak brains are saturated with the fumes of a debauch.

In these days of materialism the question "Is it a sin?" is seldom asked as to drunkenness. "Does it pay?" or "Is it unhealthy?" are far more popular lines of enquiry, and are, in their answers, perhaps more apt to stem the tide of drunkenness which is rising from year to year. Drunkards generally know the true answers to these questions. They will tell you that it is less of a sin to be drunk than to steal, and they do not steal; that they have no special use for money, or that they don't care what disease they die of, since they must die anyway. There is nothing curious or mystifying about the development of drunken habits in the individual. There are pathological as well as spiritual reasons for the permanence of the habit, once formed. But there are millions of drunkards in the world who do not realize the effects upon their own lives brought about by the excessive use of stimulants.

In this connection it should be ad-

mitted by every drinker of alcoholic beverages that one drink results in incipient drunkenness. The rest is a question of degree. The resultant evils are proportionate to the quantities of liquor consumed. It is, after all, a matter of comparison: drunk, more drunk, most drunk; the effects keeping step with the degrees, but nature in its perversity or in its logical sequence, always demanding the superlative as the last penalty of the initial positive.

There was a time when the employer who objected to his employe's bibulous habits was regarded as meddling and impertinent. Now he is in the same relative position as the powder mill superintendent who objects when his helpers insist on smoking their pipes in the magazine. To say that it was the whisky that "did the talking" may pass for an excuse for the incoherent braggart, but when whisky begins to falsify books, incapacitate workmen, and disgust customers, it can hardly be considered impertinent or meddling for the owner of the business or his conscientious managers to object. In these days, as a matter of cold and concrete fact, the young man must choose between liquor and success. One spells failure first, last and all the time. The other is incompatible with drunkenness in any degree. Even the moderate drinker is a half failure, and the moderate drinker is the material and making of the abandoned sot. There is no middle ground between drunkenness and success; they are like fusel oil and water, antagonistic and unmixable.

The causes which have prompted men to eschew alcohol are, perhaps, more edifying and instructive than all the religious or scientific arguments that could be brought against the habit. For instance, there was a jovial drunkard of fine presence and good business attainments who had never formed the habit of keeping an expense account. His salary was \$7,500 per year; and out of this he was unable to save anything, although he had but one dependent, a son at college, a boy of exemplary and frugal habits. At the end of one year, casting up in his mind the record of a year, this successful business man was puzzled to account for the dissipation of his earnings, and resolved to keep as close an accounting with his personal expenditures as he demanded for his business. He knew that he had wasted much money drinking, but at the end of a month, without changing his bibulous habits, he was astonished to find that he had spent nearly \$300 in thirty days for whisky bought over the bars of saloons. He was horrified and yet fascinated with the accusing figures, but he stuck to his self-appointed job of book-keeping, and by degrees lessened the expenditures.

"The cost of the drinks I bought was not all that frightened me," he said. "It was what they led to. I have no particular morals, you know, but when I counted up how much I had spent 'treating' bums, strangers, and worse, I got to feeling so cheap about it that I just quit. Stopped

right off short. In twenty years I'll bet I've spent \$60,000 on account of drink. Cab fares when I couldn't walk, wine suppers that I didn't need, treats that were uncalled for, and—well, never mind the rest."

That man quit for probably the meanest reason that could underlie a good resolution. He was a good business man and he simply saw the utter foolishness of squandering his money. His health had not been noticeably undermined, he had no religion, no refinement, no home environment that could have saved him. He was not poor. He just realized that drunkenness did not pay in a pecuniary sense and he quit. He may never realize that in sobriety he has evaded a thousand nights of brutalizing mental degradation and that his mind, sordid as it may be, may survive to apprehend some of the sweeter influences of life.

Children who have witnessed the drunkenness of their own parents are often the most violent enemies of the liquor habit and trade. The sensitive boy, playing before his home with comrades whose esteem is as dear to him as the plaudits of the older world can be to a man, can think of no more hateful, humiliating experience than the appearance of his drunken father or mother on the scene of his childish activities. Men, with the hardening influence of years upon them, may forget the keen agony of such incidents in their own youth, but the coarsening effect of time upon the heart is slight compared with the deadening blight of drunkenness, and it is an evil state at which that man or woman has arrived who appears stupefied or maudlin with drink in the presence of the child.

There is record of the case of a young father who had been drunk every day for ten years, but had managed, by coming home late or staying away altogether, to conceal his habit from his neighbors and from his only child, a girl of 10. His saving quality, the best that survived those years of selfish gratification, was a passionate tenderness for his little girl. But at last he came face to face with her in the night. She had heard him stumbling into the house, and, being wakeful, ran to meet him. He fell into a chair, and she, terrified, staring, and without a word, sat opposite and watched him. He was a man of infinite pride and affection, and he loved that child as he had never loved either God or woman. But she would not come to him now. Her big eyes filled with tears. She said nothing, but she knew. She ran away to her bed, and

all night long her father heard her sobbing out her nameless sorrow alone. That cured him. He had been kind. He had not impoverished them. He had no religious motives. But he did love his child, and it was the unspoken accusation of her tears that startled him from his fixed habit. He had never made her cry before. He wanted her love, yearned for it, needed it. Unconsciously he had been leaning upon it. He was a weakling, undoubtedly, but at last his weakness became his strength, and he forswore his paltry pleasure or illusion of the night so that he might look his child fairly in the face at all hours.

A young business man was going swiftly into the habit of drunkenness. The manifestations of intoxication in him lay chiefly in the direction of boastful lies. He made impossible contracts. Bought what he did not want. Boasted of accomplishments which he had not mastered, and, to sober ears, offended all the laws of decency and prudence. He had a faithful friend who protested, argued, reasoned, and besought in vain. The youthful drunkard would not believe the reports of his own drunken vagaries. One night, at the house of a mutual friend, where wine flowed freely, a reproducing phonograph was fixed to catch the conversation of the loquacious toss cup.

The next day, when tortured nerves and positive sobriety made him an almost helpless victim of the plot, the phonograph was turned loose in his presence. He recognized the voices of his friends and his own voice, and when he had listened to his own idiotic, baseless, lying vulgarities, he cried out:

"Stop it, for God's sake. I must have said it, but it was the whisky, not I that was talking. Stop it!"

He had not had a drink since.

But these are the exceptional cases. The average drunkard never arrives at a perfect knowledge of his case until it is too late. Doctors can not help him much. Every time he "swears off" and falls he is like a whipped man suffering repeated defeat. He stews in filthy dreams and filthy realities, and the worst that he does or can do to his fellow creatures does not equal the wretchedness of his own besotted life. Religion seldom helps him, and if he dies of drink, he dies friendless, vacuous, and unclean. The vile dream is the beginning. The vile death is the end. Drunkenness is neither profitable nor beautiful.

John H. Raftery.

All great reforms start where charity begins.

Get Ready

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E. A. STOWE, Editor.

WEDNESDAY - JULY 13, 1904

CONSTRUCTION OF CANAL.

The North American Review for July contains an instructive article on the labor problem presented by the canal proposition, from the pen of Brigadier General Peter C. Hains, of the United States Army. General Hains has had much experience as a military engineer, and served on a Government commission which examined both the Panama and Nicaragua Canal routes.

The General discusses the propriety, in the construction of the canal, both of letting the work to private contractors and of having the Government do it on its own account, and he favors the latter plan. He declares that there is no good reason why the Government can not do the work to greater advantage than if done by contractors. The work to a great extent will be done by machinery, and particularly by dredging machines which can operate everywhere except when rock is encountered. He believes that the Government would have superior advantages over private contractors in purchasing machinery and supplies and in hiring labor.

In that connection it is mentioned that the lowest estimate of the time required to complete the canal is about eight years; but bad management, a war between the United States and some naval power, an epidemic of yellow fever, a temporary change in the sentiment of the people of the United States toward the project, would cause delay that might postpone completion for years. Under such circumstances, a contractor might have a valid claim against the Government, the amount of which can not be estimated. If the work be done by the Government some loss and delay might ensue, but the loss would be of such a nature that only Government interests would suffer and the delay would cause no special embarrassment.

The next question is as to where the laborers are to be procured. The Central American natives are declared to be too indolent to undertake any steady work. Their wants are few; a patch of bananas, a few vegetables and an occasional fowl which

the people raise for themselves are sufficient to support them, and the cigarette and hammock furnish abundant means for passing away time. The natives for laborers are not to be thought of. Next to be considered is the Jamaica negro, and under this term are included the negroes of most of the islands under British control, who makes a good laborer. He is fairly industrious; not addicted to drink; can speak English; has ambition, although it is chiefly to become an independent British subject; he is willing to work, but he must have an inordinate number of holidays.

Many Chinese were employed in building the Panama Railroad half a century ago. The Chinese coolie will stand the climate; he is industrious, not difficult to manage; but he can not speak English, and, as soon as he gets a few dollars he wants to keep a store. Will the people of the United States consent to the importation of coolie labor for this work? Contractors would naturally want to import coolie labor, because it is cheap and the supply is practically inexhaustible. The Panama Canal Company tried coolies and also negroes imported direct from Africa, but neither gave satisfaction. With both classes came diseases which carried off many and rendered others helpless.

General Hains is fully convinced that the Southern negro, just as well as the Jamaica negro, accustomed to the warm climate of our Southern States, would furnish an excellent class of labor for work on the Isthmus. He is American born, speaks the language of the men under whom he will serve, is amenable to discipline, is temperate in his habits, is not honeycombed with disease, is intelligent, industrious and ambitious; the money that is paid to him will, as a rule, return to the United States. That he can stand the climate is the firm conviction of many who have sought a practical solution of the labor problem.

In speculating on the number of laborers required estimates of 40,000 to 50,000 have been put before the public, but the writer mentioned above does not believe that over 8,000 to 10,000 will be necessary or could be advantageously employed. He states that the Chicago Drainage Canal is thirty-four miles long, while the Panama Canal is forty-seven. The maximum number of employes on the former at any one time was about 8,000. It is not probable that the ratio of number of employes to length of canal at Panama will ever exceed that at Chicago. It is more probable that it will be less, because of the proportionately larger amount of work that can be done with dredges. The French Canal Company has about 700 men, who remove less than 700,000 cubic yards a year, but their appliances are not well adapted to the work. The Isthmian Canal Commission called attention to this fact, and in estimating the value of the old plant, advised that it be discarded as antiquated and inefficient, and its place be supplied with modern machinery and appliances.

As the greatest part of the work will be done by machinery there will be required a considerable number of machinists to look after the engines and dredges, stone quarriers, cutters and masons, carpenters, blacksmiths and other mechanics, and these, as a rule, will be whites. General Hains advises that the men should be engaged for two years, unless sooner discharged. They should be quartered in buildings provided by the Government, supplied with good, wholesome food, a certain amount of light cotton working clothes and medical attendance. At the end of two years' creditable service they should be entitled to discharge and transportation to the place at which they were recruited. This would apply whether they came from the United States or from the Islands of the Caribbean Sea. No man should be engaged and sent to the Isthmus who is not physically and mentally sound and fitted for the work, to determine which he should be required to pass an examination no less rigid than that for enlisting men in the Army. Similar but less stringent rules should apply to mechanics, clerks, draftsmen, overseers, etc.

While the plans upon which the French Company commenced the construction have in a general way been adopted, they are subject to extensive revision and alteration. For instance, the law requires that the canal "shall be of sufficient capacity and depth as shall afford convenient passage for vessels of the largest tonnage and greatest draught now in use and such as may be reasonably anticipated." But who can tell what may be reasonably anticipated? Judging the future by the past, we may anticipate ships to be 1,000 feet long and 100 feet beam inside of fifty years. The Isthmian Canal Commission fixed upon 740 feet for the length of the locks, yet the ink with which the members penned their signatures to its report was scarcely dry before it was reported that the Cunard Line was about to begin the construction of one or more ships that would be too long to go through them.

It would probably be wise to abandon the proposition to make a canal with locks and excavate it down to sea level. That was the original intention of De Lesseps, but he was forced to give it up as he saw his funds melting away in all sorts of dishonest schemes. The Suez Canal is a sea level waterway, and so should be that across the Panama Isthmus. The cost would be greater for the construction, but it would be infinitely more satisfactory in every way. Since a great nation and not a private company is to own the canal, it makes little difference if it costs a few hundred millions more in the beginning in order to get results that will serve for all time.

It will be a matter of very great interest whether the work shall be let out to private contract or done by the Government itself. Private contractors will buy their supplies in the cheapest markets and ship them by the most advantageous routes, while if the work be done by the Govern-

ment political influences and personal favoritism will control in a choice of markets and shipping routes.

THE AGE OF GIANT SHIPS.

When the Great Eastern was built many years ago and proved a costly failure, it was the general verdict that her size would never again be duplicated, as it was not believed that such mammoth ships could be made profitable. While for many years the Great Eastern remained the greatest of ships, either actually as a useless stationary museum afloat or simply as a memory, as she was broken up before she had a rival, the day came when not only was her size duplicated, but even exceeded, and that, too, by ships that have proven not only successful as money-makers for their owners, but also as practical ocean racers, making trips as regularly as fast express trains.

The latest giant of the ocean to cross the Atlantic recently arrived at New York on her maiden voyage. This ship is the latest White Star liner Baltic, which is not only larger than any other ship afloat, but exceeds all competitors by an ample margin. The Baltic has a tonnage of 24,000 and is 725 feet long, 75 feet beam and has a depth from main deck of 49 feet. She is luxuriously fitted for passengers of all classes, and can carry as many as 3,000, besides a crew of 350 persons.

Like most of the White Star ships, the Baltic is not made to attain great speed, her owners being satisfied with a sustained speed of 17 knots per hour, relying upon the saving of fuel and the generally comfortable fittings of the ship as well as her great cargo-carrying capacity to offset the comparative slowness in speed.

The White Star Line has several other ships, such as the Celtic, the Cedric and the Oceanic, any one of which is larger than was the Great Eastern. There are several German transatlantic liners that are also larger than the old-time leviathan, and several vessels are building that will also have a greater size. With such mammoth ships becoming common it may be truly said that the day of giant ships is at hand.

The production of copper has more than doubled since 1893. The probable output for this year is estimated at 800,000,000 pounds. If this estimate is realized an increase of 84,000,000 pounds over the previous year will be shown. It is a remarkable fact that copper, now produced on such an enormous scale, was reckoned as one of the precious metals during the first half of the last century.

The world is beginning to understand that it is not the cost of an article which determines whether a people shall be happy or otherwise. The cheap countries in which the masses are unable to get things are not in the running with those lands in which prices rule high, and where in spite of that fact the inhabitants are able to satisfy all their needs.

When opportunity arrives it is too late for preparation.

INSURANCE THAT INSURES.**Insist on Indemnity Which Fully Indemnifies.***

Insurance has been called the handmaid of commerce. That sounds well, anyway. I suppose it would have been just as clear a statement, however, to have said "Insurance is Trade's Siamese twin sister and, like Liberty and Union, one and inseparable."

Trade is an interchange of commodities. Insurance is the distribution of disasters—an undertaking whereby the contingent disasters of the few are equitably borne by the many.

Is insurance (this distribution of individual calamity) a necessity in granting credit?

If this must be answered by yes or no, I would say unhesitatingly yes. There are cases, however, where insurance is not a necessity in granting credit. These cases arise where a man is possessed of much property and has the same widely scattered, so that no single fire or cyclone can materially affect his financial standing.

Insurance is an absolute necessity in granting credit to a man, no matter how wealthy, who has his eggs all in one basket. This is no time or place for a discussion of rates and kindred topics, but often in my experience I have met men who, claiming rates were too high, declined, as they said, "to be robbed," and yet I have seen these same men robbed in a single hour of all their possessions by the fire fiend.

We might make an example of a very favorable case—a young man of good family, well started in business, married, doing well, habits settled, owning a good business and a fine stock worth fifty thousand dollars; no insurance. What assurance can anyone have who sells him that he can pay his bills in the event of a fire? None whatever. A fire occurs in his place from his own fault or from exposure and the entire stock and buildings are destroyed.

Of course the young man has health, youth, ambition, integrity, and he may pay, surely will pay if able, but too often bankruptcy is the only thing in sight.

To my mind, insurance is an absolute necessity in granting credit in all cases, except the rare exception above mentioned, and any firm selling on credit to an uninsured man is adding to its regular business an insurance department on so small a scale that the dread law of average will hasten the end of a disastrous career. Luck might save them, but luck is a poor thing to count on. There is no need to multiply words over this proposition. The protection afforded by insurance to credit is self evident and a necessity.

The second proposition, "Is insurance properly investigated by credit men?" stirs up a regular underwriter who tries to do business fairly, writing at a rate which insures enough income to pay expenses, losses and dividends. Some people act as if

they thought insurance companies were charitable or philanthropic institutions.

They are not. They are organized by capital for the same legitimate reason that prompts all investment—profit or dividends—and they have a right to such rates as will meet expenses, pay losses and build up a substantial surplus to meet extraordinary disasters like Chicago, Baltimore and the Toronto conflagrations. An underwriter realizes too often how prone insurers and creditors are to accept anything that looks like an insurance policy without asking its value, and we often find absolutely irresponsible companies making absurdly low rates, and thus depriving reliable companies of an adequate income to meet losses.

Many wild cat companies doing business in this State never pay their losses and have no property so that they can be compelled to pay.

The notorious E. A. Shanklin and Dr. S. W. Jacobs have long been operating in Chicago. They claim to represent the following companies:

Standard Insurance Co.
Germania Fire Insurance Co.
Fire Assurance Association.
Farmers & Manufacturers'.
Great Britain of London.
Royal Underwriters Association.
Citizens Insurance Co.
Central Insurance Co.

Government officers arrested both of these celebrated frauds for fraudulent use of the mails. Jacobs had \$5,000 to bail himself out, but Shanklin was in jail at last account. Yet these men are alleged to have received thousands of dollars monthly for worthless policies. The sad part of these swindling operations is the fact that local men are often found who will furnish these wild cat companies, and enable the assured to thus say, "We thought the local agent was all right."

Judge Gamble, of Iowa, recently held a local agent liable for the value of the policies he placed, if the company he represented failed to pay in case of loss. The action under which this decision was rendered was brought by Hood & Stombach, proprietors of a millinery store at Panora, Iowa, against A. J. Hemphill, an insurance agent there, who represented the Mercantile Fire Insurance Co., of Chicago. Mr. Hemphill wrote a policy for \$1,000 on their stock of goods about one year ago and fire subsequently destroyed the business. The goods were furnished by the Sutherland-Flenniken Co., of Des Moines, on credit. When the destruction was announced they began action to collect. The proprietors of the store turned over the policy to them.

An investigation showed that the company was not responsible and would not settle the loss, which was invoiced at \$832.84. Attorneys were sent to the headquarters of the company in Chicago to endeavor to effect a settlement. They again refused and explained that they had no fund with which to meet losses. They stated their premiums were too low to furnish funds for losses. Also, that they were not in the business to pay losses, but to furnish cheap insurance to firms throughout

the country, the policies to be used more for the purpose of securing credit from wholesalers than anything else.

This decision, holding the local agent liable, is a move in the right direction, although the local agent himself is often financially irresponsible. After the courts have done all they can and the local agent has done his best, I believe good business judgment on the part of credit men would demand the names of the insurance companies protecting the property of their customers, and then ascertain with care their standing. You have Bradstreet and Dun, and what they are to the commercial standing of men Messrs. A. M. Best & Co., of 19 Williams street, New York, are to insurance companies. They issue an annual report and quarterly supplements, in which reports are made on all American and foreign stock companies, American mutuals and lloyds, and also on marine, liability, steam boiler, fidelity, surety, plate glass, burglary, credit or sprinkler leakage companies. These reports are in great detail, showing a full list of actual securities owned by the company, so that with this information at hand no one should ever be placed where his firm is embarrassed by wild cat or irresponsible indemnity.

I have been trying to show how necessary and how easy it is for you to find out the strength or weakness of the insurance companies on which your customers are directly, and you indirectly, depending for indemnity.

Is insurance properly investigated by credit men? Well, honestly, I don't know for certain, for you may be doing all I have advised. I will say, however, from the class of companies I occasionally find on losses, some credit men either have failed to investigate the insurance carried or they don't know a bright gold dollar from a bath soaked, sulphur blackened Mt. Clemens quarter.

I recently went to Reed City to adjust a loss in which two bankers and two business men were interested. I found four policies involved. One of them was the Reliance Fire Underwriters, of Chicago, Edward D. Clarke, attorney, 159 La Salle street. The assured looked meekly at me and asked, "Do you suppose it is any good?" The policy, by the way, was written at 1¼ per cent. less than we received. It is a poor time to ask if a company is good after a fire. I have no doubt that the policy was as good as Mr. Clarke, the attorney, for he has departed to a land where fire insurance is quite unnecessary, the strenuous effort of paying losses having proven too much for his delicate frame.

One Insurance Commissioner, J. V. Barry, did good work recently in gathering and publishing a list of these wild cat or unauthorized companies and warning the public against these concerns. Insurance is absolutely worthless unless absolutely certain; that is, as certain as things mundane can be. A Baltimore conflagration may come any day in

Detroit, Cincinnati or some other city and one who insures wants to know if his insurance is proof against conflagrations.

There are a hundred reputable companies authorized to do business in Michigan whose statements show them to be above question and whose surplus above all liability is a guarantee that no conflagration or series of fires can materially affect their stability. It seems to me poor judgment on the part of anyone to accept policies issued by companies having but a small net surplus when strong and reliable indemnity can be purchased at practically the same price. It is your duty to see that the companies insuring your customers who ask credit are the best. If rates are too high at any time competition soon brings them down. In the evolution of underwriting, when companies become abnormally prosperous—a rare event for many years past—competition opens rates, and down they come, so that the feeble plea that rates are too high is a poor excuse for a man to offer when he buys an uncollectible policy at half price from an irresponsible representative, when the worthless document is dear, if presented as a prize with every yeast cake.

Your National Association passed the following resolutions at its June meeting:

Resolved—Whenever a member of this Association is advised that a retail dealer is not insured, such member shall immediately report this fact to the National office, which shall thereupon endeavor by correspondence or otherwise to impress upon the dealer referred to the advantages of fire insurance, with a view to inducing him to carry such insurance; and be it further

Resolved—That the Board of Directors be authorized and instructed to adopt the necessary means for carrying out the purposes of this resolution.

Resolved—That the President of the National Association of Credit Men be authorized to appoint a special committee of seven, whose duty it shall be to consider means whereby merchants may be educated and influenced to carry adequate fire insurance and that this committee be instructed to devise methods whereby united and concerted action on the part of the Association's local branches may be obtained.

These resolutions are along right lines, but they are still lacking in one essential feature.

The retail dealer should be urged, and forced if need be, to carry an adequate amount of insurance to value, and competent men should pass on the financial strength of the insurance companies whose policies are in force.

Strange it is indeed how indifferent business men often are as to their insurance. A man who will hire a lawyer and pay him \$25 to examine an abstract when he buys a village lot worth \$300 will be found ordering \$50,000 insurance by telephone, accept and pay for the policies and never even open them to read them, see if they are alike, or take any steps whatever to find out if the companies issuing same are solvent or even still in business.

"I leave that all to the local agent," he explains. "But why?" I ask. "Why, I hold him responsible."

Hold a local agent responsible for \$50,000 insurance when ordinarily a local agent is in great luck if he is worth 50,000 cents!

I know not what germ of financial childishness has got into the arteries

*Address by Frank A. Vernor before Detroit Credit Men's Association.

of business, but I assert from experience that, in keeping track of the financial solidity of fire insurance companies, many business men—I came near saying most business men—are inexcusably careless. I account for this in only one way—the insured does not expect a fire. Indeed, not under one policy in a hundred issued is a claim ever made. This, however, is no sufficient excuse for laxness. When you want insurance you "want it bad." Let me urge every one of you not only to see that your customers are in possession of certain papers alleged to be insurance policies but see also that they are insured.

Recently a traveler and his guide were ascending a mountain. They were roped together for safety. In an unexpected moment a bit of ice loosened and the traveler was carried off his feet. The guide planted his feet firmly, drove his ice axe into the ice, and braced for the shock. Will the rope hold? How all important to the traveler is the answer! Insurance and trade are climbing the steps of success roped together. Should a fire undermine the footing of trade, will the rope of indemnity hold? How all important to trade is the answer!

As you mount, step by step, to the height of attainment in trade, dependent often on insurance for safety, inspect the rope and insist on indemnity that indemnifies and insurance that insures.

Most Miserable of Men.

Entombed in a grim castle on the outskirts of Lisbon, Portugal, are some of the most miserable men on earth. These are the inmates of Portugal's prison of silence. In this building everything that human ingenuity can suggest to render the lives of its prisoners a horrible, maddening torture is done. The corridors, piled tier on tier five stories high, extend from a common center like the spokes of a huge wheel.

The cells are narrow—tomblike—and within each stands a coffin. The attendants creep about in felt slippers. No one is allowed to utter a word. The silence is that of the grave. Once a day the cell doors are unlocked and the half a thousand wretches march out, clothed in shrouds and with faces covered by masks, for it is a part of this hideous punishment that none may look upon the countenances of his fellow prisoners. Few of them endure this torture for more than ten years.

"What are you feeding to those hogs, my friend?" the professor asked. "Corn, Professor," the grizzled old farmer, who knew the learned gentleman by sight, replied. "Are you feeding it wet or dry?" "Dry." "Don't you know if you feed it wet the hogs can digest it in one-half the time?" The farmer gave a quizzical look. "Now, see here, Professor," he said, "how much do you calculate a hog's time is worth?"—Lippincott's Magazine.

Happiness is only the other side of helpfulness.

YANYEE RUGS.

Oriental Industry in the Pine Tree State.

Real "Oriental" rugs—real in color, texture, artistic finish and permanence, as well as real in the prices asked for them—are made "down in Maine." Wealthy Americans have hitherto turned to the Far East for the costly rugs with which to embellish their homes. The rich, enduring colors, the significant, simple designs, the patient, perfect work have been the exclusive property of the Orientals and the despair of the commercial peoples of other lands who sought to copy them. But now there has been established in a remote Down East locality a rug industry that is attracting the favorable attention of connoisseurs.

No attempt is made to reproduce the old patterns, but artistic principles that are true throughout the world are employed, and the work is done as slowly and as painstakingly as if the world wagged as slowly from one generation to another in our busy land as in the old Asiatic countries. Indeed, in Oxford county, Me., where this new work is done the bustle and the tumult of the world are hushed, and conditions tend to favor the turning out of work that will have a permanent value.

But when months of skilled hand work go into a rug it can not be sold in competition with the cheap machine-produced domestic rugs. It appeals to the tastes and purses of the cultivated and the rich, and thus enters into competition with the valuable importations from India and Persia. A small rug costs \$50 or more, according to the design, and larger ones in proportion.

Already, although the industry is in its infancy, the value of the rugs has been discovered by those who are able and willing to pay for them, and Oxford county rugs are displayed with the same pride in their possession that the owner feels for his artistic finds from other lands.

The avowed purpose of Mrs. Douglas Volk, the wife of the artist who is promoting the enterprise, is to establish a dignified, artistic and remunerative form of handicraft among a people of pure American blood, to preserve some of the best American traditions and customs, and to revive a process that has lapsed almost into extinction.

The Volks have a country place in that remote country far beyond the disturbing influence of railroad traffic, commercial hubbub and confusing marts. Their house is a century old and its furnishings are the accumulation of its hundred years of occupancy by one family. Primitive simplicity prevails throughout the locality, and the artist and his family bring in no new ways from the larger world. Unfortunately, with the simplicity there exists a lack of prosperity among the natives. Many of the old sources of income have fallen into desuetude, and few new ones have been devised to take their place.

The women are capable, industrious and intelligent, and many of them

still use the spinning wheel and looms that once were found in every farm house throughout the country. Gradually, however, they were being banished to attic, cellar or outhouse, or even left exposed to the out-of-door weather, and the homely arts of "ye olden tyme" were being forgotten.

The young women were ignorant of the weaving of which their grandmothers were so proud. But there were a few elderly women who retained a knowledge of carding, spinning and weaving in all their branches, and to them Mrs. Volk appealed for instruction. She learned everything they could teach her, and then she set herself to teach others.

She encouraged all kinds of weaving, but her chief interest and endeavor centered upon the rugs, the making of which she is seeking to develop into an industry that shall prove of value to the community.

The country women had a way of pulling rags or yarn through burlap and trimming off the ends so as to make an even surface. She utilized this principle, but varied it so that it became practically a new industry. A material of greater strength and durability than burlap was hand woven to serve as the foundation for the rugs, and the yarn then was prepared by hand, drawn through and double-knotted securely. Mrs. Volk looked after every detail, beginning with the washings of the wool direct from the sheep.

She experimented until she got satisfactory vegetable dyes, in which she colored the wool out of doors in great old-fashioned kettles. The only process which was not done by hand was the spinning, which was carried on in a picturesque old mill run by water power. Here the owners of the wool waited while the miller put the wool through the prescribed process and then carried it home with them.

In her own home Mrs. Volk began the work of manufacturing the rugs. The conservative country folk looked on wonderingly and dubiously at first, but her enthusiasm could not fail to have its effect, and soon she went from house to house showing the neighbors how to get the best effects and setting designs for them to copy.

Last winter she did not come to town at all, but stayed with her work in the quiet, snowbound country. This year she has left several women working in their homes on the rugs that she planned before she left in the fall. In the early spring she will return to Maine to carry forward the industry more actively. The work is slow and painstaking but the results justify it.

Some of the rugs were shown at art exhibitions in New York last winter, and were the objects of high praise and commendation. Artists and rich people have given as many orders as can be filled for a long time by the few who have a sufficient knowledge of the work to carry them out.

Not only are the colorings of these rugs delightfully harmonious, but

they are as nearly permanent as colors can be. The vegetable dyes used will not fade. The thick, firm weave, also, makes the rugs practically indestructible, as far as ordinary use and wear go.

The importance of this new industry has several aspects. It is encouraging as an indication that Americans have a growing appreciation of the worth of hand work thoroughly done and of artistic values. It helps in the solution of a perplexing problem in the rural communities, "What can the women who remain at home do to occupy their time profitably?"

The old industries that passed away left nothing to take their place. Time hung heavily, and, even with the strictest economy, it was difficult to earn enough money in out-of-the-way places to pay for the simple purchases that had to be made. It will tend to revive and keep alive some of the primitive arts and occupations that were so distinctive of early American women and will stimulate the interest in genuine art.

Above all, it will dignify the labor of the hands, which is to be commended from an industrial, social or artistic point of view.

Curious Card Shows Age.

Let any person under sixty-four years of age point out all the columns in which his age is found. Add together the numbers at the head of these columns, and the sum will be his age.

A.	B.	C.	D.	E.	F.
1	2	4	8	16	32
3	3	5	9	17	33
5	6	6	10	18	34
7	7	7	11	19	35
9	10	12	12	20	36
11	11	13	13	21	37
13	14	14	14	22	38
15	15	15	15	23	39
17	18	20	24	24	40
19	19	21	25	25	41
21	22	22	26	26	42
23	23	23	27	27	43
25	26	28	28	28	44
27	27	29	29	29	45
29	30	30	30	30	46
31	31	31	31	31	47
33	34	36	40	48	48
35	35	37	41	49	49
37	38	38	42	50	50
39	39	39	43	51	51
41	42	44	44	52	52
43	43	45	45	53	53
45	46	46	46	54	54
47	47	47	47	55	55
49	50	52	56	56	56
51	51	53	57	57	57
53	54	54	58	58	58
55	55	55	59	59	59
57	58	60	60	60	60
59	59	61	61	61	61
61	62	62	62	62	62
63	63	63	63	63	63

The Cat Ate the Pie.

Marshall P. Wilder tells the story of a wife who told her husband that the cat had eaten the pie that she had baked for him. "Never mind, my dear," replied the husband, "I will get you another cat."

Better give a man a drink out of an old gourd than to let him go thirsty until you get your gold cup.

10 M 6-8-04

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WORDEN GROCER COMPANY

WHOLESALE GROCERS

GRAND RAPIDS, MICH.

July 8, 1904

Michigan Tradesman,

City.

Gentlemen:

In the last two issues of the Michigan Tradesman we have carried an advertisement for Trojan coffee, and we are very much surprised to receive inquiries for the coffee from Montgomery, Ala.

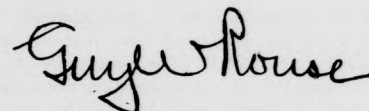
This is a private brand which we have not advertised elsewhere, and we accept this as first-class evidence of the value of the advertising columns of your paper.

In our opinion, your magazine to-day is the best advertising medium for ourselves, or anyone else who wishes to reach the retail trade of Michigan, and we are pleased to be a member of your family.

Yours respectfully,

WORDEN GROCER CO.

Per



Vice President.



Borax Should Not Be Used as a Preservative.

Bulletin No. 84 of the Bureau of Chemistry, now in press, is the first of a series of monographs from that Bureau embodying investigations made in accordance with the following authority contained in the act of Congress making appropriations for the Department of Agriculture, to-wit: "To enable the Secretary of Agriculture to investigate the character of food preservatives, coloring matters, and other substances added to foods, to determine their relation to digestion and health, and to establish the principles which should guide their use."

These investigations were commenced in the autumn of 1902. Previous to their beginning a careful study of similar work done in this and other countries was undertaken and some of the laboratories where this work had been carried on, notably the laboratory of the Imperial Board of Health of Germany, at Charlottenburg, were visited and the method of experiments investigated. The plan finally decided upon was to secure the voluntary services of a number of young men who would undertake to try the effect of the added substances upon their digestion and health, to make the necessary observations, and to submit themselves to the rigid analytical control which such a series of investigations required.

The number finally selected for experiment was twelve, as this was found to be about the maximum which could be cared for with the analytical and culinary facilities afforded by the Bureau of Chemistry. A kitchen and a dining room were fitted up in the basement of the Bureau and in December, 1902, the actual experimental work began and it continued, in the case of boric acid and borax, until July 1, 1903. The work was so divided that no one of the young men under observation was required to submit himself to the rigid control necessary to the conduct of the work more than one-half of the time. The men selected were taken partly from the force of the Bureau of Chemistry and the rest from other Divisions and Bureaus of the Department of Agriculture. Each one was required to subscribe to a pledge to obey all the rules and regulations prescribed, and to abstain from all food and drink during the period of observation save that which was given him in the course of the experiment. Careful medical inspection of each of the members of the experimental class was secured, both directly and by collaboration with the Public Health and Marine Hospital Service. The details of the work, both analytical and medical, are found in full in the bulletin above mentioned which is now in press.

By reason of the provision of an

existing law which forbids the publication of more than 1,000 copies of any bulletin containing more than 100 pages, Bulletin No. 84 can not be supplied for general distribution. In order that the data of a popular nature therein contained may receive a wider publicity a circular, No. 15, which will soon be ready for distribution, has been prepared, presenting in a condensed form the principal details and the general conclusions of the bulletin, omitting the tabular statements and strictly technical part of the text. This circular should be asked for instead of the bulletin.

A summary of the results of the investigations, omitting all technical and analytical detail, is as follows:

(1) Both boric acid and borax, when mixed with the food, are excreted from the body chiefly through the kidneys, about 80 per cent. of the total amount exhibited being recovered in the urine. The rest of these bodies is excreted chiefly through the skin with the perspiration. Only traces of them are excreted in the feces. These facts show that these bodies are almost if not quite all absorbed into the circulation from the intestinal canal.

(2) When borax or boric acid is administered in the food it appears in traces in the urine in a very short time, but if equal quantities of this preservative be administered daily the maximum quantity excreted in the urine does not appear until about the third day. After that if the same quantities be continued equivalent quantities are excreted from day to day. These facts show that there is not any great tendency to the accumulation of these bodies in the system beyond what would be given over a period of about three days, and even the whole of this is not found in the body at once, as small portions of it, gradually increasing in quantity, begin almost immediately to be excreted after exhibition.

(3) The most convenient method of administering this preservative is by inclosing it in capsules. When mixed directly with the food it tends to give the person eating it a dislike for the food in which the borax is found, due largely to the mental attitude rather than to a bad taste or flavor.

(4) When boric acid or borax equivalent thereto, in small quantities not exceeding a half gram per day, is given in the food no notable effects are immediately produced. If, however, these small doses be continued for a long while, as for instance in one case fifty days, there are occasional periods of loss of appetite, bad feelings, fulness in the head, and distress in the stomach. These symptoms, however, are not developed in every person within the time covered by the experiment, for some are far more sensitive to the action of these bodies in small quantities than others. There is no tendency in such cases to the establishment of diarrhoea or of diuresis, although there is a slight tendency to increase to a very small extent the amount of water in the feces. There is, however, no measurable tendency

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to increase the volume of the urine.

(5) When boric acid, or borax in equivalent quantities, is given in larger and increasing doses there is a tendency to the somewhat rapid development in a more accentuated form of the symptoms above described. The most common symptom developed is a persistent headache, a sense of fullness in the head, with a clouding to a slight extent of the mental processes. When the doses are increased to 3 grams a days these symptoms are established in a majority of the cases but not in every case. They are also sometimes attended by a very distinct feeling of nausea and occasionally by vomiting, although the latter act is rarely established. There is a general feeling of discomfort, however, in almost every case, but the quantities required to establish these symptoms vary greatly with different individuals. In some cases very large quantities may be taken without the establishment of marked symptoms, while in other cases from 1 to 2 grams per day serve to produce in a short time feelings of discomfort and distress.

(6) The specific action of the boric acid and the borax upon the digestive processes is not very well marked. There is but little apparent disturbance in the process of digestion or assimilation. But there is a slight tendency to decrease the proportions of the food which are digested and assimilated, and thus to cause the excretion of larger quantities of undigested materials in the feces. This action, although it may be traced definitely when large numbers are submitted to experiment, is not of a character to cause any very serious consequences. It is, moreover not marked enough to warrant the statement that the administration of these bodies in small quantities causes a distinctly unfavorable effect upon the processes of digestion and assimilation, except when its use is long continued.

(7) The effect of the administration of borax upon the weight of the body is very well marked. As its continued exhibition decreases the desire for food, interferes somewhat with the digestion of the food in the alimentary canal, and produces, in certain cases, persistent headache, bad feeling, and discomfort in the region of the stomach, its final effect in diminishing the weight of the body is not doubtful. The compilation of the weights of the body obtained during the whole period of the observation shows a slight tendency to diminish the weight of the body during the administration of the preservative. This tendency becomes so well fixed that it is not entirely eliminated for several days after the administration of the preservative ceases. In the after periods, extending in some cases for ten days, and during which time the subject was kept under observation after the administration of the preservative ceased, there was not a uniform nor even a general recovery of the original weight and of the original condition. Any effects produced by the administration of the borax do not extend to any consider-

able period of time, and apparently no permanent injury to any one of those experimented upon is produced.

(8) No conclusions were reached in regard to smaller quantities than half a gram per day of the preservative, and, therefore, any statements in regard to the administration of smaller quantities must be based largely upon the results obtained with the quantities actually employed. It is reasonable to infer that bodies of this kind not natural to nor necessary in foods which exert a marked injurious effect, when used in large quantities for short periods of time, would have a tendency to produce an injurious effect when used in small quantities for a long time. The general course of reasoning, therefore, would seem to indicate that it is not advisable to use borax in those articles of food intended for common and continuous use. When placed in food products which are used occasionally and in small quantities it seems only right, in view of the above summary of facts, to require that the quantity and character of the preservative, that is, whether borax or boric acid, be plainly marked so that the consumer may understand the nature of the food he is eating.

(9) The use of borax or boric acid as an external application to cured meats to preserve them in a proper condition during shipment to foreign countries when the use of such preservatives is not prohibited in such countries and when it is especially asked by the purchasers that they may be used, is a question which is not to be decided upon the data which have been obtained. Inasmuch as it is evident that in cured meats the processes of absorption and diffusion will be very much restricted, it is evident that unless the shipment of the product in question extends over a long period of time there could be no very great penetration of the preservatives to the interior of the package. The quantity of borax thus introduced into the food product would be minimum and the desirability or undesirability of its presence would be a question which should be left solely to the decision of the authorities in the countries to which the product is sent.

(10) The convincing justification of the use of boric acid and borax for domestic food products must lie in the possibility of proof on the part of those using them that the food products in question if not preserved in this manner would develop qualities far more injurious to health than the preservatives themselves.

(11) While many of the individual data obtained are contradictory, the general results of the investigation secured by combining into single expressions all the data relating to each particular problem studied show in a convincing way that even in doses not exceeding half a gram (7½ grains) a day boric acid and borax equivalent thereto are prejudicial when consumed for a long time

Better a dinner of herbs than a feast of mushrooms, the family of which you are not sure about.

Butter

Very little change to the situation, every one getting all they want, I guess, especially as it is close to July and hot weather.

If it continues dry and turns hot stock will come in very poor quality. Now and always is the time to use parchment paper liners and see that your barrels are thoroughly nailed and well hooped and above all MARK your barrels properly.

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Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, July 9—The most interesting feature in the coffee market this week is the report of steadily increasing crop receipts at primary points. Private advices indicate that the supplies after the 15th will show a further increase and that the growing crops are in fine condition. Of course, there are bulls in the market who seem to have confidence in reports of a short crop and think the present a good time to buy. The demand for spot stock this week has been fairly active, especially for some lower grades which close at full rates. In store and afloat there are 2,804,147 bags, against 2,428,084 bags at the same time last year. At the close Rio No. 7 is worth 7 $\frac{3}{4}$ c. Mild grades are firm, but the volume of actual business is not very large. Good Cutcuta, 9c, and good average Bogota, 10 $\frac{1}{2}$ @10 $\frac{3}{4}$ c. East Indias are quiet and without change.

The listlessness which has characterized the tea market for some time continues. Buying is very slow and purchasers take only the smallest possible lots. Prices might be called steady, but in certain instances they have been fluctuating and some concession has been made if thereby sales could be effected.

There has been a good demand for sugars this week on outstanding contracts and quotations have been advanced 5 points. Refiners are behind in their deliveries of assorted orders and the demand is almost certain to show steady enlargement for the next few weeks. Raw sugars are strong and likely to advance.

Southern rice millers name prices that our buyers do not meet and the situation is a waiting one. Out-of-town purchasers take small lots and quotations here are practically without change. Reports of the coming crop continue to be very favorable.

Spices are without change in any particular. There continues the same small enquiry and, while supplies are not excessive, there is plenty to go around of about every variety. Dealers confidently look for good fall trade.

Grocery grades of molasses continue in light request, as might be expected at this season. In fact, there is no new business at all, the little doing consisting of withdrawals under old contracts. Low grades are in light supply and seem to be fairly well sustained. Syrups are steady and the demand is fair.

There is some improvement in the canned goods outlook and the number of canners here is quite large. Spot tomatoes show a firmer tone. Salmon is in slow demand. Corn is moving in a most satisfactory manner and the crops both in Maine and New York promise well, although

there is plenty of time for deterioration to set in. Peas seem to be in good supply and are cheap, all things considered. New string beans are offered at low rates and it is a good time to buy.

There is a better feeling in the market for dried fruits and the recent sales of prunes at 2c are not being repeated—at least openly. Few packers quote under 2 $\frac{1}{4}$ c. Taking California dried fruits generally, there is a favorable outlook, but the supply is too large to warrant any undue advance.

The better grades of butter are fairly well sustained and fancy Western creamery is worth 18c; seconds to firsts, 15@17 $\frac{1}{2}$ c; imitation creamery, 14@15c; Western factory drags at 12@13 $\frac{1}{2}$ c; renovated, 14@15c.

The cheese market has been fairly active this week, as compared with previous ones, and sellers are quite cheerful. Full cream stock is worth 8 $\frac{1}{2}$ c. Nothing is doing in an export way.

The demand for top grades of eggs is sufficiently active to keep the market pretty well cleaned up and desirable stock will readily bring 21@22c. Western selected, fancy, 19c; fresh gathered, average best, 18c; seconds, 16@17c; discolored and dirty, 12 $\frac{1}{2}$ @13 $\frac{1}{2}$ c.

Beans are about unchanged. Choice marrow, \$2.85@2.90; choice pea, \$1.80; red kidney, \$2.85@2.95.

Business End of Law.

There are fully two million civil suits of law brought in this country every year. If the plaintiffs were different in every case, one in eight of the voting population could be said to be a litigant. As it is, the actual number of different litigants is not in excess of 800,000—400,000 plaintiffs and 400,000 defendants—which is 1 per cent. of the total population of the country, now about 80,000,000. The number of lawsuits brought in a year in France is 800,000. In Italy—Italians are much inclined to litigation—it is 1,400,000, and in Germany it is 3,000,000, a very much larger number, both actually and relatively, than the number in the United States. Civil actions of all kinds begun last year in Great Britain and Ireland numbered about 1,500,000, or one for nearly every tenth male or female adult in the United Kingdom. In 1902 there was an increase of nearly 62,000 over the previous year, and 472,041 actions were heard out of 1,410,484 that were begun. Of the number of appeal cases heard, one in every three was successful against one in four or five, years ago. The total cost of British litigation in 1903 was placed at \$7,809,875. The best measure of litigation is usually the number of laws or statutes, and not, contrary to general belief, the number of lawyers. In this country it is found generally to be the case that the largest amount of litigation does not originate among Americans, but among newcomers here, who appeal to the courts for the adjudication of matters of trifling account. In no other country in the world are there

so many damage suits brought as there are in the United States.

Medicinal Herbs Growing Scarce.

Medicinal herbs are said to be growing so scarce in this country that makers of medicines are urging the cultivation of the most important as a step useful to the community by preventing an increase in price and, useful to growers by bringing them a profit for what is really no more than giving these plants a fair chance to grow after being planted or transplanted. Special mention is made of the difficulty of obtaining yellow seal, also known as yellow root or yellow puccoon. This used to be common throughout the Ohio Valley and eastward, but is now hard to obtain in commercial quantities.

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How Business Is Injured by Some Dealers.

There is always a danger that any man will get a thing or two so eternally and infernally fastened to his mind that he can't see anything else on the face of the earth that is of importance to his business, and he dwells upon the evils, real and imaginary, of his scarecrows to the extent that he can't pay the proper kind of attention to his business. This is what I mean: I know a man in the publishing business who thinks he has the only way of running his kind of work, and he has no patience with or time for the investigation of the work of anyone else, and he has two or three hobbies resting on certain exclusive methods of his that take so much of his time to think about that other men in the same business are working under him and are going to topple him over before he knows what is the cause.

That is true of the retail dry goods business. Some men will get it into their heads that this thing, or that, or the other, is of such importance that nothing of any other kind or nature in the business can compare with it. They eat it, drink it, sleep with it and dream about it, and, at the same time, neglect work of very great importance that does not appeal to them because it is not their hobby. Many years ago I knew a retailer who owned a good store and was doing a good business who was elected to a township office and immediately swelled up with the importance of his new public work. The bee began buzzing loudly in his bonnet and he made his conversation hinge on the importance of the work he was doing and the way public business in general should be done. He was elected to a county office and his retail business didn't appear to him to have a circumstance of importance as compared with the business of the public which he had been summoned to do. The store died of neglect—at least it was gobbled by a rival who saw that attending to one's present business and doing it well was a surer way to future greatness than running the risks of popular disapproval of both private and official acts. The foolish retailer lost his hold on both the store and the office, and he never regained a grip on either, although he still talks of the importance of office.

Another retailer, who had a fine store and a fine business in a country district where 80 per cent. of the trade came from farmers, conceived the idea that the retail dry goods business hinged on the line of domestics to be carried and offered at a price. He began buying muslins and sheetings and shirtings and gingham and prints and flannels and everything else that eats up capital so fast, in quantities that would have done credit to a store of five times the size and where trade was ten times as heavy. He bought by the case and bundle and bale and was able to make prices that did bring him a big lot of trade. He became known as the man who sold domestics at the lowest prices of any merchant

for twenty miles and more. But with his hobby of domestics he forgot his other lines of dry goods. He neglected underwear and hosiery and dress goods and cloaks. He allowed people to come to him and buy domestics and enjoyed the reputation gained, but he also allowed them to go to the stores of his competitors to buy their more expensive goods after looking over his stocks and discovering where he had made his errors and where he was unpardonably short.

That man was not more unbusiness-like in the conduct of his business than was another retailer of my acquaintance who was the moneyed partner in a big department store. This fellow had a hobby for fine furniture, and he bought expensive and extravagant stuff of all sorts and marked fearfully high prices on them all, simply because he liked to see them and wanted a few of them for his private use, deducing that everybody else must be willing to buy such goods because he was so minded. His action so bound up the capital of the firm that the departments needing frequent and often large purchases were stinted and refused the necessary nourishment to make them grow and become popular. The domestic, lining and men's furnishing stocks were the principal sufferers and were the joke of the city—all unconsciously to the guilty man.

The trouble with both of the men above mentioned was that they were all-powerful in their positions and there was no one who had concern enough in the business to call them to their senses. They had stifled the energy of the stocks most affected and the other stocks cared not to interfere.

Within the last two or three years the parcels post question has been agitated to the extent that some merchants have allowed it to become in their minds the greatest of evils at the present time. They think that nothing in the world can come so near ruining their business as the passage of a law by Congress that will enable such a thing to come into existence. They have enlarged upon the prospect until that is the thing uppermost in their minds. They think about parcels post all the time and it rises in front of them even when they dream. They see the ruination of their business immediately, and they become so down in the mouth that they do more harm to their business in three months than the parcels post would do in a year—if it should ever become a law. I do not preach against the importance of fighting this iniquitous measure, but against any merchant allowing himself to become so completely overcome with the bugbear of what is not yet upon him that he forgets the present in his efforts and earnestness to protect the future.

Hardly a merchant but that buys on personal taste rather than on what he may be able to sell to his customers. It is a common fault, and a very natural one, yet it is a fault that must be fought against in all retail store management. Not one

of you who read this but will buy something inside of ten days on your personal preference and without the right business thought that you should buy it to sell rather than because you are going to be pleased to handle it. It is true that a man can sell anything he likes with greater enthusiasm than anything which is distasteful to him, yet, on the other hand, a customer must needs be considered from the same standpoint, and, after all, the customer is the one to be pleased and not the retailer.

A buyer who frequents the St. Louis market seldom makes a buying trip during which he does not purchase many articles for use by his family that are entirely different from the goods he buys for his store in the same lines. It is not because he wishes to be so exclusive but because the tastes of his trade differ from those of his family and he says he could not sell such goods to his customers. Again, he always buys much stuff for that trade on his personal preference because he says he believes he can sell it with a clearer conscience.

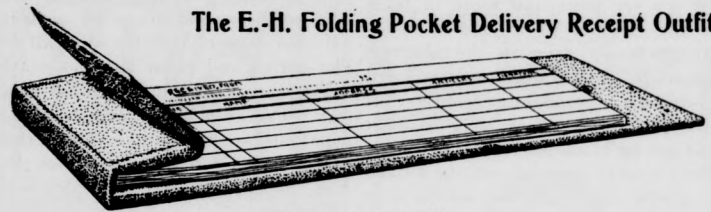
It is a good merchant who gives his trade exactly what it asks for, but it is a poor merchant who gives no more than that. A man might sell prints all the days of his life and sell no other dress goods if he did not offer them. It is the business of every good merchant to build up demands from his trade for higher standards in goods and awaken a desire to possess better than ever before, yet hundreds of merchants never

raise the sale of gingham above the fifteen cent quality, or the range of dress goods above seventy-five cents, because they say their trade will not take it. How is trade going to be able to take it when it is not offered?

It is the building up of trade that means good store management—the building up of trade that will pay for to-day as well as for the future—and that can not be done when a narrowness of view is indulged in by the retailer. He must see beyond the importance of his public office, beyond the importance of domestics alone as trade winners and trade bringers, beyond the gratifications of personal taste through the buying of furniture, or any other pet merchandise, to the detriment of the remainder of the stocks of the store, beyond the indulgence of personal choice because of the enthusiasm alone in the handling and selling. He must keep track of the dangers that threaten his future business, but he must never forget that unless he attends sharply to his present business there will be nothing to worry about in the future.

In short, good retail management always means that no one hobby shall predominate to the detriment of trade at present, but, if the term is possible, he shall make hobbies of everything in his store, in that all customers shall be pleased more than he is pleased. His only concern should be the business fetched and cared for and the profits legitimately made in the gratification of the tastes of other people who have the money to pay.—Drygoodsman.

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Smith Young & Co.
Lansing, Mich.

Short Suits, White Lace Hats and Tan Shoes.

Dear Alice—You are a great one to make promises. I really begin to believe you have no idea of coming to New York at all. I did want to wait until you reached here to do a whole lot of things, but by degrees I have given up that plan and have gone right ahead. One place that I am willing to visit again when you come, however, is the roof gardens, for they are simply splendid this season, and I will consider it no punishment to see Fay Templeton a dozen times, for she is simply fine. Since last I wrote to you I have been to St. Louis, and it certainly is the "Greatest Show on Earth." I enjoyed it immensely, but shall not bore you with any long descriptions, for no matter how much I were to tell you about it I could not give you the faintest idea of its magnitude and beauty. You must see it yourself to appreciate it. The only fault that I had to find with the Fair is that it is too big. It is impossible to see it all unless one were to spend weeks there.

I happened to be there at the same time that Miss Alice Roosevelt was visiting the Fair, and it was lovely to see the respect and homage that were paid to her. And the gracious way in which this little lady accepted all these attentions was surely gratifying to her admirers. I am sure she must be a lovely girl and she certainly dresses with perfect taste.

The short suit is the greatest comfort of the season and it is no wonder we see more and more of them as the summer grows older. They are made up even in the sheerest materials. I saw a white flannel suit to-day that I thought very pretty. It consisted of a short walking skirt and a long Norfolk jacket. Of course, a tall woman wore it, and she looked decidedly chic. A thin white shirt waist completed the costume.

White lace hats are not only very popular, but they are really very practical, for they can be worn with almost any kind of a dressy gown. They are trimmed with flowers and feathers, and some of them are as dainty as dainty can be.

Tans are surely the shoe this summer, and they deserve their popularity, for they are so cool and comfortable. Open-work stockings are more transparent than ever.

Champagne color is used largely in all materials, and a voile gown in that color trimmed with lace of the same shade is my prettiest "dress-up" gown.

Neckwear of all kinds is in great vogue, and the turn-over collars and cuffs retain their well-deserved popularity, for they form a most dainty accessory to the dark silk shirt-waist suits, so fashionable for traveling and street wear. It seems as though every woman had at least one of these useful gowns. If you haven't, be sure to get one before you start on your trip to New York. Good-by, be good, and write soon to
Laura.

Millinery for Fall Wear.

The orders placed by jobbers for

the fall millinery trade have been very conservative. Their policy seems to be to buy little and often. As has been stated the jobbing trade is not as big now as in former years. The department stores buy direct from manufacturers. Large jobbers also go to Europe and import their own goods.

The consensus of opinion among manufacturers is that the medium crown will be the favorite, although in Paris only high crowns are shown. The turban made of fancy chenille braid is the best seller now, but, as has been stated before, not enough goods have been sold to know what the styles are going to be for the coming season. The houses which cater to the high-class trade are just starting on their new goods.

Shaded and colored ostrich plumes will be in vogue for the coming season, judging from the orders placed on them. While tips will not be as popular as the plumes, there will be more worn than heretofore. In Paris six or seven tips are worn on one hat. Fancy feathers of all kinds are very well thought of. The owl head, which has been very popular, is also shown in the new line in all the fashionable shades.

The latest fad is to trim the hats in burnt orange. It has been very popular on the other side and is now being introduced in this country. A 23d Street store has a window filled with hats all trimmed in this color and brown and burnt orange ribbon are used to decorate the window.

The millinery season is practically over at retail and the houses are anxious to dispose of the stock on hand. Of course there is still some call for the outing and sailor hat, but nearly every woman has purchased her dress hat. Pale blue and lavender combinations are more in evidence than last season. A hat of palest blue chip has the crown covered with little anemones in all the shadings of lavender, and knots of deep purple velvet ribbon are the only other trimming.

There is a popular impression that the Czar personally knows little of what is done by Russian officials in his name. So vast is the empire of which he is the sovereign that he can not, of course, be cognizant of all that transpires, nor know the effect of the policies pursued in various provinces. The Czar is believed to have been grossly deceived as to conditions in the Far East, or he would not have permitted the war with Japan to develop. In Finland there is likewise a belief that the Czar does not understand the conditions there. The man who assassinated the Russian Governor General the other day left a letter for the Czar, signing himself as His Majesty's "humblest and truest subject," and saying that his deed was necessary in order to call attention to the oppression maintained in Finland.

The fire of genius doesn't amount to much unless it belongs to a man with energy enough to keep it blown up.



Sales Making Sales

Every time you make a sale of a "Palmer Garment" you make an advertisement that sells another.

That's always the way with good quality; it pays to handle it and to have it; pays everybody who has anything to do with it.

The prices for the "Palmer Garment" allow you a good money profit; but the other profit is a good deal bigger.

When you come to market see us.

Percival B. Palmer & Co.

Makers of the "Palmer Garment" for
Women, Misses and Children

The "Quality First" Line

Chicago



Fall Features Peculiar to the Shirt Trade.

Now that the manufacturing interest of the shirt trade is looking towards fall and winter business, it is hardly worth while to remark further concerning the fortunes of this year's summer shirt at the hands of retail dealers. The negligé of 1904 has had a better chapter of experiences than did that of 1903, although more than one clearing-out sale occurred following several eccentricities of weather during June, at prices that left no loss to anybody. The contrast with 1903 is favorable to the manufacturer.

In the matter of rush sales of negligés on the part of department stores during June, the observer discovered that they were—like certain bargain sales of men's collars—chiefly fakes, as far as the truth of "reduced from" was concerned.

A few of the shirt salesmen who made early departures with fall samples have returned. They report business of a normal character, something not altogether disappointing, but not imbued with the vitality of former years. Orders booked for winter negligés are mentioned as being "about the same as last year, with more enquiries for fancy stiff bosoms than was the case last year." There is an old saying that the wish is father to the thought, and there is no doubt that shirt manufacturers in general wish for an encouraging interest to be exhibited for the old favorites. They formerly constituted a dividing line between negligé seasons, seasons that now overlap each other to the bewilderment of factory management. Dealers in shirtings of the choice grades speak of a renewed call for fine madras for stiff bosoms from the best class furnishing trade.

In the new lines of imported shirtings of the fine order jacquard weave effects are wonderful exhibitions of skilled ingenuity, so technical in their display of originality that only a person of accomplishment in the art could describe them lucidly—which the importers themselves do not seem inclined to undertake. In the way of colors the darker grounds predominate, something after the manner of the present season, with pronounced narrow stripes, figures, and with mottled effects. On the lighter grounds the figured work shows two, and sometimes three, color associations, so tastefully harmonized that they enhance the beauty of design without offending the critical eye. A grouping of this sort is composed of the famous "jewelled" or "mosaic" pattern of two colors, and on a wine, corn, or tan ground the ensemble is an effect of great beauty. A new jacquard figure of the swivil feature is such a clever imitation of hand embroidered work as to deceive the casual observer, while certain printed resemblances to watered silk are so striking that—they can not be described.

Our domestic manufacturers of shirtings are making surprisingly good showings in their percales, fancy cords, corded Madras and Ox-

fords. Their printed effects in single and double colors are choice in design and perfect in execution, not to mention the qualities of originality and striking novelty achieved through home ingenuity. The day has gone by when dependence is placed on the work of foreign artists for suggestions to enliven the field of home product, while the mechanical construction of our fabrics is second to none in the world.

Mention has been made in this article concerning rush sales of negligés by dry goods stores during June. As noted, many of them were undoubted fakes—in the light of under-price—but two that occurred on Upper Broadway furnished something better than ordinary value, one at \$1.35 per garment, the other at \$1. The latter sale was on June 23. The passing of a conservative and substantial old house into the ranks of the "bargain counter" division of the department stores occasioned some surprise throughout the furnishing goods trade, as the shirts in question were those of a certain shirt manufacturer's brand—not the firm's label.

White summer shirts, light and airy garments with unlined pleated bosoms, are meeting with favor in current retail sales—bosoms of fancy woven Madras, bodies of cambric, or body and bosom of a fine quality cambric. Demand seems to be growing for these garments.—Clothing and Furnisher.

Get in Line.

If the concern where you are employed is all wrong, and the old man a curmudgeon, it may be well for you to go to the old man and confidentially, quietly and kindly tell him that he is a curmudgeon. Explain to him that his policy is absurd and preposterous. Then show him how to reform his ways, and you might offer to take charge of the concern and cleanse it of all of its secret faults.

Do this, or if for any reason you should prefer not, then take your choice of these: get out or get in line. You have got to do one or the other—now make your choice.

If you work for a man, in heaven's name, work for him!

If he pays you wages that supply you your bread and butter, work for him—speak well of him, think well of him, and stand by the institution he represents.

I think if I worked for a man I would work for him.

I would not work for him a part of the time, and then the rest of the time work against him. I would give an undivided service or none.

If put to the pinch, an ounce of loyalty is worth a pound of cleverness.

If you must vilify, condemn and eternally disparage, why, resign your position, and when you are outside, damn to your heart's content. But, I pray you, so long as you are a part of an institution do not condemn it. Not that you will injure the institution—not that—but when you disparage the concern of which you are a part, you disparage yourself.

Elbert Hubbard.

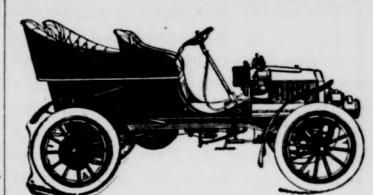


99/50
 —OUR—
NEW OVERALL
\$4.50

DOUBLE & TWIST INDIGO, BLUE DENIM
 SWING POCKETS, FELLED SEAMS
FULL SIZE
 WRITE FOR SAMPLE.



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.



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, WQUETONSING, MACKINAC ISLAND
 BAY VIEW, WALLOON LAKE, TRAVERSE CITY
 HARBOR POINT, CROOKED LAKE, 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

We Are Distributing Agents for Northwestern Michigan for

John W. Masury & Son's
 Paints, Varnishes and Colors
 and
 Jobbers of Painters' Supplies

We solicit your orders. Prompt shipments

Harvey & Seymour Co.
 GRAND RAPIDS, MICHIGAN

Orders for Fall Goods Exceed Those Booked a Year Ago.

The month just entered marks the beginning of the second half of the year and finds clothing manufacturers with the advance order business for fall well in hand. Looking back over the past six months the records of business show the first half of the year to have been one of the most trying periods the trade has passed through in some time. Business, however, was not so bad but what it might have been worse, considering the conditions and influences of a trade-retarding character which merchants were obliged to contend against in their efforts to at least hold their own in their attempts to exceed the records of the corresponding period of last year. The results were satisfactory, even in localities most affected by financial difficulties and labor troubles and the consequent retrenching of expenditures which such disturbances produce. Although in some regions business was curtailed in volume, it was done upon a profitable basis and the losses, if any, were minimized.

The lessons that were taught by the times and conditions will serve well as a guide for the future, and the conservatism engendered will act as a check against the piling up of unwieldy stocks through reckless overbuying. Fortunately, the whole country was not so badly affected as were certain localities, which have already recovered and are now facing a brighter outlook. Business throughout the greater part of the country was good, the season was of a kind helpful to the disposing of large quantities of clothing at good profits, and with the opening of the second half of the year retail clothiers, unmindful of the election bugaboo, have laid their plans for the future with wise discretion, and in many instances they have bought liberally it is because they are in need of the merchandise; if conservatively, it is undoubtedly because they desire to maintain better control of their stock.

Manufacturers have probably been better off regarding the spring and summer than the retailers, since the burden of carrying stocks has been thrown upon the latter, who, at the very outset, were met with a backward season. But in all probability retailers will close the summer with no heavier stocks than were carried over a year ago, and which were not of unhealthy proportions.

The eyes of the clothing industry are now focused upon New York, watching the outcome of the contest of the cutters' and tailors' unions against the open shop declaration. No sooner had the unions called their members out than the manufacturers began filling their places with cutters and tailors who had responded to the advertisements appearing in the local prints. Some of the manufacturers, having anticipated the trouble, cut most of their fall orders well in advance, and not a few had made considerable stock ahead. The strike caused temporary interruption on goods in process of manufacture for immediate delivery,

but should the strike be prolonged it is not expected manufacturers will have any difficulty in filling fall orders.

Although retailers started in June with price reduction sales, these were not begun as early as last year. This season clothiers are making an early effort to exhaust their stocks, so that they can clean out their short coat styles, which are already passe. Cut price sales of cheviots are also a feature of present day retailing and are the result of cheviots selling slower than usual.

The season will go on record as a worsted and serge season, the business on these two fabrics exceeding that of last year. Retailers report that even now they are selling three suits of serge to one of last year at this time. Prior to the active demand for serges gray worsteds were it, and they have sold so well that the market is bare of goods.

Retail clothiers did not expect to do the business that has been done this season in two-piece suits of homespun and flannel, with worsteds and serges in continuous request, but report that the sales on the homespun and flannels are equal to last year's. Wholesalers report that they are daily receiving requests for these goods, not only from a few but from a large number of the big cities and small towns, showing that the demand is not confined to a few places.

Manufacturers report that the bulk of orders for fall has been 'booked' and that the amount of business secured exceeds that of last year. More of the large organizations have run ahead of their previous fall business, while orders are just about even. The consensus of opinion, given according to orders, is that the season will be a fancy one in suits and overcoats.—Apparel Gazette.

Overcoming a Difficulty.

All stores have some troubles which they strive to overcome. Frequently these troubles are too much for the proprietor or manager and nothing is done at the moment to relieve the difficulty, and it is permitted to go on until it becomes so great that it either wrecks or seriously embarrasses the business. The merchant who can take up a business difficulty and solve it without delay or doubt, will soon have his business so well in hand that he can see success coming his way.

In solving these serious and embarrassing questions the merchant gathers mental and commercial strength that will enable him to face other questions with more ease, while by neglecting them he will make of his business "think-machine" a weed patch in which difficulties multiply and from which he can get very little assistance.

Keeping the points of embarrassment well in hand there will be no serious trouble to confront him, and he will see his business thrive to his own satisfaction and his difficulties will be smoothed out so that he can easily handle them.

"We Say"

Without fear of contradiction that we carry the best and strongest line of medium priced union made

Men's and Boys' Clothing

in the country. Try us.

Wile Bros. & Weill

Makers of Pan-American Guaranteed Clothing

Buffalo, N. Y.

We are sending you by mail our latest Bulletin on Gladiator Overalls and Jackets

to which we trust you will give consideration, as it means additional profit to you. Should this bulletin fail to reach you promptly we would appreciate a notification of the fact.

When taking advantage of the perpetual trade excursion we invite you to make our factory your headquarters.



Clapp Clothing Company

Manufacturers of Gladiator Garments
Grand Rapids, Mich.

The William Connor Co.

WHOLESALE CLOTHING MANUFACTURERS

The Largest Establishment in the State

28 and 30 South Ionia Street, Grand Rapids, Michigan

Begin to announce that their entire line of samples for Men's, Boys' and Children's wear is now on view in their elegantly lighted sample room 130 feet deep and 50 feet wide. Their samples of Overcoats for coming fall trade are immense staples and newest styles.

Spring and Summer Clothing on hand ready for
Immediate Delivery

Mail orders promptly shipped.

Bell Phone, Main, 1282

Citizens' 1957

a Sad ^V Tale
— Shirt —
all broken lines
1⁵⁰ + 2⁰⁰ Shirts.
"Woven Madras,"
to close 1⁰⁰
weeping
Tom



The Unanswered Call for Expert Shoe Salesmen.

The idoneus homo in the boot and shoe world is born, not made. Retail shoe salesmen—downright unalloyed experts, masters of the science—are as scarce as Edisons or Marconis.

The broad road of mediocrity is teeming with a multitude of cripples, beside which the impotent throng of ancient Bethesda would be a mere bagatelle, and the way is strewn with the wrecks of might-have-beens that have gone down under the ban of utter failure.

On the surface these may seem to be extravagant statements. Think it over for a moment and if you still doubt the logic of the assertion consult the opinions of some of the foremost managers of the retail business, and if the result does not sustain the ground taken, the writer will most willingly acknowledge his error in judgment.

But in spite of this ominous truth, there remains a bright side to inspire hope. The ranks are full of worthy material—men whose possibilities are great, and who in emergency could be developed into strong factors in the business.

But why wait for emergency to develop this material? The demand is for good men now and at all times.

The far sighted employer bends his energies continually toward the bringing out of the best that his constituency possesses.

This pedagogic idea must never, can never, consistently be divorced from business of whatever kind. The old law that in every man of whatever age or stage, there still exists the child nature, must ever be borne in mind.

If this conception be true (and who can dispute its right of recognition?) the fact remains that encouragement must be proffered, that stimulus must be applied.

The manager of the most gigantic concern is susceptible to the praise, the encouragement—in a word, to the same principles of growth—same in kind, differing only in degree—that the apprentice is subject to.

There are men, bright young men, lingering in the ranks to-day failing to reach the plane of par excellence, simply because they are not stimulated. And what a mistake to allow the vital elements inherent in a man to lie dormant!

Unconscious of the power to rise to great things these young factors are contented, naturally enough, to barely keep the spark alive, instead of fanning it into a flame of might.

On this question of development the manager of the greatest mercantile house in America, if not in the world, has this to say:

"It is our endeavor to employ only those who have in them the ele-

ments of a successful business career—willingness to learn the business, indefatigable energy, a determination to master details, good judgment, common sense, and a capacity for shouldering responsibilities.

"In teaching employes how to carry out the requirements of their positions there are in common use two methods: the letter and the spirit. In every possible place in connection with the government of employes we endeavor to rule them by the spirit of the occasion.

"Instead of iron-clad rules, 'red-tape,' and exacting requirements, we prefer to give them the idea of that which we are trying to accomplish, and teach each employe the meaning of every minute detail which goes to make up the ultimate accomplishment of a desired end.

"Red-tape makes machines of men; it does not fill with enthusiasm the waiting capacity of men and women; it does not cultivate the thought which grasps fundamentals.

"On the other hand, 'individual capacity' develops the best there is in a man or a woman; it lights the fire of a noble ambition; it makes work seem worth while; it pictures ahead the opportunities and possibilities which are the foundation of all true success and lasting achievements. A constant growth in the capacity of each member of the organization means a corresponding growth in the efficacy of the organization as a whole."

There is a genuine ring of modern significance in every line of the foregoing that stands out in mighty contrast to the old way of thinking. The principle here set forth is diametrically opposed to the views held by the proprietor of a large shoe store on State street. "I am satisfied with machines," this veteran was heard to say; "the trick is in the buying of the right stuff to sell, and not in the selling of it."

Such talk is sheer nonsense and smacks of the old school "shoecology." It discounts the value of individuality. This man estimates his employes numerically and stops there. He regards them as so many automatic vending machines. The mechanical idea predominates in his store. You can feel the influence of it the minute you enter the door, and when you make your exit you feel more as though you had been through a saw mill than a Chicago shoe store.

One of the greatest exigencies of the present is for intelligent, energetic, progressive units in the trade. The constituency must have an occasional infusion of new, young, red blood to invigorate the organization. The new generation of shoppers, pert and fastidious, demands it.

This sorting out process must ever be going on to insure the stability of organization. The old adherents of the stool—if they have allowed the cobwebs to gather on their brains and have become perfunctory; if inertia has given them up as a bad job and they are gravitating—they, too, must be induced to brace up or

make room for a better paying tenant.

Few business houses these days are willing to become charitable institutions, hospitals for the weak or morgues for the "dead ones." Does it pay? is the great question they must ever ask and answer for themselves.

In almost every organization, unfortunately, there are those who barely pay their way. They are neutral quantities, scarcely tipping the balance in either direction. They do just well enough to secure themselves—to keep from "getting the bounce." Inject all the ginger in the country into their heels and they would still shamble along at the same old gait. Too late for hypodermics! Victims of apathy!

There are altitudes and latitudes in the shoe world to-day for the young man of ability and adaptability to scale and encompass, the very magnitude of which will eclipse the most sanguine expectation.

In these days of advanced ideas, when an atmosphere of superiority hangs over the world, people are demanding the best attention, the best talent, the best of everything. The skim milk era has gone. "Full cream" is the cry of the hour, and the world will travel far to get the 99 99-100 pure.

The fraudulent shoe dealer has seen his day. Pasteboard counters, shoddy workmanship and exorbitant profits have flown like bats before the light of the new era.

Likewise shoddy methods have

Mat the Moulder



Mat, the moulder, who moulds hard all day

In furnace rooms smothering and hotter than—say,
He can tell you the reason he lasts out the week.

It is because he has **HARD PAN SHOES** on his feet.
He whistles and works from six until six.

No corns? No bunions? Well, I guess not. Nix.

Dealers who handle our line say we make them more money than other manufacturers.

Write us for reasons why.

Herold-Bertsch Shoe Co.

Makers of Shoes
Grand Rapids, Mich.

You are entitled to good and satisfactory service and will receive it on large or small orders for anything in

Tennis Shoes

Care in filling orders and promptness in forwarding goods are adhered to on one pair the same as on one hundred pair and your favoring us with your orders will be appreciated.



The Joseph Banigan Rubber Co.

Geo. S. Miller, Selling Agent

131-133 Market St., Chicago, Ill.

As viewed by some Banigans and Woonasquatuckets are the best rubbers on the market.

been exterminated, and the boys of the old school are beginning to scratch their heads in bewilderment at the glaring aspect of things. The Rip Van Winkles have beaten their rusty fire-arms into staves and have gone tottering down the hill into oblivion.—C. S. Given in Shoe Trade Journal.

Common Mistake Made by Shoe Dealers.

All salesmen are not good stock-keepers, and neither are all retailers. One of the causes of the necessity of sacrificing goods is the indifferent manner in which the proprietor or whoever is responsible in his place keeps a supervision over the stock. It is perhaps natural that the salesmen should avoid slow-selling lines, few salesmen are so ambitious that they will force the sales of the less popular lines for the sake of improving in salesmanship. It is necessary that the stock-keeper or the retailer himself should go through the stock two or three times in a day or every day and see that some energy is expended in moving lines other than those that are always salable anyway. It does not follow that because certain lines are not selling as freely as desirable the buyer has made a mistake. Some salesmen have a habit of using up their persuasions in selling the lines that they most fancy themselves. All customers are not of the same opinion as the seller, and might prefer exactly the line that is not shown, because the salesman thinks it a slow seller and does not want to take the trouble of trying to sell it. A closer watch on the stock is profit added.

There are still some merchants who can not appreciate the adage that "nothing succeeds like success." The appearance of success attracts people and that is why modern store fixtures, good fronts and generally well-appointed establishments are investments and not sources of expense. Dropping into the store of an old friend the other day the suggestion was put to him that he should brighten up the place, put in a new hardwood floor, metallic ceiling, lighting fixtures, and grain the front of the building. The merchant, who has been conducting business in the same stand for many years, with a fair measure of success until recently, listened patiently to the enthusiastic suggestions, and merely replied, "Then my customers would consider it coming out of their own pockets, and take their business elsewhere." This is the same view that hundreds of others take. If some of the old-time customers take this view and drop out, let them. Their business will be more than made up by the new people attracted, and, no doubt, the old ones would return, for on looking around, they would realize that the best places to buy would be those with such appointments as caused them to forsake their old dealer.—Footwear.

Health Indicated by the Finger Nails.

"One who makes a close study of finger nails will find many curious things about them to excite his wonder and interest," says F. De

Donato, who is an expert on such matters, "but none more so than the stories of physical condition told in their growth.

"You know the nail of a person in good health grows at the rate of about one-sixteenth of an inch each week—slightly more than many authorities believe—but during illness or after an accident or during times of mental depression this growth is not only affected and retarded so far as its length is concerned, but also as regards its thickness.

"The slightest illness will thus leave an indelible mark on the nails which may be readily detected as the nail grows out. If one has a sudden attack, such as acute rheumatism, which sends the temperature bounding upward to 104 or 105 within the space of two or three hours, it will be found on the nails, indicating the difference in thickness of growth between the time when health was enjoyed and the thin growth of the ill period.

"If the illness is one that comes gradually, like typhoid fever, for example, instead of a ridge a gentle incline will appear on the nails. Should one have an arm broken the thick ridge can be seen only on the fingers of the one hand, but in all cases of general sickness the ridge or slope appears on the fingers of both hands. When one has passed through a period of extreme excitement or mental depression the fact will be imprinted on the nails either with an abrupt ridge or a gentle slope, according to the acuteness of the mental influence.

"In no instance can the marks of illness, accident or mental condition be clearly seen on the nail until after the growth has carried the line beyond the white or half moon portion of it, but a week or two subsequent to any of these things the ridge or slope may be found on the nails, usually readily visible to the eyes, but if not the mark may be found by running the tip of the finger down any of the nails."

Works For You While You Sleep.

A man with an ordinary salary, or moderate fixed wages, has no time to study up intricate financial chances, even if he happens to have some speculative ability, when it takes not only the genius of the great dealers, as well as their great capital and all their time, to win in that way. And sometimes even they lose. So the method for the small owner is to keep near shore and do his investing where failure is not imminent—and in fact where it is not known.

Chiefly, if not solely, in this direction towers life insurance in a proved company. Here you plant your savings and can sleep upon them. You have parted with your money to have it in a greatly increased degree. It will do your working and you will have no worry. With all this so easy at hand no time should be lost before a reasonable policy is secured for future continuance, and future support.

Polishing Powder.

The nickel-plated and brass fixtures that are now a necessary part of the

furnishings of practically all stores are in constant need of cleaning. A cleaning powder made from the following mixtures is recommended: French chalk, five parts; talc, two parts; oxide of zinc, two parts; oleate of zinc, one part. When mixed in a

mortar the powder is ready for use. It should be applied dry, the final or polishing rub being with a soft clean rag.

Success consists in being ready for one's opportunity when it comes.

We have bought the entire rubber stock of the Lacy Shoe Co., of Caro, Mich., and will fill all their orders. This makes us exclusive agents for the famous

Hood Rubbers

in the Saginaw Valley as well as in Western Michigan. We have the largest stock of rubbers in the State and can fill all orders promptly. Send us your orders.

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

OUR AGENTS will call on you in the near future with a full line of both fall and seasonable goods. Kindly look over our line; our goods are trade builders. If you are one of the few that have never handled them send us your order at once. It will pay you to investigate our \$1.50 Ladies Shoes. Buy Walden shoes made by

WALDEN SHOE CO., Grand Rapids

Shoe Manufacturers

Lots of Wear at a Price That's Fair



STAR LINE

Our boys' and youths' shoes are long lived under extra hard usage. Every day hard wear quality considered, they are the cheapest good shoes manufactured.

Our boys' and youths' Hard Pan, Oregon Calf, Oil Grain, Veal Calf and Box Calf Star Lines will solve your school shoe problem by giving your patrons better value for their money in wear, style and fit than they have ever had before.

Rindge, Kalmbach, Logie & Co., Ltd.

Grand Rapids, Mich.

Annual Outing of the Lasterville Shoe Club.

The other evening after Mr. Ball had called the meeting to order as the committee in charge of the arrangements and had ushered in three Senegambians with ice cream smothered by strawberries and with angel food as a side line, he turned to Mr. Laster and remarked that it was close to the Fourth of July, and that, with only employers voting, he would like to hear an expression of opinion as to the advisability of taking the whole day, and making an agreement between all of the shoe stores in Lasterville to keep tight shut from 11 o'clock on the night of the second until 7 o'clock on the morning of the fifth.

There is to be no celebration on the Fourth in Lasterville, this year, and it would not be necessary, he said, to keep open for the convenience of country customers who would desire to come in and eat peanuts and pop corn while waiting for the parade, or slip in occasionally to give the darlings a little treat in the way of something strictly temperate. There would be no occasion to open early to let in the nice girls in white dresses who had put off buying their slippers until they found out for sure that it would not rain, or the young fellows, members of Deluge Hook and Ladder Company, No. 1, or Rescue Hose Company, No. 1, or Fountain Engine Company, No. 1, who would suddenly find that with their hair all so nicely parted, with such clean shaves and with such red and blue and green shirts tucked inside their best pants, their shoes suddenly looked too shabby to be endured.

"I always," said Mr. Ball, "have a great feeling of pity for any volunteer fireman who marches forty blocks in brand new shoes, for I was once a fireman myself and, of course, like all other volunteer firemen of long standing, I have had one experience, as I have stated, when the old shoes were not good enough for the parade. No fireman ever has more than one, and one is quite enough.

"Let us remember that we were most of us clerks once ourselves, and vote as we kicked."

Old Isensole started to make a feeble protest, but he was laughed down, and subsided.

Mr. Laster said that it was a grand idea.

Young Sizer, and Willie Fitem and Hi Ball, sitting together on the settee by the coarse boots, fairly hugged each other in anticipation, for this good year of 1904 has been good to workers in the matter of holidays, for did not Memorial Day come on Monday, following a clear Sunday, and is not the Glorious Fourth going to do the same thing?

Only those who put in every day of the six working days the year round at the same old grind know how to appreciate the extra joy of having two whole days together, free for any sort of joy. Three nights and two whole days—almost sixty hours.

Mr. Ball put the question, and there

was not a dissenting voice. The clerks present cheered loudly.

"And now," said Mr. Ball, "I propose that the club keep the day together. That we make it our first annual outing, go away early on Sunday morning to the waterside, and never come back until Tuesday morning."

Some of the clerks whose salaries were small and who had to take economical pleasurings began to look a little blank.

"And I," said Mr. Laster, "heartily second Mr. Ball's proposition, and I move that the entire expense of the outing be borne by the five firms of us, share and share alike, and that it be the employers' testimonial to their helpers."

The clerks all over the store fairly howled their appreciation. Old Isensole appeared as though he were going to have a stroke of apoplexy, but he surprised everybody after a moment by getting up and saying that he was in favor of it.

"I'm always right in for these things," he said. "I think it pays in good money. Dose hard working boys will freece to customers shust twice so vell, to pay for it."

After that there could be no opposition, and the vote was taken standing on both propositions. The ice cream and strawberries and angel food might have had something to do with it, but it's all settled now, and Mr. Ball and Mr. Laster for the employers, and Hi Ball and Lott Stringer for the clerks are a Committee of Arrangements.

A tallyho and two carryalls will leave our store at 7 o'clock on Sunday morning for Breezy Beach, where about half of the little hotel has been reserved for our use. The rest of Sunday is to be strictly "lazy day," and the program is a blank except for the big Sunday dinner for which Breezy Beach Hotel is noted, and the jolly Sunday evening lunches they always serve around the big log fire—for the evenings are always deliciously cool at Breezy Beach.

On the great American holiday, though, our program will put to shame the best that the municipality of Lasterville ever did, and if Breezy Beach has any other guests who have flown from some city for a quiet holiday, far from the eagle's screams, I pity them. The day will be ushered in with a salute of 1,000 large fire-crackers, and with short intermissions for dinner there will be sports continuously. Races for fat shoe men, slim shoe men, single shoe men, married shoe men, tugs of war, ball game, and football game, with the north side of Main street pitted against the south side of Main street, shoe string races, button hook contests, button stringing contests, foot races, and all the rest of the usual sports. In the evening we shall have a grand banquet, at which each of the employers and clerks is scheduled for a forty-five second speech or story, and there will be an art contest in which each competitor is to draw a picture with liquid shoe dressing on a sheet of do-up paper for a

prize, and Willie Fitem thinks he has it clinched already, while A. Small Sizer doubts it.

The fireworks will come later, and no shoe store in Lasterville will open, probably, on the fifth, for three hours later than the time set in Mr. Ball's motion.

The reason I am telling you all this is because I want to know what shoe dealers generally think of this sort of thing. Is it a good idea?—Ike N. Fitem in Boot and Shoe Recorder.

Creatures of Contradiction.

She will sit in the draught in a low-necked gown with her arms and shoulders bare.

But she will go out on the hottest afternoon with her head and neck tied up in a thick chiffon veil.

She will forget to pay a bill for \$5 for months.

But she will make herself conspicuous in a street car squabbling to pay for her friends a 5-cent piece which she doesn't owe.

She will wear a skirt about six inches longer than it ought to be for walking.

But she will hold it up about six inches higher than any walking skirt that ever was made.

She is up in arms when she sees a horse whipped.

But she will drag a poor little dog on a shopping bout that would enfeeble a good-sized man.

She has a will that no power on earth can bend.

Yet she would rather the world should come to an end than that she should be caught doing differently from her neighbors.

Love has no labor troubles.

\$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.

Merchants' Half Fair Excursion Rates every day to Grand Rapids. Send for circular.

Seasonable Shoes

At reasonable prices; that's what you want and what we can always furnish. Dealers who have selected their fall stock from our new line are fortunate. Are you one of them? If not, better see it before buying. Solid, substantial shoes that stand the hardest wear. Honest value and prompt service is what's building our business so rapidly and will build yours.

Waldron, Alderton & Melze

131, 133, 135 N. Franklin St., Saginaw, Mich.

Wholesale Shoes and Rubbers

State Agents for the Lyscoming Rubber Co.

COLT SKIN SHOES

ROUGE REX BRAND



One-half D. S. solid throughout, with or without tip.

Men's sizes 6 to 11

..... \$1.60

Boys' sizes 2½ to

5½..... 1.35

Youths' sizes 12½

to 2..... 1.20

Little Gents' sizes

8 to 12..... 1.15

These shoes are our own make; we guarantee them. Let us send you samples.

HIRTH, KRAUSE & CO.,

16 AND 18 SOUTH IONIA STREET,

GRAND RAPIDS, MICH.

THE GLOVE CLERK.

Some of the Woes She Encounters Daily.

"You need to be a mindreader to sell gloves to women," said a clerk in the glove department in one of our leading stores. Instead of simply and accurately stating their wants many women begin in a roundabout way that keeps the clerk "guessing" for the first five or ten minutes, and it is only by a process of elimination that one at last finds out what they want.

For instance, a pretty young woman says to the clerk: "Well, now, I don't know what color I do want." The clerk spreads out all the standard shades of tan and mode in the \$1.75 quality.

"I don't like any of those," says the shopper, "show me a nice dark red."

Then the clerk puts back each pair of gloves in its paper and places them all back in the proper box. Then she opens a box of dark red gloves and spreads them out on the counter. "One seventy-five a pair," she says. "O, I don't want anything so expensive as that!"

It appears at last that the shopper did know all the time that she wanted dark red gloves at a dollar a pair.

By some such indirect method as this the average woman informs the glove clerk what she wants. It would almost seem that the woman shopper unconsciously coquets with the saleswoman as she would with a lover, so averse is she to a simple, direct, businesslike statement of her wants.

Often a woman will bring two friends with her to select one pair of gloves; the woman who is buying will select a pair and then ask the opinion of her friends. One will say, "Well, I don't like that color; suit yourself, of course, but I don't like it." Then the other friend will say, "Well, I do, etc." Ten chances to one the purchaser will at last buy the gloves her friends agreed on and the next day she will come back alone and exchange them for something that she herself wants.

To have an intuitive perception of the probable wants of a customer merely from her general appearance is often a great saving of time, and many of the experienced clerks can tell at a glance the style and even the price of gloves a woman wants, no matter how faint a clew she gives to her desires. When a customer says, as often happens, "I want to see all the colors you've got," the experienced clerk just glances at her, and from her general appearance decides whether to show her shades of canary, dark red, pale gray, or brown, the 85 cent or the \$2 quality.

The girl who wears high French heels, a lippy pompadour over her left eye, and a floating black veil wants her gloves tight, red or yellow in color, and the dollar quality.

The demure schoolma'am and all kinds of shriveled old maids invariably call for "a nice dark brown, please."

A favorite with all the clerks is the ultra genteel, extremely feminine woman of middle age who affects

pale gray, flesh color and delicate modes. If an ignorant clerk shows her anything heavily embroidered she looks pained; a patent clasp is to her an abominable vulgarity. She wears perfectly plain dressed kid of the best quality and fastened with pearl buttons and buttonholes in the fashion of our grandmothers. She belongs to the "old" families and the clerk knows her at a glance from her ostentatiously quiet appearance.

Then there is the sweet young thing who goes to parties. She buys shoulder lengths more often than she does street gloves. O, but she is stingy! It just seems to hurt her to pay for her gloves. She is often confiding: "I've spent so much for my gown I just can't afford to spend more," she says. The knowing clerk encourages her by saying: "But you don't want to spoil the effect of your lovely gown by wearing cheap gloves!" It takes her a long time to decide, although she knows from the beginning just what she will have to pay for shoulder lengths.

Another type is the stout, oily matron, who asks in a confidential tone: "Have you any soiled gloves?" and when she leaves the counter she says: "Here's my address; let me know of any special sales."

And the dowdy woman in the loose back coat—even the novice would know what to show her. She wears an English walking hat and loose and heavy English gloves.

The woman with mode colored hair, eyes, and complexion invariably wears mode colored gloves; so she is easy to wait on. All the clerk needs to do is to match her predominating color.

Actresses are easily suited—they never fuss about trifles. As a rule they wear cheap gloves, for they never have them cleaned. Julia Mar-

lowe frankly asks for a dollar glove. Lillian Russell is the exception among actresses, as she wears the highest priced article in the shops.

It is surprising to learn that some well dressed women ask to have gloves fitted over soiled hands. They are women who look as if they had nothing to do but keep themselves dainty, too. They present themselves early in the morning with soiled hands. If they ask for pale colors the clerk is obliged to tell them that they must not expect the glove to be immaculate after it is on.

There are other plagues in a glove clerk's life—the woman who begins, "My dressmaker says that with my blue dress I must wear green gloves with yellow stitching," or something else as remarkable; the woman who insists on having both gloves tried on; the woman who brings a little sample of her dress and tries to get an exact match in gloves; the woman who brings gloves to exchange all wrinkled up in a tight little wad.

Worst of all is the woman who comes dissatisfied and goes away dissatisfied; she is nearly always of the type called "tight mouthed." "Beware of the tight mouthed woman," say all the clerks; "she is worse than a demon, because no matter what you do you can't please her."

One of the most amusing types is the swell society woman who wants a \$1 or an 85 cent glove but is ashamed to admit it. "I just want a cheap glove for my maid," she says languidly. "Yes, No. 6. Send out four pairs." It's the size that gives away the scheme, for it's a rare servant girl whose hands are in water half the time who can wear a No. 6. Yet there are some "real society" women who year after year buy No. 6s for their maids.

Then there is the woman who can not refrain from letting everybody know that she has just returned from Paris or New York. She looks disdainfully at the clerk through her lorgnette and remarks: "I don't see anything he-ah like they showed me in N' Yawk!" Yet the stock is identical, even to the smallest detail, with the best shown in New York. Worst of all is the woman who perhaps fifteen years ago spent a week in Paris. She simply can't resist saying: "When I was in Paris-ah I bought such perfectly lovely gloves for 65 cents!"

Then there are the timid little women who really don't know what they want; they always find sympathetic assistance when they ask for it. One day a little mite of a woman approached the glove counter; she wanted the clerk to exchange a pair of red gloves for something quieter. "Won't you please exchange these gloves?" she said, and there were actually tears in her eyes. "My husband said I didn't dare come home again with these red gloves!" Of course the gloves were exchanged.

Any woman who is really uncertain of her own taste or knowledge finds it to her advantage to ask the advice of the glove clerk. She may safely trust the decision to the saleswoman, who is competent and willing to tell her the best styles for any and all occasions. Jane Williams.

Many a cheerful-looking slipper covers an aching sole.

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

You have had calls for HAND SAPOLIO

If you filled them, all's well; if you didn't, your rival got the order, and may get the customer's entire trade.

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.



Keeping an Established Business Up To Its Standard.

This subject will admit of many different kinds of argument; for instance, the method adopted to establish a good business—that is, the good points of the method should be continued in the same way, and as the successful merchant uses so many methods it is very hard to tell which is the best. One of Webster's definitions of method is way or manner. "Let us know the nature of the disease and the method of cure," is a very appropriate definition to this subject. If your business is in a healthy condition the thing to know is how to keep it healthy and the remedy to administer in case of sickness or a falling off. A business once established must be watched very carefully in every detail.

Overbuying is one of the diseases of the hardware business, over-eating or over-work is to the human body. You may feel the effects many days hence, or it may possibly end in destruction. You should exercise good judgment and buy goods that you think are most suited to your trade and then push them. Keep your want book continually before you and increase your purchases in proportion to the possibilities of increase in trade, adding new lines as fast as your finances and trade prospects will permit. When you make a mistake and buy too much or get goods that are unsalable, dispose of them as quickly as possible, because they are, like an eating sore, badly in the way and will spread, if the remedy is not applied at the beginning.

Along this line it might be well enough to administer a purgative about once a year and follow up with a little quinine. I think there should be as near as possible one for each line, which would necessarily depend upon the number of men employed and the number of lines handled, but give each man to understand that it is his duty at all times to keep thoroughly up on some certain lines, and at the same time be so that he can work elsewhere when necessary. Have a stove man, an implement man, a builders' hardware man, and, when possible, always refer the trade in his particular line to him; for instance, you go to the oculist to have your eyes treated, to the dentist to have your teeth filled and to Hot Springs for rheumatism and other ailments. Make specialty men of your clerks, and have them at all times keep their lines well sampled to the best advantage, so as to make each line attractive and inviting. Have your stoves polished, your implements set up in running order. Take the same care of your store as you do your person. Keep it always neat and clean.

The next point that presents itself to my mind is watchfulness and ac-

tivity combined. See what is needed and do it. If, for illustration, a customer buys goods of you regularly and all at once stops buying, if you are a good merchant you will discover it immediately and undertake to ascertain the trouble and regain his patronage, if possible. If a farmer buys goods of you one year, he will most likely continue unless he has reasons for quitting. If you have a good method you will know your customers. If you sell a wagon, a buggy, a mower, a sewing machine, a range or a cook stove, whatever brand you want to push, enter the purchaser's name, his postoffice address, the article bought, the price paid and the date of sale upon a book kept for that purpose, having separate pages set apart for each article.

This, of course, applies to large items that you wish to push; by doing this you can tell at the end of the year how many and whom sold and what your profits were on that particular line. The names contained in this book are your customers. You might want to mail them a nice calendar or some little token of appreciation, and at the same time thank them for buying the article of you at a certain back date, etc. This book serves many purposes. If you are trying to sell Smith, of Lone Star P. O., a stove, for instance, you look on your book and see that Jones, of the same postoffice, bought one of the same stoves some time previously. You can use that as a leverage to sell Smith and can protect yourself also against conflicting prices. When these articles need repairing you can look back and find a full description of the article he bought in your book.

If you have in mind some article you want to push, buy a small amount, sell it, keeping the name of each purchaser and wait until they try it. If you find it good, buy more, referring your new customers to the old ones, giving names, dates, etc. By this method you can increase your business to any proportion you may desire. Under this head comes the watchfulness of your men and yourselves. See that your men carry out your instructions; see also that you instruct them properly; see that every article in your store is marked, the cost price delivered, if no more, but I would recommend the selling price also.

If you want your business to keep up get the best men in the country to help you. The President of the United States has plenty of time to go hunting and fishing because he has good and efficient men at the head of each department. He has a system, a method and a way of doing everything. There is no retail hardware store in this country which requires as much supervision as the running of this Government, yet a great many of us think our business would go to destruction if we were not present every hour and every day. That is proof that we lack method. The fault is our own.

Think, for an instant, of the perfect method employed in the cold

Good Glass and Square Treatment

A combination that has increased our business wonderfully during the past year. We handle everything in GLASS. Let us quote you.

Grand Rapids Glass & Bending Co.

Grand Rapids, Mich.

Factory and Warehouse Kent and Newberry Streets



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

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

Horse Clippers



20th Century, List \$5.00.



1902 Clipper, List \$10.75.

Clip Your Neighbor's Horses and Make Money.

FOSTER STEVENS & CO.

Grand Rapids, Michigan

Four Kinds of Coupon Books

are manufactured by us and all sold on the same basis, irrespective of size, shape or denomination. Free samples on application.

TRADESMAN COMPANY, Grand Rapids, Mich.

storage meat business. How many of Phil Armour's men did he ever see? Thousands working for him never saw him. He had no doubt hundreds and possibly thousands of cold storage plants where, had he applied to them in person for fifty cents' worth of meat on credit, he would have been refused. So perfect is this great system that the employes can almost look at a can of corn beef and tell you who raised the steer from which it was made.

I want to call your attention, also, to the method of financing. You should always know what you owe and when it is due. You should also know what is due you and when it is to be paid. You should know your ability for paying before buying. You should also know the way of collecting before selling. You should watch your percentage of profit and should by all means know what portion of your profits goes for expenses to keep your business up to the standard.

There should always be a steady gain in your sales. With these points well guarded and with a well-established business there is very little danger of failure.

One other important point I wish to call your attention to is the method of advertising. Advertising is to your business the same that blood is to your body; without it you are dead. I assert that you can not succeed in business unless you advertise in some way. You may sell cheaper than your competitor; if you do, that is advertising within itself, and it is a very dangerous method. Your competitor can meet that class of advertising easily; you have therefore reduced prices on your goods permanently. Your competitor has met the prices and you have lost your advertisement. Cutting prices for an advertisement is the most dangerous proposition confronting the retail hardware dealers to-day. It will positively end in the destruction of your business if you keep it up. Sell your goods at a fair and reasonable profit. Do not sell one article for cost and another at double its worth; sell each at a fair margin and see that your customer gets what he buys.

If you will adopt this method and impress this on the mind of every man in your territory about once in every thirty days, and at the same time soliciting their patronage and calling their attention to the things you most desire them to know, special brands, goods that your competitors do not handle, and keep persistently at it, you will find that "Cheap John" competitors and catalogue houses are not in step with you at all.

People, as a rule, are willing to pay a profit, but no one is willing to be charged extortionate prices. If you sell one item for less than cost you are compelled to get a double profit on the next. If you sell one customer at cost, in order to get his influence, you are compelled to charge the next too much in order to get your legitimate profit, and the man you robbed will tell his friends to keep away from you, while the influ-

ential man, the one you sold at cost, will only thank himself for his own shrewdness in buying and will only speak of it in a manner to his own credit. Do the right thing, establish a record for right doing, and the people will find it out.

Get them in your place of business; send word by Smith to Jones to come and see you; send him a letter, asking him to come; send him a circular, send him another; send him a calendar; send one of your clerks to see him; send another clerk, and if all these fail go after him yourself; get him in your store. Convince him that you are a square man and that you handle a good line of goods. The result is you have won a customer, one that will stay with you. He was hard to break off from the other fellow; he will be the same by you.

Advertise in the newspapers, post the fences, old barns, logs, trees, bridges and rocks. Keep your name constantly in the minds of the people. If you don't advertise you will be surprised to know how many people there are in your town and county that never heard of you. You think they all know you because you have been there so long; like a man winking at a girl in the dark—he knows what he is doing, but she does not.

A dead man is soon forgotten, unless he was well advertised before or after his death. Some men die and their business continues to live, that's Armour; some men live to see their business die. Is that you? Hamp Williams.

How Chamois Skins Are Made.

The sheep-skin is first washed and the flesh side scraped thoroughly to remove the fleshy fibres; then the wet skins are hung in a warm room for about a week and "sweated." This loosens the wool so that most of it can be pulled out easily. The skins are then soaked in milk of lime to loosen the rest of the wool and to swell the fibres and split them into their constituent fibrils. After liming, the hair is all removed and the absorbed lime is neutralized with boric or hydrochloric acid, and the skin is split into two thicknesses. The outer or grain side is used for the manufacture of thin, fancy leather used in book-binding, etc., while the flesh side is made into wash leather. It is first drenched, then put into stocks and pounded until it is partly dried and the fibrous structure has become loose and open, sawdust generally being employed to facilitate the process. Fish oil is now rubbed upon the skins in small quantities, as long as the oil is absorbed. The moisture dries out as the oil is absorbed, the skin being hung up occasionally and exposed to the air. When the skins have absorbed enough oil they lose their limy odor and acquire a peculiar mustard-like smell, due to the oxidation of the oil. They are then packed loosely in boxes, where they heat rapidly, and must be taken out and exposed to the air to prevent over-heating. During this time they give off much pungent vapor and turn yellow. They are then washed in a

solution of alkali to remove the excess of fat. The oil removed is liberated from the soapy fluid and sold as "sod oil." The skins are next bleached in the sun, being moistened occasionally with a solution of potassium permanganate followed by washing with sulphurous acid or sodium peroxide. The leather is then suitable for all purposes of toilet or cleansing uses.

Not the Weather.

Towne—Why don't you call on Miss Hauton?
Browne—Too cold.
Towne—What are you talking about? Why, this weather—
Browne—You misunderstand me. She invited me not to.

**IRON AND STEEL,
CARRIAGE AND WAGON
HARDWARE,
BLACKSMITH SUPPLIES**

We would be pleased to receive your order for these goods.

Sherwood Hall Co.
Limited
Grand Rapids, Michigan

SPECIAL OFFER

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



"What They Say"

Minonk, Illinois, April 11th, 1904
Century Cash Register Co.,
Detroit, Mich.

Gentlemen:—

We wish to state that we have one of your total adding Cash Register Machines in our Grocery Department, which has been in constant use every day for the last two years, and there has never been one minute of that time but what the machine has been in perfect working order.

We can cheerfully recommend your machine to anyone desiring a first-class Cash Register.

Yours truly,
ALLEN-CALDWELL CO.
T. B. Allen, Sec'y,
Cash Dealers Dry Goods and Groceries

Merit Wins.--We hold letters of praise similar to the above from more than one thousand (1,000) high-rated users of the Century.

They count for more than the malicious misleading statements of a concern in their frantic efforts to "hold up" the Cash Register users for 500 per cent. pr fit.

Guaranteed for 10 years--Sent on trial--Free of infringement--Patents bonded

DON'T BE FOOLED by the picture of a cheap, low grade machine, advertised by the opposition. They DO NOT, as hundreds of merchants say, match the century for less than \$250.00. We can furnish the proof. Hear what we have to say and Save money.

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



**Forest City
Paint**

gives the dealer more profit with less trouble than any other brand of Paint.

Dealers not carrying Paint at the present time or who think of changing should write us.

Our **PAINT PROPOSITION** should be in the hands of every dealer.

It's an Eye-opener.

Forest City Paint & Varnish Co., Cleveland, Ohio.

NARROWED DOWN.**The Book-Keeper's Work a Matter of Routine.**

What chance has the book-keeper to succeed in life? How do his opportunities compare with those that present themselves to men identified with other branches of commercial activity?

If you go into one of Chicago's immense mercantile establishments, where scores of men are employed keeping the tangled and bewildering accounts of the firm straight, and ask this question you will get a variety of answers. One man, an employer thoroughly familiar with the demands and possibilities of his particular line of business, will say that the book-keeper has a greater chance of getting ahead to-day than ever before. Another will tell you that methods have been so radically changed during the last few years that the book-keeper is more of a machine now than in years gone by and has little opportunity of familiarizing himself with the vast details of the business in which he is engaged. Still another will reply that book-keepers as a class do not want to get ahead—that they have mastered their profession and are satisfied to follow it.

But when you strike the right man, the student of human nature, who avoids generalities, he will tell you that it is the same with book-keepers as with men engaged in every other line of work—individuality counts for everything. One man

will succeed while another who does exactly the same work and faces the same opportunities will fail. It is the old question of individual effort.

"I shouldn't like to attempt to answer the question in a general way," said the manager of the book-keeping department of one store. "If you will show me two book-keepers, permit me to observe their work, study their characteristics, and ascertain how valuable they try to make themselves to the firm, then I will be able to estimate these book-keepers' chances of success in life. I probably will find that one of them has little chance of ever being anything more than a book-keeper, while the other may stand in line for promotion to some responsible and paying position. That is about as near as any man can come to saying whether the book-keeper has a chance to get ahead. As an illustration of this fact let me point out an instance. Two years ago two young men, about 20 years of age, secured employment in our book-keeping department. They were given minor positions and did identically the same work. One of the young men left our employ a year ago because he saw no chance of promotion. The other kept on doing the work assigned to him and doing it well. Today he holds an important position and undoubtedly will go even higher. These two cases present the opposite sides of the question as to the book-keeper's chances of success in life."

Go through the various depart-

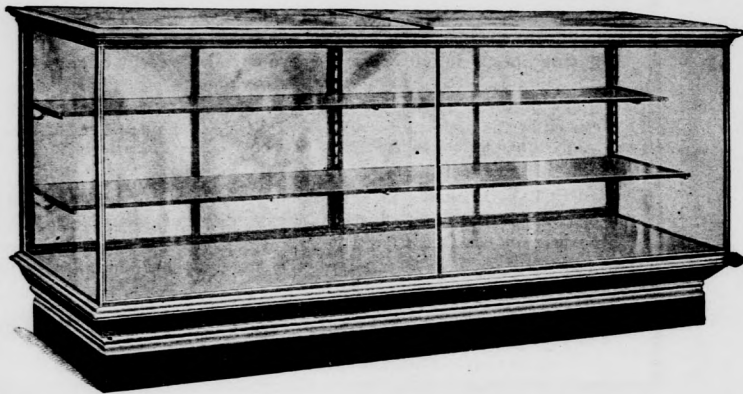
ments of any of Chicago's big wholesale and retail houses and you will find in responsible positions men who have at one time or another served the firm as book-keepers. They represented the type of employe who wanted to get ahead, who saw something in front of him besides his day's work and his weekly salary. Probably in the same department managed by one of these men you also will observe a gray haired accountant bending over a ledger still balancing accounts and drawing his \$15, \$18 or \$20 a week. Chances are the two men may have started together. One pushed to the front, the other didn't. These are the problems which confront you when you attempt to ascertain what the book-keeper's chances of success really are.

As to his chances to-day, as compared with what they were several years ago before business houses became so sharply divided into departments and various lines were not so distinctly specialized, there appears to be no apparent reason why the book-keeper should not accomplish as much now as ever before.

While book-keeping methods have been radically changed during the last five years, I do not see any reason why the book-keeper's chances of success should not be as great as ever," said John McKinley, superintendent of the counting room of Marshall Field & Co.'s retail house. "There is this to be said about book-keeping: It is a valuable step-

ping stone. Boys who start to work running cash or doing insignificant office work, if they are bright and observing, naturally learn more or less about the method of keeping books after they have been in our employ for some time. If they seem anxious to get ahead, many of them are placed in the book-keeping department, and then they keep on going if they are made of the right sort of stuff. The experience thus gained is invaluable.

"There is this to be said about, and it may be against, the work as it is outlined and carried out in large houses at present. The book-keeper has little or no chance of learning all of the details of the business. He is kept close to one department and follows one line of work so continuously that if he is brought into contact with other branches of the business he is not apt to know much about them. For instance, a firm may have a thoroughly competent book-keeper who knows all about recording an account and striking a balance, but if you should ask him to figure out the discount on a certain set of bills or perform some other task not directly connected with his department he wouldn't know what you were talking about. This close drawing of the branches of a business institution has had the effect of producing expert department specialists, but, on the other hand, has brought about a perceptible decrease in the number of all around book-keepers, men who are familiar with



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all phases of the business in which they are engaged.

"To attempt to say positively and in a general way what the book-keeper's chances of success really are is like trying to answer the familiar question, What chance has a country boy in the city? If the country boy is the right sort of a boy he has an excellent chance of getting ahead and making a name for himself. But he probably would have done the same thing in the country. So it is with the book-keeper. The men who have gone from the ledger to positions of trust, where they became important factors in the affairs of their employer, have been men who wanted to succeed and who were willing to work for their success. They undoubtedly would have done equally well in another line. Like every other occupation which may serve as a beginning, book-keeping is an excellent stepping stone. The schooling a man receives is valuable. What use he makes of it and to what heights he is able to climb depend altogether upon his own inclinations. That is, I have found this to be true in a majority of instances.

"As long as there are business firms employing book-keepers there will be opportunities for them to get ahead. Men who handle the accounts of a firm ought to be well qualified to step into a position requiring a substantial knowledge of this subject. Therefore the book-keeper is a logical candidate for promotion. Book-keepers have risen to

the highest positions of trust, which they are holding at present, and there is no apparent reason why they should not continue to do so. Some will rise, others will remain where they are, while still others will go down and out to make room for the ambitious younger generation.

"So you have all conditions in considering the chances of the book-keeper to succeed in life. One man finds the chances, another doesn't. So it seems to me that it is the same with book-keepers as with men engaged in any other occupation which affords the opportunity for advancement. It depends upon the man. To my way of thinking, the book-keeper's chances never were better than they are to-day, and I doubt if they ever will be better. Whether he gets ahead or not rests largely, almost entirely, with the book-keeper."

One thing is certain: The book-keeper's work has been narrowed down to more of a matter of routine to-day than it was five or even three years ago. The system of keeping books has been almost completely revolutionized by big firms, and with this revolution has come a narrowing of the lines along which the book-keeper works. The present methods lighten his duties materially, but at the same time they limit his opportunities for knowing much about the details of the business outside of the incidents of his own department or the alphabetical limits of one ledger.

Under the present system loose leaf ledgers are used. They are ar-

ranged alphabetically. One book-keeper may have accounts ranging from A to AR. His entries are set down for him by a force of young women, who record accounts with a specially built typewriter. These accounts are itemized, and when filed comprise what was formerly known as the journal. The only thing that concerns the book-keeper is the totals. These he records in his ledger. This constitutes his work. He knows nothing of what goes on outside of the transactions in his own ledger.

John G. Latham.

The Use of Sanitary Baskets.

One of the results of the difficulty of securing domestic help has been an enormous development during the past few years of the bread shipping industry. Bread is ordered from the grocer and without a thought as to how it has been handled from the time it leaves the bakery. It is assumed that the bakery is conducted on sanitary principles, as in fact all first class modern concerns are, everything being kept scrupulously clean. But, according to the State Board of Health, little attention is paid to the protection of the bread from contamination after it leaves the bakery.

Says Secretary Baker: "The woven boxes and baskets commonly used are full of cracks and crevices; slats are often broken, and such packages absolutely fail to protect the contents from germs and dust-laden winds. Furthermore, such packages are frequently left standing on walks, on store floors, on depot platforms,

and who can tell whether the bread has been subject to contamination or not."

Dr. Baker mentions the fact that a new package or case has been invented, which, covered with heavy painted canvas, is proof against contamination and impervious to moisture. If shipped in such a case he believes the public would know the bread was as pure and wholesome as it was when shipped from the bakery.—Lansing Republican.

Be a Good Boy; Good-by.

How oft in my dreams I go back to the day

When I stood at our old wooden gate,
And started to school in full battle array,
Well armed with a primer and slate,
And as the latch fell I thought myself free.

And gloried, I fear, on the sly,
Till I heard a kind voice that whispered to me:
"Be a good boy; good-by."

"Be a good boy; good-by." It seems
They have followed me all these years,
They have given a form to my youthful dreams

And scattered by foolish fears,
They have stayed my feet on many a brink,
Unseen by a blinded eye;

For just in time I would pause and think:
"Be a good boy; good-by."

Oh, brother of mine, in the battle of life,
Just starting or nearing its close,
This motto aloft, in the midst of the strife,

Will conquer wherever it goes,
Mistakes you will make, for each of us errs.

But, brother, just honestly try
To accomplish your best, in whatever occurs.

"Be a good boy; good-by."
—Saturday Evening Post.

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Some of the Evils of Boarding House Life.

Written for the Tradesman.

A correspondent of this paper writes, asking me if I think that an able-bodied woman is perfectly normal who is willing to spend her life boarding rather than undergo the trouble and exertion of making a home for her husband and children.

I do not. I think such a woman is a freak, a monstrosity, a perversion of every womanly instinct, a creature who ought to be done in wax and placed in the chamber of horrors in the Eden Musee instead of making a good man miserable and dyspeptic. There is something radically wrong with a woman who does not want a home of her own, and she whose soul is not thrilled by the sight of pots and pans and who can gaze unmoved upon a china display or a bargain sale in table damask is fit for treason, strategy and strife, and other women do well to keep their eyes on their husbands when she is around.

This strange and unnatural being is indigenous to America, and it is the one product of which we have the least reason to be proud. In no other country under the sun is it the custom for young couples, when they get married, to "take

rooms," as the specious phrase goes, in a hotel or boarding house and thus begin their new lives under a raking fire of criticism and observation or for married women to refuse to live in the homes their husbands provide for them and drag their families away into the noise, the publicity and the vulgarity of public hostelry. This is a state of affairs distinctively American, and America leads the world in the number of its divorces, for as a good aid to marital discord the boarding house heads the list.

We talk a great deal about the influence of home, but we are far enough from realizing its full significance. If we did, a young man would no more think of taking his bride to a boarding house than he would dream of taking a wedding journey to the divorce courts. As it is, he figures out that two people can board cheaper than one, and that he will save his wife the labor and care of house-keeping, and so he takes "apartments" in whatever grade of hashery his means will allow, and by the time he finds out his mistake the mischief is done. Boarding is responsible for the alienation of more affection, the shattering of more of love's young dreams and the beginning of more silly flirtations that end in disgraceful intrigues than every other cause combined.

To take it in its baldest aspect it is impossible to make a home in a boarding house or a hotel. It is merely a place where one eats and sleeps like an animal. No affection

can strike its roots down into a room where one tarries only a week or a month and that has no associations clinging to it, no memories to make it dear and sacred. Worse than that, no interest attaches to it, and there is something in its very atmosphere that drives you forth in search of amusement and entertainment. Nobody can picture a happy family spending a quiet evening in loving converse in a boarding house room.

As a matter of fact, people who board generally pass as little time as possible in their own rooms. They congregate together in the public places, and whether it is in the sumptuous splendor of Rubber-neck Hall in the Waldorf-Astoria or the dingy parlor of a third-rate boarding house, the result is the same. It means the disintegration of family life. The woman learns to amuse herself in one way and her husband in another. They do not depend on each other for companionship, and thus at the very beginning of their married life a young couple who board begin to drift apart.

Another point that women seem never to have grasped is that they have no such other ally in holding their husbands as the home. This fact alone, and of itself, ought to make them flee boarding as they would the plague. Just as long as a man is interested in his home, just as long as he is willing to work to support it and deny himself things to beautify it, just as long as he rushes home from his day's work to enjoy it and has to be dragged away

from it, just so long may a woman possess her soul in peace. She has no rival. He is finding his pleasure and his interest where they should be, for nature intended that every young couple should build their nest as the birds do. Indeed, it is this instinct—this desire to have a home of his own—that prompts most men to marry, and a woman interferes with it at her peril. Of course, we all ought to be so strong and noble that we will do right for right's sake, but the way human nature is built the majority of us find that we are most apt to walk in the straight and narrow path when we have a good high fence that we can not see over, walling us in on both sides, and this being the case, the wife who deliberately drives a man away from the safety of his own fireside is either superhumanly vain or foolhardily reckless.

Still another reason why the boarding house is a sure promoter of domestic infelicity among the newly married is that there is too much outside interference. No two people in the world, coming of different families, with different habits and tastes, ever adjusted themselves to each other without some inevitable friction. If they are by themselves this does not matter. The bride will weep and the bridegroom will call himself a brute and the little quarrel will blot itself out in the kiss of forgiveness on either side, but with a boarding house looking on and backing them as if they were principals in a prize fight, the spat

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becomes a tragedy. "Don't give in," say the women. "By George, I'd like to see any woman boss me," sneer the men, and so the mole hill grows into a mountain and the man goes off and gets drunk to drown his sorrow, and the pretty bride begins to flirt with the star boarder to show her husband that she can still attract other men, and the evil genius of the boarding house has raked in two more victims.

Of the demoralizing effect on any woman's character of having nothing to do, and no responsibility, it is needless to speak. This is what makes the boarding habit for women every whit as bad as the drink habit for men. It is just utterly impossible for a crowd of women to sit up together with no other occupation than conversation without becoming scandal mongers, possessed of malice, envy and all uncharitableness. Dress and your neighbors, your neighbors and dress, these are the two topics that fill the whole mental horizon of the boarding house woman. She learns to judge people by their clothes, to feel that to be in the fashion is the chief aim of existence, and even to value her husband in accordance with the amount of money he can afford to give her for extravagance.

Nor is this all. An idle woman's heart is the devil's workshop, and the epitome of all that is disgusting is the type of flirt that is bred by the boarding house. You may find her in every one in the land—a poor, weak, vain, frivolous woman, who is so disloyal to the bread she eats that she complains to other men that the honest, hardworking man who is slaving to support her is not worthy of her and does not understand her. Such a woman never notices her husband except to vent some tart witticism on him at the boarding house table, and as you watch her oggling other men and coquetting with brainless little counter jumpers, you are filled with pity as well as aversion, for you know that she would have made a decent, sensible, respectable woman if she had lived in her own home and had plenty of work to do.

Why do women board? Because they are lazy. They are not willing to roll up their sleeves, figuratively speaking, and do their part towards making a home as they expect their husband to do his towards making a living. If they have any trouble with servants the first thing they do is to store the household lare and penates and fly to a boarding house. This is not only cowardly, but dishonest. Few men marry for the privilege of continuing to board. They expect their wives to keep house and make a comfortable home, and when a woman fails to do this she has defaulted on her part of the marriage contract. Of course, the servant question is given as an excuse for this hegira of women from their own home into boarding houses and hotels, but this apology is valid only in the case of invalids. In these days of modern conveniences there is no reason why any

healthy woman can't do her own house work with such help as she can get, and when one refuses to do it, it is because she prefers to sit up in a rocking chair and talk scandal in a boarding house to making her husband comfortable and happy.

As for raising children in a hotel or boarding house it is a crime that ought to be actionable by law, and women must have neither heart nor conscience who are willing to do such a thing. The little waifs of the streets, without home or uplifting home influences, are not more unfortunate than are the children of rich people who are reared in hotel corridors, and the sacred memories of whose early lives are riding up and down in a hotel elevator or sitting around hotel lobbies listening to the smutty stories of sporty ladies and gentlemen.

The most needed reform in this country is the return of families to individual homes instead of herding together in hotels and boarding houses. It would do more for the abolition of divorce, the suppression of immorality and the advancement of child culture than anything else in the world, and it is earnestly to be hoped that the husbands of the country will form themselves into a Home Keeping League for the reformation of wives and the cure of the boarding house habit.

Dorothy Dix.

Wedding in Modern Style.

The modern bridegroom led the modern bride to the altar. The modern clergyman was waiting for them with his modern wedding ceremony.

"Will you," he said to the bridegroom, "take this divorced woman to be your social wife, to have and to hold until you are both tired of each other?"

"I will," said the groom, "with the understanding that she is not to kick up a row no matter whom I bring home with me, and that she turns over all her available cash to help me out of my scrapes."

"And will you," said the clergyman to the woman, "take this man to be your companion in misery for so long as you think best?"

"I will," said the woman, "if I don't have to nurse him when he is sick or take breakfast with him."

"Is there anyone," said the clergyman, "who objects?"

"No one," said the spokesman for the congregation. "We are all very glad of it. It makes gossip, and the mere fact that we are here will enable us to have our names in the papers. Let the ceremony proceed."

"There!" said the clergyman, "I pronounce you man and wife. Send me a check or cash by registered mail, give your names and a description of your presents to the society reporters, and when you want a divorce here's the card of the best lawyer in the business."

The recommendation of Gen. Miles that the United States troops be used to build good roads, while not an entirely new idea, is still a thought worthy of serious consideration. It

is worthy of consideration coming from the high source from which it does. The General has a double purpose in his mind, that of extending and improving the public highways, and also the welfare of the soldier. No one is better aware than an army officer of the value of steady and legitimate employment. Army camp drill is not enough to make

good citizens as well as good soldiers out of the boys in uniform, and the United States soldier is a citizen soldier. The improvement of the highways by the army would furnish healthful employment and form a connecting link of interest between the soldier and national public affairs which could not fail to have a good effect.

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AFTER HOURS.

Should the House Dictate to the Clerk?

Written for the Tradesman.

It was just the time for the business in hand and the Co. part of the firm of Hapgood & Co., cheered first by a good breakfast and afterward by a long list of orders by the morning mail, which he had just finished looking through, turned with a cheery welcome to the incoming man whose hand that instant was turning the office door knob.

"The man of all men I wanted to see! Good morning, Mr. Harbin, with a world of welcome. Take the chair with the arms and let me give you a cigar that to my mind is worth the burning.

"Now, then, about this boy, Kincaid. I'm going to show you my hand, so that you can see from the start that I'm on his side and have been all along. You are his father and on that account I'm going to talk straight from the shoulder and if I say anything you don't understand you must stop me right there and have me explain.

"In the first place he fits exactly into a little corner of my make-up and on that account I like him. We have that little touch in common which makes us kin and I am afraid that I have been indiscreet enough to let him see that for some reason or other he can 'work me.' Not beyond all bounds—I'm not fool enough for that—but he knows that my kinder side is towards him and he has not that circumspectness with me and towards me that the rest of the boys have. That, however, has worked to the advantage of us both for it has given me an insight into the boy that otherwise I would not have had. It is that insight that I'm going to talk to you about this morning.

"From a business point of view Kin's all right. He hasn't a lazy bone in his body and the muscles that move them are all sinew. He's been with us now two years and I have yet to hear any complaint about that. In all those qualities that enter into a successful business life—honesty, push and the rest—he's right there, and there isn't a man above him who hasn't commended him; all of which suits us here in the front office. You have a boy in Kincaid, Mr. Harbin, that has his future in his own hands with the house of Hargood & Co. to help him along when he needs help—if!

"There's where I come in and there's where your knowledge of your son is of great importance. We are not going to have any man with us who can't stand an examination of the X-rays. I know Denver is one of the trying cities of the whole earth for wholesome living, and I know the testing fires are as hot as the crucible will stand; but, when the test is over, we want the pure gold or we want it with an alloy at as low a per cent. as we can get. It is this per cent. which we want as a permanency, and we believe that Kin is going to make it.

"There is a lot of tommy-rot as to which is the best place to bring

up a boy who has common sense, and somehow or other the idea has gone forth that the city is the hot hole. Don't you think it. I was brought up on a New England farm and I left it at sixteen for the boarding school; and I say, to the shame of the 'land of the pilgrim's pride,' that not a word nor a thought has been added to my list of vileness since that far-off home-leaving. Kin has had the same instruction on the other side of Pike's Peak. All Colorado, honey-combed as it is with mines and miners, has been doing—is doing—for the boys here what the farm did for me, with this difference: the God-fearing influence that broods upon the New England hills is lacking in Colorado and all over this Western section of the Middle West.

"Kincaid came to us from that Colorado ranch-life when he was sixteen and, young as he was when we took him, he was no kid. His first year brought out his untiring industry and the other qualities I've mentioned and above all the one fact that fastened him to me—he let nothing in the shape of a side show turn him a hair from the real work in hand. He laid that first year a foundation as firm as the everlasting hills, and long before it was over we felt in here that we'd found the man we had been looking for.

"That foundation laid, the boy began to let up. He had got acquainted. The seed dropped in the fertile soil by the cowboy of the ranch came up. It was to be expected. The tares have to come up with the wheat and all last year the two have been growing up together. They can not be separated, and I don't know as they need separating. If the grain under any circumstances isn't better than the tares we don't want it, and I've an idea that that is the lesson of the parable. I know this, and so do you, that now is the growing time for wheat and grain alike and if the tares are coming out ahead it is better to know it now than later on. From our place it looks as if the wheat has the start. There is a strong suggestion of a fine filling out and, what is very pleasing to us, an indication that Kincaid is getting to see the difference between the wheat and the tares and that he has about made up his mind to get away and to keep away from the weed business as much as he can."

"Is here where I come in?"
 "Right here; and here's where you can help the boy and us. We are not supposed to know anything about this outside business. From his side of the fence it isn't any concern of ours what becomes of him after business is over, provided he does his duty by us from seven to six in the daytime. From a financial point of view that may be so, but from no other. A business to live must grow and its growth depends upon the growth of the men that manage it, and that's the kind of man we can see in Kin—the growing kind. He is now at that period with us when we can pull him up and throw him into the alley, but we think too much of

him for that. We want to keep him right here and I'll leave it to you if that isn't a splendid place for a desk right over there by that window.

"That, however, never is going to be unless he comes out all right this year. He's going to have a promotion and a raise in his salary and he's going to have a pretty square idea from me how things stand; and I think I know him well enough to believe that he's going to start in with some settled convictions as to a giving up of the old and a taking up of the new; but the one thing I want you to come down on strong is, that he must give up the idea that he's cheating us. It makes me mad, but it grieves Hapgood. The boy thinks that he can go right on with what he calls his 'high old times' and we never shall know anything about it. That's foolish. What is worse, it makes us afraid of him. It's the side of life, too, that we think the most of and the side we couldn't ignore if we were inclined to. It's a sweeping assertion to make, but it's a true one, that a man, young or old, whom we can't trust in this direction is one we can't trust at all.

"What we want in this house today is a man who will stand between us and the clerking force. He



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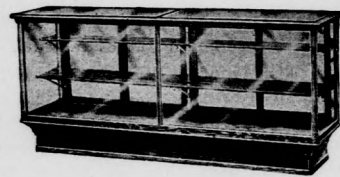
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must have fair outside and just as fair inside to win the respect of both. Nobody knows better than we do that there never has been and never will be any commercial angels flying around the house of Hapgood & Co., but, by jingo! we don't want any of the other sort and we're not going to have any. So, then, when Kin's third year is over if he's found out that an intimate acquaintance with the whisky bottle is an intimacy we won't put up with; if he has learned that the reputation of the house will never be entrusted to a man whose associates are not looked upon with favor by the best part of this community; if he isn't willing to be a pretty fair model of upright, progressive, first-class American manhood for the rest of the boys to look up to and copy, then there will be no more promotion for him and there'll be no desk by and by over there by that window with him sitting at it. As the matter stands now, Kincaid has it all his own way. We believe in him, we are satisfied that he is the coming man for the house and we want him. It remains for him to take himself in hand and to satisfy us that the conclusion we have reached is a good one. Especially must he stop the trying-to-deceive-us business. It may not be exactly the thing to say; but I will say it to you, that we—I am anyway—are willing to wink at the worst he has so far done if hereafter he will only be out and out with us. Hapgood and myself have not forgotten our own boyhood, we are willing to make all allowances for youth and heedlessness and indiscretion and with one sweep we are ready to clear out all offenses, if he'll only let the dead past bury its dead" and, beginning anew, let the real man come out that we know he has wrapped up in him. Are you willing, Mr. Harbin, to help us in this?"

"There can be but one answer to that question," was the earnest reply; and the outcome was what has been foreshadowed already. The young man showed himself equal to what was expected of him. His good sound sense, inherited from both father and mother, was found equal to the emergency, his crop of oats was too scant to harvest and his father told me that the boy had already concluded before his interview with him that "certain things" were going to be stopped. He promised the "Co." that he had already found out that he couldn't live two lives and that the covering up business had been a miserable failure. With this conclusion reached it is easy to say that the end of the third year found Kincaid Harbin in the line of promotion and best of all that in due time he did have his desk right over there by that window; and he was sitting in a chair by that desk when he told me what has here been written down.

"The fact of the case is," he said as I came away, "every boy has the desire to be somebody and to do something worthy of approval and while, of course there is a difference in boys, that desire will be sure to

show itself if it only receives the encouragement which I had from the firm of Hapgood & Co. when I was eighteen years old."

Richard Malcolm Strong.

Death Calls Without Warning.

I gazed from my window one morning
Upon a grove of trees,
That bowed their pretty heads
In answer to the breeze,
And I thought how much like people
Those trees appear to-day,
And they left on my heart an impression
That will never fade away.

The underbrush was children
Playing in childish glee
Around the tree as children
Play about a parent's knee;
And I seemed to hear their voices,
Hear them to each other speak,
With excited words, like children
Who are playing hide and seek.

There were groups of pretty maples,
Hickory and pine,
That grew so close together
That their branches did entwine;
That appeared like youths and maidens
So tall and straight and fair,
And they whispered to each other
Without a thought or care.

There were noble elm and oak trees
Towering up above the rest,
That seemed like men and women
Of the truest and the best,
Some were straight and tall and rugged,
Ready for life's earnest strife;
Some were bent and almost useless,
Who had nearly done with life.

Some had grown old together;
Some were now just in their prime.
There were children, youths and maidens
Who took no heed of time,
But they all grew close together,
Shared each other's hopes and fears;
They had whispered pretty nothings
In each other's willing ears.

But my eyes were ever turning
To a tree that stood alone;
No other tree was near it;
It seemed forsaken and alone;
And I sighed as I thought how lonely
That tree seemed ever to be,
With none to share its sympathy
In sorrow or in glee.

Months passed. I looked from my window
For my grove of talking trees,
That bowed their pretty heads
In answer to the breeze,
But alas, a heartless woodman,
With many a timely blow
In days I least expected,
Had laid each bright head low.

These I thought like human beings
O'er this earth so broad and wide,
Some brave the storms of life alone,
Others closely side by side,
And Death, like the heartless woodman,
Without warning perchance will call,
And we, like the trees in my story,
One by one will fall.

Laura E. Dill.

Told Her Secret at Last.

"A woman can't keep a secret," declares the mere man.

"Oh, I don't know," retorts the flut-tery lady. "I've kept my age a secret since I was twenty-four."

"Yes, but one of these days you will give it away. In time you will simply have to tell it."

"Well, I think that when a woman has kept a secret for twenty-one years she comes pretty near knowing how to keep it."

When traveling in Europe J. Pierpont Morgan likes to be approached by the natives in an easy, offhand manner, and his responsiveness amounts to actual affability. The other day a German took a seat opposite him in a railway carriage and was much interested in the big, black \$1 cigar the financier was smoking. "Would you mind gifting me one like dat?" he finally said. Although much astonished at the bluntness of the request, Morgan readily complied therewith. The German lighted the cigar, took a few puffs and, beaming with good nature, said: "I would not haf droubled you; but I had a match in mine poggid and I did not know vat to do mit him."

Fans for Warm Weather



Nothing is more appreciated on a hot day than a substantial fan. Especially is this true of country customers who come to town without providing themselves with this necessary adjunct to comfort. We have a large line of these goods in fancy shapes and unique designs, which we furnish printed and handled as follows:

100....\$3.00	400....\$ 7.00
200.... 4.50	500.... 8.00
300.... 5.75	1000.... 15.00

We can fill your order on five hours' notice, if necessary, but don't ask us to fill an order on such short notice if you can avoid it.

Tradesman Company

Grand Rapids, Mich.



Habits and Manners Which Are Disagreeable to Customers.

Independence and unconcern for the opinions of others may be a good thing to possess at times, but the most of us have a little too much of such sentiment tucked away under our hats. Clerks are liable to develop or acquire that sort of independence of action in their personal habits and are liable to resent any reference to it as something that is not the business of the person who speaks of it. If the boss should say to you, even in the most pleasant tones that he would like you to change your habits in certain ways for the good of the business, you would resent his request as something that was beyond his rights and something that interfered with your personal and private affairs. It is well to bring a few such things to your notice here, because you will stand for reference to them much better than as if they were brought to your attention by word of mouth.

It is not all a matter of attire, speech and bearing, but is also largely a matter of habits you have more or less unconsciously acquired and which may not seem at all out of the way to you while they are really disagreeable to customers who are forced to observe and perhaps be

annoyed by them. The other day a habit all too common among clerks was brought to my attention. A store which closes at 6 o'clock had very few customers and the most of the clerks were waiting for the closing gong to ring, when two customers came in ten minutes before six. When they made their request known to the clerk in the department he immediately pulled a watch from his pocket and noted the time. The customers knew they were late, but they had been unavoidably delayed and had not purposely come to the counter at that time. They consequently felt much annoyed at what seemed the intention of the clerk to impress upon them that they must needs hurry with their errand.

It is not very probable that the clerk intended anything of the sort, and it is probable that looking at his watch at that hour was a habit acquired a long time ago and now followed unconsciously on almost any occasion. If he had been spoken to then and there about what he did, he would have felt injured because of somebody's attempt to interfere with what he considered his personal rights. Why should anyone attempt to tell him when he could note the time by his watch and when he could not? Why should it be the business of anyone to say anything about what he did merely because a couple of belated customers might feel as though they were not wanted? And right there is the point to be noted.

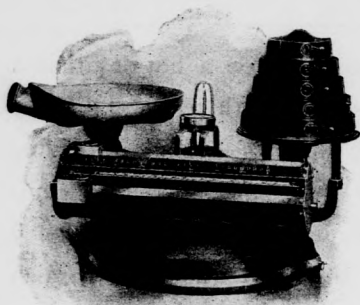
Whatever is of interest to a cus-

tommer in the conduct of the business of the store is of equal interest to the people of the store. Everyone in the store should be concerned about the opinions and the likes and dislikes of customers, and if anything in the conduct of clerks or bosses is any way distasteful to customers that conduct should at once be made the concern of the person, or persons, who may be guilty. The matter of the minutes before closing time is nothing to the clerk who has a customer before him, for he will have ample warning that the time for closing has arrived. If he fears the store may close before a customer is waited upon, he can tell that customer that it may be necessary to hurry in order to finish the work, but the occasion for that sort of thing is so seldom that it seems absurd to think of it. You clerks who are working in stores where there is no stated closing time need worry little about that part of it, but you can well estimate the effect upon customers of looking at your watch when they are slow, indecisive, or when you wish to get away from them for any reason. Unless there be some urgent necessity for watching the time, don't do it when waiting upon a customer. There is no necessity for it and more harm than good is liable to be accomplished.

A fellow clerk who was really a good salesman and who understood goods well, was in the habit of going to the rear of the store anywhere from five to fifteen times a day to

smooth down his hair, adjust his necktie, brush his coat and perform various other stunts in the way of smoothing his appearance. Many times I have watched customers note that trait of character, look at each other and smile, and have felt sure that when they went home one of their topics of conversation would turn upon the endeavor of that clerk to make himself so smooth at the expense of the time of the house, when he lost more trade than was possible to gain through the practice. It is not that I do not believe a clerk should always look well groomed, but it is that I, along with a good many hundreds of your employers, think that the time consumed in such personal attention when there are customers in the store is valuable time wasted. If the boss should speak to you personally about it you would feel insulted, and would perhaps take the opposite course and allow yourself to become slovenly and unkempt in appearance simply to gain vengeance for having had your "personal rights" interfered with.

Another clerk of my acquaintance, this time a young woman, had a habit of carefully looking over the dress and general outfit of every customer who came handily within the range of her vision. She was a most excellent clerk and a fine saleswoman, and she intended her inspection to be an aid in the selling of goods in that she might be able to tell other customers how to use and apply materials they bought from her. She



No. 76 Weightless. Even-Balance

40 per cent. Gain Over Last Year

This is what we have accomplished in the first six months of this year over the corresponding months of last year.

MONEYWEIGHT SCALES

have from the first been the standard of computing scales and when a merchant wants the best his friends will recommend no other.

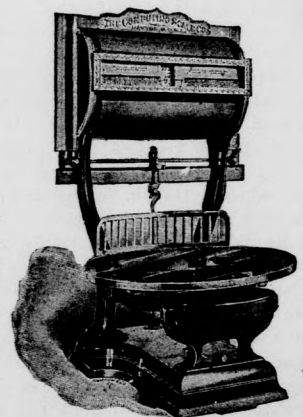
We build scales on all the known principles: Even Balance, Automatic Spring, Beam and Pendulum, all of which will

Save Your Legitimate Profits

A short demonstration will convince you that they only require to be placed in operation to **Pay for Themselves**. Ask for our illustrated booklet "Y."

Manufactured by
Computing Scale Co.
Dayton, Ohio

Moneyweight Scale Co.
47 State St., Chicago
Distributors



No. 63 Boston. Automatic Spring

was particularly careful to closely examine every waist and every piece of neckwear. She did not talk about these articles with the other clerks in a manner of criticism, but every customer who knew she was being carefully looked over by that clerk had a wrong conception of the object of the overlooking and felt it was for the purpose of criticism. This feeling made the customer uncomfortable and embarrassed. It was a detriment to the store, and all unconsciously so on the part of the young woman who was guilty. Had the boss told her he wished she would not do it, or at least not make the inspection quite so carefully, probably she would have asserted her independent "rights" and made reprisal in some manner.

There are hundreds of young women clerks doing this same thing, yet doing it without the intention of insulting or annoying the customers in any way. You young women who are in search of such information should bear in mind, always, that many customers will not stand for such inspection and that you can not afford to gain the ill will or the ill speech of any customer through looking her over too closely and sizing up her dress. The information gained may not pay for the annoyance given the customer, which you do not see or know at the time.

A clerk who has formed the habit of interrupting the work of another clerk when the latter is attending to a customer does something that is very often to the detriment of the store. A customer is entitled to the entire attention of the clerk who is waiting upon her so long as there are not many others who are also being waited on at the same time. A customer is almost invariably willing that someone else shall be waited upon at the same time if there be a necessity for it, but it is annoying to her to have other clerks asking questions or volunteering remarks when she is being waited upon, if those questions and remarks do not relate to her purchases.

The helpless clerk—the one who never knows where anything is—comes to the busy one while a customer is being served and asks for this and that and the other thing; or, perhaps calls across the store to enquire where such and such an article may be, or whether there is more of such-and-such goods in stock. This is a habit contracted by clerks all over the country, and is an annoyance not only to the customer whose clerk is interrupted, but also to the customer of the questioning clerk. A woman does not like to have her wants published to everybody in the store and she has a right to be offended when a clerk goes about asking for goods or talking to other clerks concerning anything which she may be desirous of looking at. You will find the habit prevalent in your store, and it may not be beyond possibility that you have it yourself.

There are clerks who have taken it upon themselves to decide about what a customer should buy when

she comes to the store, and that habit has so settled upon them that they make themselves very annoying at times. A customer comes after dress goods and one of these clerks will decide that she should afford a certain grade. He makes this decision because he knows the customer and her circumstances. He sometimes comes almost to the point of insisting that she buy goods at fifty, or seventy-five, or a dollar, when it is really none of his business what she buys so long as she is suited. I have known clerks to thrust such opinions on customers until customers have plainly told those clerks that they were selecting their own wearing apparel. The clerks thus brought to their senses invariably afterwards state that the customers were cranks and very difficult to handle.

These are not all of the habits of clerks that are detrimental to their usefulness and detrimental to the reputations of the stores where they are employed, but they are illustrative of the habits which can bring trouble to any store and which are found to some degree in every store. They are largely due to an unconsciousness on the part of the clerks. No offense is intended and none thought of when the habits are contracted. A little more thought, a little more carefulness, a little more consideration of what is really due the customer, a little more of the thought that you are there to serve the customer and not be served by the customer—all of these will bring about reformation that will make better clerks of you, and that means that the stores where you work will be better stores. Those are the ends for which you must needs work.—Drygoodsman.

Footwear Trade Benefited by Walking Length Garments.

A shoe retailer says that women's fashionable skirts are of much help to the trade. Short skirts make woman very much more watchful of her shoes. A woman who cares anything at all for her dress has to look sharply after her footwear. The short-skirted girl of a year or two ago is not in it at all with the short-skirted girl of the present season. The swing-clear skirt no more resembles the short skirt of a few years ago than the dress of to-day resembles the dress of the tailor-made period. One was all severity. The other is all grace. One made a woman angular and awkward and masculine. The other adds a feminine touch to even the homeliest figure. The skirts of this season, those that are made on the new art lines, all swing clear. If they touch they are of the round length—that is, the length which just touches the floor all the way round, making the shoes a prominent feature of the costume. All of which augurs well for the shoe business.

To mount the social ladder successfully requires the skill of an expert trapeze performer.

Who worships the golden calf has heavy market bills to pay.

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.



JENNINGS' Flavoring Extracts

Terpeneless Lemon
 Mexican Vanilla

are worth 100 cents all the time

Jennings Flavoring Extract Co., Grand Rapids

Every Cake



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

Fleischmann & Co.,

Detroit Office, 111 W. Larned St.

Grand Rapids Office, 29 Crescent Ave.

We want your next order for flour. We do, provided you want the best flour that is manufactured to-day.

Muskegon Milling Co.

Manufacturers of

New Silver Leaf Flour

Muskegon, Mich.

Do Not Isolate Yourself

By depriving your business of an opportunity to reach and be reached by the

67,000 Subscribers

to our system in the state of Michigan.

A telephone is valuable in proportion to the extent of its service. The few dollars you save by patronizing a strictly local service unquestionably costs you a vastly greater sum through failure to satisfy your entire telephone requirements.

Inquire about our new toll service Rebate Plan

Michigan State Telephone Company,

C. E. WILDE, District Manager, Grand Rapids

DRY GOODS

Weekly Market Review of the Principal Staples.

Laces—The consensus of opinion among retailers and wholesalers is that net top laces will be very fashionable during the coming season and will be used outside of New York for sleeve trimming as well as for ornamenting evening and house gowns. Venice goods will be in vogue and will be purchased by the popular trade. Allover will be in demand for the separate waist. Handsome outer wraps will be adorned with wide bands of black silk lace guipure. On white evening garments white lace of the same nature will be used. The importers who left for the other side early in May are expected to return about the middle of this month, when it will be possible to obtain more definite information in regard to the novelties for the coming season. Despite the fact that the lace season is practically over at retail, the lace departments in the various stores in this city are still busier than most of the other departments. Laces in fact are used all the year round. Although expensive laces are always used in the fall, the buyers will be more conservative than ever in placing their orders on high-class novelties as they all have a good stock of those goods on hand and for the last two seasons they have not been selling as well as usual.

Trimmings—Although the trimming salesmen are on the road with their new lines of goods, it is impossible at present to state just what is going to be in demand in trimmings. Buyers are only purchasing a little of each style. Spangled goods are now shown in all the fashionable shades as well as black. These goods are certainly handsome and will look very attractive on evening gowns, but it is a question as to how they will take. Black spangled goods are very strong. The reason given for this is that they are the most attractive trimming for the money. Furthermore, the damp air will not affect them. Yellow and burnt orange are two colors which are likely to be used for trimming the gown; during the coming season if Paris sets the fashion. Brown is to be as popular as ever and burnt orange blends splendidly with this color. Among the novelties of the season are embroidered bands in light color silk on flannel. These are very pretty for flannel shirtwaists, which are coming back into fashion. There is a diversity of opinion in regard to whether colored or black braids will be the best sellers. Some houses have great confidence in the various shades of blue, green and brown to match the materials, while others of equally good authority believe black will be the best seller. The button importers, who have been abroad, report that large buttons will be in big de-

mand for the coming season. Metal buttons will be popular. Gun metal buttons are still in good request and are rivals of the gilt. The latter, however, look better on the summer suit. If velvet suits are fashionable cut steel buttons will sell well.

Umbrellas and Parasols—Manufacturers of umbrellas are backward in getting their fall line of goods ready. In most instances they had a very unsatisfactory spring business. The retailers still have plenty of stock on hand and will probably not be in a hurry to place their fall orders. Pleasant weather is helping the sales of the parasols. If it continues the retailers will probably be able to dispose of the stock on hand without cutting prices to any extent. A parasol is certainly necessary to complete the summer costume. Many women do not seem to realize this fact until they don their summer dresses. The best sellers are the plain silk with a few tucks or made perfectly plain and ornamented only by hemstitching. A great many fancy handles were brought out this season, but they have not been a success. The biggest bargains will be found in the high-class novelties, as there has been very little call for this class of goods, yet retailers must always have some to show to customers. From now on retailers will begin to do a good business on white parasols of linen and silk. These are strictly summer articles and are seen mostly at the seashore. White linen parasols will probably meet with favor because white linen suits are in vogue.

Gloves—The demand for fabric gloves has not been as large as was expected. The importers attribute it to the fact that there have been several auction sales on this class of goods. Furthermore, many houses are selling lace goods at greatly reduced prices, and the retailers are anxious to push them so that they can dispose of the stock on hand. The best sellers at present are black and white silk gloves. Earlier in the season tans were in good request, but during the summer months it always settles down to black and white. It is said the demand for white silk gloves has been so large that not a wholesale house in the city has any in stock, and they are all behind on their orders. Of course, the cheaper grades are the scarcest. If July and August are very hot the sale of fabric gloves will probably improve considerably. The majority of women to-day will not wear a kid glove in the summer time, and if they can not get silk gloves they will have to purchase the fabric glove. An importer says it is a wrong idea that suede lises are warmer than silk. It is reported that colored kid gloves are coming back into vogue. The import orders on brown, tan and mode have been very large. It is expected that dark blue and green gloves will also be used to some extent. Notwithstanding the fact that the strike at Gloversville has been settled many dealers believe there will be a scarcity of cap gloves to sell at \$9.50 per dozen. Manufacturers have been taking orders just the

\$3.50



Per dozen is all we ask for our Lot 100 Plaid Coats. These are the EMPIRE make, which is the usual guarantee of full size and good fit. They are worth more money. We also have the "bargain store" article at \$2.25 per dozen if you want them.

Merchants' Half Fare Excursion Rates every day to Grand Rapids. Send for circular.

Grand Rapids Dry Goods Co.

Exclusively Wholesale
Grand Rapids, Michigan



Are You Satisfied with Your Corset Business?

Puritan Brace. Style 21.

The man who is thoroughly satisfied with himself and the condition of his business has an elegant start toward decreased sales and smaller profits every year. There are a whole lot of things we do not know about the corset business, but there are a few things we have paid dearly to learn and if you want the benefit of our experience in building up and maintaining

A Retail Corset Business

you can have it for the asking.

Puritan Corset Co.

Kalamazoo, Mich.

same as usual, but it is said they will not be able to turn the goods out on time. The wholesalers look forward to a good fall season. If colored gloves are in vogue a woman requires so many more pairs, and, furthermore, they do not clean as well as white gloves. Despite the fact that the suede gloves look the best on the hands, glace gloves are still in demand. This is no doubt due to the fact that they wear better.

Linen Suits—The warm weather has brought the linen suits into prominence. Some are made up in the style of shirtwaist suits, while others are made with coat and skirt. They are worn both in white and colors, but the former is the more popular. Twenty white linen suits are seen to one colored one. The skirts are of the plaited order, and are all made walking length. Some, of course, are shorter than others, this being merely a matter of taste. The coffee jacket, which is one of the late models, has been especially popular for this class of goods. It is favored by thin women and young girls. The strictly tailor-made garment has the coat 24 or 26 inches long, with fitted back and semi-fitted front, or is made with a very long coat known as the "tourist." This garment can be worn either as a suit or a separate garment, and looks smart on a very tall woman. The linen suits have the trimming confined mostly to the jacket. White braids and trimmings are used on the white gowns. The expensive linen shirtwaist suits are generally ornamented with handsome hand embroidery on both the skirts and waists. The plainer garments are made strictly on the shirtwaist style.

Underwear—Underwear dealers report that more medium weights have been sold so far this season than have the light weights. This, of course, applies to cotton goods. In the woolen grades many light weights have been in demand. These medium weights of cotton underwear and the light weights of woolen underwear have been purchased by the trade who feared that they might contract colds, or by those who had already suffered an attack of pneumonia, etc. The cool weather of the spring was an advantage to the underwear stocks. If the trade has been compelled to buy medium weights the same trade now need light weights, as they will decline to suffer with medium weights with the weather so hot. Taken altogether, the conditions this year offer little excuse for complaint. In the summer show of underwear that has now come into full blossom the various mesh constructions appeared in multitudinous display. A great number of cotton garments have been added to the volume of production in this section of the underwear trade, but as they occupy a price position by themselves, their coming has not interfered with the dealer and better garments, the original goods of flaxen fabric known as linen, and retailing at from \$3 to \$6 a garment. These maintain their deserved position among an increasing clientele, with whom "reduced from" works no charm in the way of pur-

chase inducement. The virtue of the mesh weave, in the strictly hygienic sense, lies more with the firm texture of flax than with the yielding consistency of cotton. A good profitable price is upheld for the retailer by the manufacturer, and he supports his customer through liberal advertising to the consumer. Among the new features noted among the cotton mesh garments is to be seen "French lisle mesh," also "French lace lisle," ticketed to sell at 75 cents per garment—the former bearing the Swiss national emblem as a trade mark. One is inclined to wonder at the low price and at the contrasting story which accompanies the price quotation, viz. "worth \$1.50." If the garment is worth \$1.50 why, and especially now, is it offered at 75 cents? Such contrasts are ridiculous exhibitions, even when goods are "dead bargains" to a retailer in his line of purchase. In the struggle for thinner thickness "cob-web crepe" is a new fabrication in underwear, a tissue-like construction that should stick closer than a brother, but which may be companionable in the comfortable sense when high temperature rules.

Hosiery—The summer hosiery exhibit is made up of something of everything known to the trade for the last few seasons as good things for the manly foot. Tans of various shades, blues, greens, slates, champagnes, fawns, etc., compose the solids. Persians appear as new (so-called) effects in colors. Embroidered hose are classed as staples, as they deserve to be, and light gauze textures, laces, and laces with embroidered relief work are strong in the lines for the summer boy and his low-cut tan shoe.

Increasing the Yield of Bread.

Bakers are foolish who do not recognize that there are two sides to the question of the commercial wisdom of stretching the yield of bread per barrel of flour to the last notch. The tendency among bakers is to become so absorbed in the effort to secure an additional yield of five or ten loaves as to forget that there is another way of looking at it. A writer in an Australian paper tells in this way how it strikes him:

"I note that Mr. W. Farrer, the Government Wheat Experimentalist, after about twenty years of very expensive and laboriously carried out experiments, has succeeded in producing a wheat so strong that a sack of flour from Mr. Farrer's improved wheat will make 327½ pounds of bread, as against 285 pounds which the ordinary wheat will yield for sacks of 200 pounds. The explanation of this is that Mr. Farrer has produced a wheat which, in the process of bread-making, will take up 42½ pounds of water over the necessary amount per sack of flour, and enable the baker to sell that 42½ pounds of valueless water to the consumer at the price of bread. There is not one particle more food in the 327½ pounds produced from Mr. Farrer's improved wheat than in the 285 pounds produced from common or garden varieties of wheat, but

there is 42½ pounds more water, which is sold as bread. Now, the question arises, what right has the Minister of Agriculture to use the public funds to assist bakers in doing what, to the unbiased consumer, would seem to be neither more nor less than a gross swindle on the public, and what would be so regarded by all consumers if they knew what the use of strong wheats meant?

"A few years ago a sharp Yankee found out a process by which he could make hogs' lard take up 10 per cent. of water without any apparent change in the lard. He was denounced as a swindler, and legislated against so as to make the swindle impossible of repetition. Some of our tanners have lately been dealing with Australian leather in the same

way, making inferior leather take up a considerable weight of a valueless substance which is sold as leather, seriously damaging the Australian leather trade, and discrediting our leather in every part of the world. Many oversharper dairymen in the past used to add 10 per cent. of water to their milk, and sell it to the consuming public at the price of milk, but we have long since made that a penal offense in the case of dairymen. Now, I will ask, does the case of the baker who makes his flour take up 15 per cent. more water than is ordinarily done differ essentially from that of the Yankee lard maker, or the tanners, or the dairymen above referred to?"

BLANKETS BED BLANKETS and COMFORTABLES



We make a specialty of Blankets and Comfortables, and our line is now ready for inspection. Cotton, Wool, Cotton Warp and All Wool Blankets, knotted and stitched Comforts in print, sat, ne, silkoline and silk coverings. Our line this year contains some exceptionally good values.

Ask our agents to show you their line

P. Steketee & Sons, Grand Rapids
Wholesale Dry Goods

Merchants' Half Fare Excursion Rates every day to Grand Rapids. Send for circular.

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.

PICKFORD.

Typical Backwoods Town in the Upper Peninsula.

Written for the Tradesman.

We have all of us heard people tell about the country towns in which they have either resided at some time in their career or have visited at one time or another. And we who have listened to the tales of life in the country districts generally picture in our mind's eye a spot in some old settled country—perhaps away down in "York State"—where the perfume of apple blossoms fills the air of a springtime morning, or where the bovine inhabitants roam the streets and lanes in quest of the fragrant clover, unmindful of the gentlemen who have seen fit to enact laws to keep them within the bounds of the "back meadow."

But who in all the country has ever thought of a country village in the Lake Superior country, that part of Michigan that lies in close proximity to the land of the moose, where the virgin forests of Ontario still shelter the beasts of the North, where the settler has yet to settle and where the music of the whispering pine is the only sound wafted to the ear of man should he shoulder a pack and tramp in the direction of the north pole.

Now it is a chronic complaint with a few of the residents of the Upper Peninsula that there is no farming country that can compare with that of other sections of the nation. And the disciples of things pessimistic who reside in this part of Michigan are, like their brethren of the southern counties, loud of mouth and most eloquent in debate. Consequently, when the stranger wanders into the Upper Peninsula town, it is but natural that he hears the tale of the street corner seers before anything else. Small wonder, then, that many go away without an opportunity of learning the true facts in the case.

The best way to find out the exact condition of things is to make an investigation and not rely on the word passed along from soap box to cracker barrel by the gentlemen of the corner grocery. Viewing things thusly and entertaining a hankering to know the real condition of the people in some of the "back districts" of Upper Michigan, I took a trip recently that carried me nearly across Chippewa county, one of the largest counties in the State, for the purpose of learning more of the people who dig their living from Upper Peninsula soil. That was how I came to drop into Pickford, some days ago, and view with satisfied eye a real, back country village, miles from the nearest railroad.

When I reached the place it was dark and I was thus unable to gather much of an idea as to what the place looked like, but the next morning when I arose and went out on the street I was surprised to see one of the prettiest little settlements I have ever visited. True, there are more beautiful villages in the country than Pickford, but there are more to be found that are not half so attractive.

I found a village of perhaps 300 souls, located in the valley of the Munekong, along whose green banks as far as the eye could reach stretched beautiful farms that would compare favorably with anything to be found in the oldest counties of the Wolverine State. The fields were green with waving clover and timothy, while here and there herds of blooded cattle could be seen feeding on the luxuriant grass. For miles to the southward stretched hills that formed a pleasing background to the scene, and the roads leading in every direction from the little settlement were carefully graveled.

The country store has always been to me a place of more than passing interest. Perhaps it is because away back when I was a little fellow just out of dresses my father was in the mercantile business in a little country town. Be that as it may, during the few hours spent in Pickford I put in considerable time talking with the merchants and scrutinizing their

majority of cases and the work of the clerks would do credit to a town of two or three thousand people.

I visited the dry goods stores and found more complete lines of goods than I expected to see. One store was enterprising enough to have in the window a wax figure that had evidently been manufactured recently, as it was true to life. The village drug store was small but carried a good stock, including some of the best brands of cigars. By the way, one can judge pretty accurately of the people of a community by the brands of cigars handled in the stores. This is a new claim, so far as I know, but if one takes note of the fact he will find that the conclusion is a logical one.

In this little town, where some of the wise men have said the farmer is having his troubles, is a creamery, the machinery of which is of the most modern manufacture. The institution is supplied with milk from about 300 cows owned by farmers residing in the neighborhood, and I

The Adaptability of Joseph.

He was a little sawed-off runt, with patches on his clothes,
He had a cowlick on his head and freckles on his nose;
He was no good at lessons, for he always hated books,
He quite preferred the mystery of angle worms and hooks.

While other fellows cottoned down to wisdom's prosy way,
Joe used to pound an old baseball, and keep it up all day.
You'd always find that little runt, so full of grit and sand,
Go dragging everywhere with him a ball club in his hand.

I guess he used to sleep with it, he seemed to love it so;
For everywhere that ball club went along went runty Joe.
And so he kept it up for years until he was the king
High monkey monk among us all, and quite the proper thing.

One of the chaps a merchant is—his business is dull;
And one's a minister, who has to keep six small mouths full;
And one's a lawyer without briefs; another is a clerk
Who measures ribbons in a store, and has to hump and work.

They have to hustle for the stuff, those fellows who were wise;
But Joe, the little stub and twist, he seems to yank the prize.
He's easy as he used to be, contented, full of cheer—
He'll get three thousand plunkers just to play baseball this year.

stocks of goods and noting the manner in which they were displayed.

In these days of the festive cartoonist and alleged gentlemen of humor the country store has come to be considered by the average city man as a place wherein abide insects of numerous and sundry species, also cobwebs that droop gracefully about the corners of the room, on the floor of which the "yaller dog" of the countryside watches with one eye half open the movements of his master, as he trades his butter and eggs for salt pork, crackers and "caliker."

The funny men have evidently not frequented stores of the kind to be found in Pickford. I didn't see any cobwebs, neither did I find other evidences of industrial lethargy one might expect to meet in a locality twenty-four miles back in the country. But I did find all the latest articles usually handled by grocers, such as canned goods and goods put up in pasteboard packages. They were arranged with taste in the ma-

was informed that it is a paying venture, both for the proprietors and the farmers.

Pickford would not be worthy of mention did it not boast of a grist mill. On the banks of the river the village flouring mill is located, on the main street. The miller is getting along in years—true to the traditions that make the history of the little flouring mills all over the country—and as the farmers come to town with their "jags of wheat" he grasps them by the hand in the true, old-fashioned way, asks them how the crops are and what the season is likely to bring forth. Sparrows chirp with that supreme happiness that always attaches to the life of a bird living in the locality of a country flouring mill, so that one might close his eyes and imagine himself once more back in the old town in which he was born.

Notwithstanding the lack of railroad facilities Pickford is not without connection with the outside world. In one of the stores is lo-

cated a public telegraph and telephone station, so that the inhabitants can reach any part of the country at will. Few towns of the size of Pickford, located back from the railroads, have telegraph communication with the outside world.

In describing a prosperous country village it would be, indeed, unfair to refrain from mentioning the public school and the churches. Here I found a handsome school building recently erected, and several churches that looked prosperous, if such a term can be applied to religious institutions.

And the drive back to the city one who appreciates the beautiful in nature will never forget. For twenty-four miles beautiful farms spread out on either side of the highway, the roadbed of which, by the way, has been graveled by the county, the county system of building roads being in operation here. Apple trees everywhere were loaded with blossoms at the time of which I write, which seemed to indicate that even although Chippewa county is several miles north of the banana belt, fruit will grow to the satisfaction of the lover of the Northern Spy and the luscious Baldwin.

Perhaps this is a rather long-winded article for such a commonplace subject, but it has become such a habit with many people to claim that the Upper Peninsula is all weeds and stumps and bogs that a little light thrown on the subject may not be out of place at this time, when an extra effort is being made by the progressive men of the northern part of the State to develop the country and build up commercial enterprises that shall in time come to rank with some of the older institutions that have been established in other parts of the country for years.

Chippewa is not the only county in the Upper Peninsula that has a bright future before it. This part of Michigan is just beginning to be appreciated by men of business acumen. When villages like the one referred to in this article can be builded in a country considered new, when professional men have pronounced the soil of unusual fertility, when the hand of panic has yet to touch the pocketbooks of the people and bring their noses to the proverbial grindstone, it is evident that there is back of the claims of the men who would develop the resources at hand something more substantial than mere eloquence and bombast. This condition of things gives evidence of the fact that there is business in Northern Michigan, that there are a market for the wholesaler to cultivate and an opportunity for the homeseeker to investigate. The business man who ignores the Upper Peninsula is making a fatal mistake. As the Great West has been a force in maintaining the high state of prosperity of the Nation during the recent months, so will the Upper Peninsula of Michigan in time to come be known as a factor in preserving the commercial health of the greatest State of the lake region.

Raymond H. Merrill.

The Rapacity of Servants in Demanding Tips.

Encouraged, perhaps, by the passage of a law in Massachusetts making it a misdemeanor for a butcher or other merchant to pay commissions to servants, who are also liable to punishment for accepting them...

The butlers in each case have followed the usual course and given notice, saying frankly that if they can not buy they will not serve.

"This question of tips or commissions is really a vital one here," said a well-known butcher. "You have no idea how much money is made by servants in this way."

"I am glad to see that several wealthy families have absolutely refused to be fleeced any longer. The loss of money they could not possibly feel, but as intelligent human beings they will not be cheated."

"I am glad that this effort has been made to do away with a great deal of grafting, and I only wish it were backed by a State law.—Butchers' Advocate.

Hardware Price Current

Table containing hardware prices including Ammunition, Caps, Cartridges, Primers, Gun Wads, Loaded Shells, Gunpowder, Shot, Augurs and Bits, Axes, Barrows, Bolts, Buckets, Butts, Cast, Chain, Crowbars, Chisels, Elbows, Expansive Bits, Files, Galvanized Iron, Gauges, Glass, Hammers, Hinges, Hollow Ware, Horse Nails, House Furnishing Goods, and Japanned Tinware.

Iron

Table containing iron and metal prices including Nobs-New List, Levels, Metals-Zinc, Miscellaneous, Molasses Gates, Patent Planished Iron, Planes, Nails, Rivets, Roofing Plates, Sand Paper, Sash Weights, Sheet Iron, Shovels and Spades, Solder, Squares, Tin-Melvin Grade, Tin-Allaway Grade, Boiler Size Tin Plate, Traps, and Wire Goods.

Crockery and Glassware

Table containing crockery and glassware prices including Stoneware, Butters, Churns, Milkpans, Fine Glazed Milkpans, Stewpans, Jugs, Lamp Burners, Mason Fruit Jars, Lamp Chimneys, First Quality, OIL CANS, LANTERNS, LANTERN GLOBES, BEST WHITE COTTON WICKS, COUPON BOOKS, and Credit Checks.

MANAGING MILLIONS.

From the Home Circle to the Busy Store.

How is it that a woman whose role for fourteen years has been the all engrossing one of wife, mother and the active head of her own domestic establishment can suddenly, without word of warning, take over the management of a business involving millions, with absolute confidence in her ability to succeed and without a single false or hesitating move in grasping the details of the work before her?

When Mrs. Charles Netcher came slowly forward through her reception rooms, trailing her black robes gracefully behind her, her atmosphere was so strongly one of ease and luxury as to suggest a doubt as to the business ability with which she is widely accredited. But when, after talking with her, her perfect repose of manner and the absolute ease of her every motion becoming apparent, there was conveyed the unmistakable impression of strong force, and a personality that above everything else was well poised and well balanced. One has only to watch her a few minutes to realize that the gracefulness that seems to surround her comes from her slow, pretty motions, and from her equally delightful slow way of talking, and that both of these habits are the result of having herself well in hand and of a perfect mental and physical equilibrium.

This shows in the way she has planned to undertake the gigantic work before her. There is no giving up of all previous habits and occupations for a suddenly feverish devotion to business, but a well organized scheme that includes the home routine as of old, only cutting out some of the smaller fetters with which most domestic women are held captive, and replacing the hours heretofore spent in pleasure with hours of work at the office.

A day with Mrs. Netcher is a day of contrasts. It begins early with the personal supervision of the waking up, dressing, and simple breakfast of her three boys and her daughter Ethel. It proceeds with her orders to the servants, her orders to the market men, and her planning of all the day's details of an establishment which, although managed upon the scale of early hours and simple plain living, is, after all, so far above the average in extent and wealth of luxurious furnishings, that it keeps busy half a dozen servants which the quiet life of the mistress would not otherwise demand. Incidentally, Mrs. Netcher never has trouble keeping servants, who stay with her year after year, a fact which she attributes to there being none of the demands made upon them by the large amount of entertaining done in most houses.

The house, which is the result of her own plans and execution, both in architecture and decoration, has the living rooms and halls filled to overflowing with marbles, bronzes, tapestries, carved metal work, and costly rugs, and pieces of medieval furniture, all of which have been collected and arranged by its mistress into a

harmonious whole, whose comfort and luxury have a decidedly Oriental tinge.

When she has finished ordering for the household and provided for the morning of the children her carriage takes her rapidly downtown and into a world whose contrast to the one left behind is like stepping into another planet. From the time she makes her way through the crowds in the store of which she is now the sole head to her office in the State and Madison street corner of the third floor, luxury and feminine pastimes are left behind and everything becomes sordid commercialism. Her work here is a consultation with those trusted employes of her husband whom she promptly picked out, with seemingly unerring judgment, as the heads of the different departments of her business. It also consists of passing upon all the large money deals transacted in the store.

Instead of taking the lunch downtown which is the choice of the ordinary business woman, back again she is whirled to the home on Drexel boulevard, and the luncheon which ensues consists of midday dinner for the children. After this an hour is spent in looking over letters and attending to personal matters. Next there is an hour given to rest, both of mind and body, which Mrs. Netcher believes to be necessary to the clear headed adjustment of business affairs. Then there are the freshening up and changing of her gown, the receiving of the many business callers who come about one or another of the many plans of Mr. Netcher, which were in all stages of development at the time of his death. This, for a little while, and then she is whirled away again to the dazzlingly light little office, partitioned off with glass from the buzzing millinery department of the store. This she does not leave until everything is closed up for the night, and this time it is to go home to the luxurious gown of thin black, and the late dinner which ends the day.

Into this day has been crowded, it is safe to say, more business than is done by any man in Chicago outside a limited number, and more hours spent with her children than are given to them by many society women.

The way in which she watches over the little details of their manners was shown in the gentle reprimand she gave the oldest boy, Charles, for "breaking in when some one was talking," as she expressed it when he interrupted the visitor, and the affectionate but detaining hand which was laid upon the small daughter who was becoming impatient for her mother's attention as she talked.

"I think the understanding of business matters is instinctive with some few women," she said, when asked how she understood all the financial questions she is called upon to settle. "If it wasn't more or less so I don't think they could learn it. For instance, I don't believe a woman who has been brought up to society could ever learn it, even by close application. I always liked it and cared

a great deal more about it than I did about getting married, even when I was a young girl. And it was because Mr. Netcher did, too, that I was drawn to him just as he was to me. We talked business just as other people talk love.

"He intrusted things to me from the first—I oversaw the building of the house before we were married, and afterwards, when he came home tired, even although I might have liked it to some extent myself, I forbore to drag him out to social gatherings or even to have people at the house for him to entertain. I abstained from parties, clubs, dinners, company, and everything of that kind so as to devote myself to him, and the result was that he talked everything over with me. I don't mean that he brought his troubles home with him, still he usually discussed everything sooner or later. All this has been an invaluable business training for me which I seem to have absorbed unconsciously, and now the first question I ask myself at every turn is, 'What would he have done in this particular instance?' It seems to hold the key to the situation for me if I am at a loss for a minute now."

In telling of the seclusion of the life which she and her husband had lived Mrs. Netcher related a little incident which occurred when taking her children to the prominent dancing school where all the South Side babies of rich parentage are taken sooner or later. The proprietor, supposed to be rich in information as

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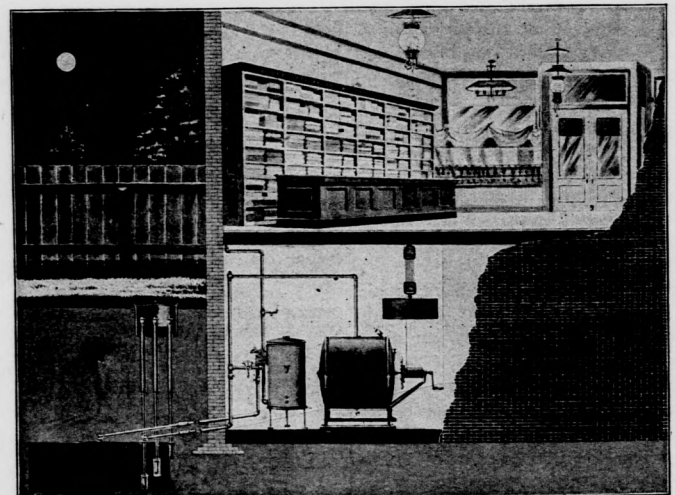
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to the "who's who" of all the probable patronesses, was doubtful in his reception of Mrs. Netcher's statement as to who she was when she arrived with her small brood.

"He declared," she said, smiling at the reminiscence, "that there were no children that he knew of belonging to the owners of the Boston store except the grandchildren of Mr. Partridge or those of the Princess Engalitcheff, and it was really with some embarrassment that I convinced him that I was not an impostor and that Mr. Netcher was really the man who at that time had become sole owner of the establishment."

As she formerly made all plans subservient to his business interests, Mrs. Netcher is now making all plans subservient to her own, which are devoted to carrying out in every detail what her husband had intended. Her sons, who have formerly been attending a school in New York in the winter, with the added term of a summer school in the Catskills, will now be sent somewhere nearer home so as to take less of their mother's time in overseeing them—probably in Woodstock, where there is a school which she and her husband inspected some time ago. Another way in which she will save time, this woman of affairs smilingly admitted, is with her dressmakers.

"Formerly," she said, "I have given them a great deal of time. This was necessary to what I have always considered a proper economy. You see, the materials and laces which Mr. Netcher has turned over to me in picking out the best of the dressmakers' sales which he has taken over have really given me a dressmaker's stock of my own to draw upon which would compare favorably with anything which modistes could show me. In order to get somebody to use these things and not charge me over again for them it required more time than I shall ever devote to clothes in the future, probably.

"I believe that the nearest approach which a woman can make to getting her things with the same economy of time and strength which a man has the advantage of is in ordering at the large stores. This is not economical as to money, but they are the places where they can be made in a day or two if necessary, and at any rate it will be the plan which I shall follow, as I shall need all the time I can get in carrying out the plans Mr. Netcher had for the future. The most important of these he considered the bringing up of his boys to be good business men. The most immediate, and that with which I shall be chiefly concerned for the next two years, will be the enlargement of the present store by the building of a new block, for which the architect is already submitting the plans as outlined by my husband.

"It is the one aim I have now to devote myself to the interests to which he gave his life," said this woman, whose evident devotion to her husband's memory was perhaps shown most plainly as she concluded with a little history of her picture gallery. The collection of paintings

she has gathered together herself and arranged with skill throughout the three stories of the hall. Each one is lighted effectively with a cleverly arranged electric light hidden artistically over it, sometimes in one way and sometimes in another. In alluding to this she spoke of the pride which her husband had always taken in showing it, with the invariable remark that this and the rest of the house was all her work.

"Do you know, I can't bear to go over it now, but after awhile when I get a little more used to it if you will come in I would like to show it to you," was the way in which this woman, her eyes filling, ended the interview in which she had given more than one glimpse of a devotion none the less genuine for being founded originally upon the holding of common business interests.

Grace R. Clarke.

Some of the Joys of the Outdoor Life.

A cat turns around before it lies down because its jungle ancestors had to crush the grass to make a bed and the instinct still persists. Perhaps mankind takes to the woods in summer for the same reason. The groves were man's original abode, as well as God's first temples. But while the longing to get back to nature at this season is nearly universal, the instinct for enjoying the wilderness is much less widely distributed.

While some persons are exuberantly happy at getting away from civilization, others who fancy that they want to leave the town behind are made perfectly miserable by the lack of their accustomed conveniences. The splash of the water on the boat's sides or the hum of the reel to such persons is no compensation for the lack of ice, of comfortable beds and rocking chairs. At the first sign of a mosquito they are overcome with annoyance and sunburn to them is an evil quite without recompense.

Your true son of the woods, city-bred although he may be, counts all the suffering that belongs to life out of doors as not grievous but joyous. The discomforts are not to be compared in his opinion to the delights of camping and fishing and hunting. His enthusiasm, indeed, is inexplicable to the man who has not fallen under the same spell.

There is no telling the lover of the woods from the town devotee by his appearance. The bookish-looking fellow may be a mighty fisherman, while the athlete may be miserable out of reach of a car line. Perhaps the difference in temperament may be traced back to childhood. A person may be made almost anything if he is caught young enough. The psychologists have a theory that all kinds of instincts manifest themselves for a time in the growing child and then disappear unless special attention is given to their development.

This may account in part for the diversity of feeling toward nature that exists so unaccountably among men and women of otherwise congenial tastes. Unless a person fished with a bent pin as a child he is not likely to become enthusiastic over the sport

as a man. The woods may lure, but they aren't likely to captivate unless the devotee early learned their ways. The taste for out of door life may be cultivated to some degree, but unless it was developed in youth it is not apt to prove robust.

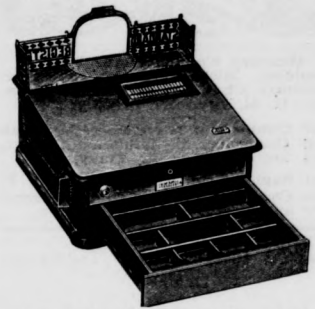
Unique Plan for Displacement of Glass.

Glass has long been used exclusively for the purpose of making lamp shades, but a Massachusetts manufacturing firm has recently put a shade on the market in which the glass is displaced by fiber, which is said to be effective and cheap. The shade is made from a fiber similar to that used for the lining of incandescent lamp sockets. This is mottled green on the outside and pearl gray on the inside. The fiber is made of the same weight as aluminum and is similar in appearance. It is finished under pressure, which gives it a glossy surface and makes it a good reflector of light. While it is so tough that the edges will not break, it is springy and will not crush out of shape.

A combined burglar and fire alarm which is operated by a spring motor has been recently invented by Matthew Nickels, of Philadelphia. The spring motor and gong are disposed of in a casing which may be placed in any desirable location. The doors and windows of the establishment to be protected are fitted out with a detaching or triple arm mechanism, from which there is a connection made with the spring motor in the casing by a cord. Any effort to open the doors or windows releases the loop of the cord from the pin or the shutter which holds it and in this manner a weight is released, the fall of which touches the trigger holding the spring motor in check. This gives the alarm, which will continue until the motor runs down or is stopped by someone familiar with the mechanism. By making these connecting cords of some inflammable but strong material the device will also serve the purpose of a fire alarm.

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How To Interest the Indifferent Dealer.

A fairly successful salesman in the grocery specialty line recently wrote the manager of the house as follows:

I would like to ask the different salesmen selling Twilight soap powder to tell me how they handle a dealer who takes this position: "I have no demand for Twilight and never had a call for it. My trade is satisfied and my experience has taught me that it is best to give people what they want." I desire some good, logical, sensible argument to meet this man with. I realize that there are better salesmen than I and that a word or suggestion may help me to become of more value to you. Can't you ask your other salesmen in a circular letter to tell me how they would handle the man whose case I cite? Why would not an interchange of ideas and methods help us all, omitting the names of the salesmen who reply. I think the man of whom I speak is the hardest to sell for it often happens he has lines of washing compounds paying more profit than ours, and a well established trade on them. He has worked to create the demand and has guaranteed the quality. What would the other salesman do with this man? Will you put me in the way of finding out?

The manager thought so well of the suggestion that he sent a copy of the letter to all his salesmen, with the request that they answer the enquiry in accordance with their ideas. Twenty replies were received, covering the subject thoroughly in all its different aspects. The letters have been turned over to the Tradesman for publication and two or three will be published each week until the supply is exhausted. In order to avoid the appearance of advertising the article in question the Tradesman has taken the liberty of referring to it under the name of Twilight soap powder. Of course, the real article is not a washing compound and its name is not Twilight.

Answer One.

When a grocer tells me he handles only goods that are called for, I generally ask him why he does not engage boys or young girls as clerks instead of men whom he has to pay so much higher wages. The grocer usually wishes to know why I ask such a question so I tell him quite plainly, as follows:

Now, you say you handle only goods that are called for. You certainly don't require any experienced salesmen. Any boy or girl who can read and write would answer as well, as it would only be necessary for them to get this and that article that a customer may call for. In other words, your clerks are simply order takers and should receive pay as

such. As to a grocer saying he had never had a call for Twilight, and his trade being perfectly satisfied with the brands he is now selling, I say, "Yes, you think so, but have you ever stopped to think over your list of customers and found they were not all buying their soap powder from you? While it was true they were buying their sugar, butter, eggs and such staples, they were either buying their powder from the tea store around the block or from some other grocer who did carry the various brands of washing compounds." Such a statement as this sets the grocer to thinking and I have known many of them to immediately set about to investigate it.

Answer Two.

The enclosed question is a "problem," but the writer believes it good policy to take the position that private brands are not successful, because they have been a failure, as a whole. Siegel, Cooper & Co., of Chicago, lost considerable money in trying to establish a trade on their "Hazel brand." Jobbers are all pushing a private brand, yet the dealer buys much more goods of other brands than of the private brands of the jobbers in the same line. The jobber pushes his private brand for the same reasons that lead the retailer to use the same method. Human nature is the same the world over, consequently they don't believe that goods made for some trade are really as good as those made by firms of national reputation. "Distance also lends enchantment." Besides the customer does not relish the idea of Smith, Jones or Brown always poking off on them private brands and the dealer may flatter himself that he is doing nicely on his private brand, yet the fact still remains that dealers who have spent thousands of dollars in advertising, etc., to make their brand popular gave it up as a losing business proposition.

The dealer who takes the position that he gives only what his customer asks for makes a big mistake, as he is supposed to know the quality of his goods and the dealer who consults with his trade and advises them in an honest manner soon gains their confidence and increases his sales. No trade appreciates these facts any better than dry goods dealers, clothiers and jewelers. They educate their trade while too many of the grocers are machines. If it were not for the educational work by the manufacturer of high grade goods and this followed up by the leading grocers we still might be living like Indians.

The amount of cash profit on a simple article does not, by far, always represent the real profit. The dealer who will give the most value for the least price, and yet have a fair profit in the sale, will in the end make the most money. Customers soon find this out and tell their neighbors how Jones "worked them" or what fine goods they bought for only "so much." The dealer who sells Twilight is given the best powder that money can buy at the price, and the dealer who tells and sells his trade Twilight will be a big winner in the end, and

every good dealer who has made a specialty of selling Twilight says so and those who sell Twilight think as much of a dollar as those who do not. Answer Three.

In reply to your enclosed letter, my solution of the matter is this: It depends whether the dealer cited is a large or small one. If he is a dealer who can handle a quantity I would make him a proposition like this: "Buy ten boxes on our order plan and we will make a very showy display for you in one of your windows, and, if necessary, pay you a nominal sum for window space for the period of thirty days."

Twilight, as we all know, is a better piece of goods than any on the market, and the margin on it, when bought in quantities, ought to satisfy any reasonable dealer, and pay him to push a piece of goods that is guaranteed to give satisfaction, and prove itself by its merits to be equally as good, if not better, than any of the higher priced goods sold.

His not having any demand for Twilight is his fault, no doubt because some salesman of a competitive concern has told him that there is more money in his goods, and is satisfied to sell him any quantity, large or small, as the dealer may see fit to buy.

On our order plan he has all to gain and nothing to lose, for the reason that he is making his profit on the goods that he gives away, and it is reasonable to believe that any woman with ordinary judgment will only be too glad to receive something for nothing.

If, on the other hand, say that he only receives half of his order plans. She who has received the powder after using it will tell Mrs. Brown, Mrs. Smith and Mrs. Jones how good it is, what splendid results she obtained and is agreeably surprised to think that she can buy a powder for 15c which is equally as good as any 20c package and far superior to any of the so-called cheap goods. In this way, before the dealer knows what happens to him, he has for the beginning a fair demand for Twilight and, before long, he is selling more Twilight than any other brand and making a better margin on it than he ever thought of making on some "Jim Crow" brand.

Now, if the dealer in question is a small one, I do not honestly believe I would waste much time on him, but work on his nearest large competitor and eventually he would have to handle Twilight, whether he wishes to or not.

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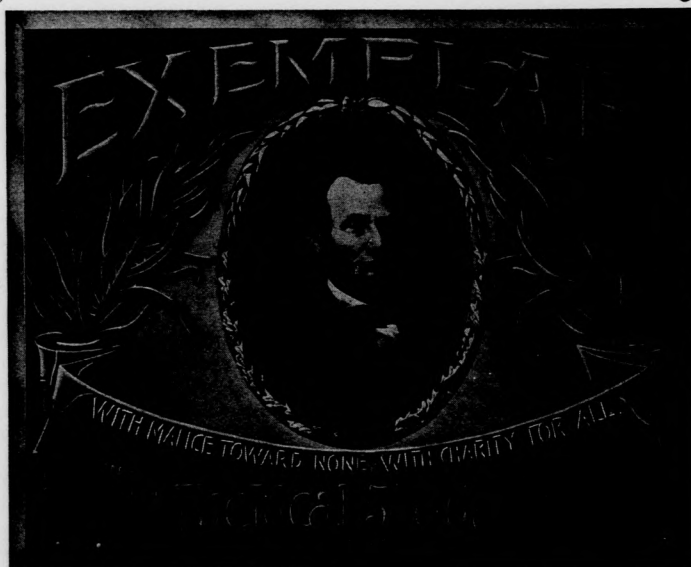
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THE OPEN FORUM,

In Which to Make Enquiries and Ventilate Complaints.

Chicago, July 6—We take pleasure in informing you that Jay F. Lawrence, who recently brought suit against us on a charge of infringement by reason of our making and selling trading stamps, has had his suit dismissed at his own cost. We attribute this outcome of the controversy largely to the evidence given in our behalf by the editor of the Tradesman, who proved conclusively that he made trading stamps at Reed City as long ago as 1874, many years before Lawrence ever thought of such a thing as a trading stamp.
Kawin & Company.

* * *

Chicago, July 8—I am pleased to note your biographical sketch of the late Chas. Netcher and the very pertinent comment made thereon by F. J. Root, of New York, in the last issue of the Tradesman. I happen to know the circumstances under which Mr. Netcher was married and take pleasure in contributing that information to the readers of the Tradesman, among whom I have been numbered for the past twenty years. When Mr. Netcher concluded to marry, he walked through his store and picked out the most likely girl in the establishment. Later in the day he sent a boy to inform her that she was wanted at the office. On appearing before him he asked her how she would like to marry him. She was naturally surprised and replied that she would like to have time to consider the matter. He replied: "All right, let me have your answer tomorrow morning." The answer was in the affirmative and later in the day they were married. So far as I know, the marriage proved to be a happy one, although Netcher continued to sleep on his counter in the store long after the wedding.

H. A. Ballard.

The circumstance above related has a peculiar interest in connection with the contribution on Managing Millions by Grace R. Clarke, published on page 38 of this week's Tradesman.

* * *

Leslie, July 12—If you think as we do, you will be glad to give this new trading stamp scheme a knock. After reading, please return this contract. You will see that the customer is to get 20 cents for what the merchant pays 50. So that out of every deal of \$10 between a merchant who has these stamps or "discounts" and his customer, the out-of-town strangers get 30 cents. Only a few parties signed contracts here and three of them did so with the impression that they were simply buying a few papers and that whether a customer traded ten cents or a dollar they would be given simply a paper. Nothing was said to them about either discounts or trading stamps.

Nomen.

The contract referred to provides for the purchase of copies of the U. S. Daily and Discounts at the rate of 50 cents per hundred copies. The dealer is required to hand out a paper with the first 10 cent purchase and a discount for each succeeding 10 cents represented in the purchase. The "catch" is that the dealer agrees to hand out a discount stamp with each 10 cents' worth of goods sold, while the contract does not specify the price of the stamp, leaving that to subsequent negotiation. In other words, the contracting party agrees to give out stamps for a year, without knowing when the contract is executed what the stamps will cost him. Every contract of this character usually has some feature which

smacks of sharp practice and the Hutchinson contract certainly caps the climax in this respect. The contract provides for the redemption of the stamps at the headquarters of the company at Detroit, and if the scheme ever gains a foothold, it is to be hoped that the Hutchinson Co. will prove more honest than Sperry & Hutchinson—the Hutchinson is the same in both cases—who several years ago closed their store in Grand Rapids and clandestinely spirited away their goods during the night, leaving numerous holders of Sperry & Hutchinson's books to mourn their loss. The Tradesman warned Mr. Hutchinson when he started here that he would never gain a foothold, but the gentleman from Ypsilanti swelled up and vehemently asserted that Sperry & Hutchinson never deserted a field once invaded by them. The Tradesman's prediction proved true, however, and Mr. Hutchinson's word doesn't stand for much in this locality.

Have Given the Traveling Men a Show.

Chicago, June 27—The statement has gone forth that we would retire from business on the first day of July and that the business and good will of the business would be turned over to another house.

We desire to announce to you now that this will not be done. We shall continue in business. Our salesmen will represent us as heretofore, and solicit your patronage and good will as in the past.

At the urgent solicitation of our employes, many of whom have been with us nearly a lifetime, we will reorganize so as to give our employes a chance to become interested as stockholders. They desire it and, besides doing what we believe to be the right thing towards them, we believe it will be a good thing for the business itself.

Thanking you for all past favors, and hoping that past pleasant relations may be continued, we remain,

Your old friends,

L. Gould & Co.

Gripsack Brigade.

The traveling men who make Holland are loud in praises of J. Leo Kymer as a perfumery salesman.

Frank E. Church, of Albion, will travel for D. M. Ferry & Co. through Minnesota and Nebraska this season.

Charles Van Amburg, of Caledonia, has gone to St. Louis to take a position as traveling representative for the Yale coffee house.

Oliver C. Schults, who has traveled for L. Gould & Co., of Chicago, for the past twelve years, has recently become a stockholder in the house. He will continue to cover the same territory and wear the same sized hat.

The man who is worthy of being a leader of men will never complain of the stupidity of his helpers, of the ingratitude of mankind, nor of their appreciation of the public. These things are all a part of the great game of life, and to meet them and not go down before them in discouragement and defeat is the final proof of power.—Fra Elbertus,

The Hardware Market.

Though the demand for general hardware was curtailed greatly last week by the advent of warm weather and the vacation period, which always interferes more or less with the course of business in store and factory alike, a moderate sized inquiry continues for strictly season goods such as ice cream freezers, lawn mowers, garden hose, screen doors and cloth. With the exception of wire and cut nails and barb and smooth fence wire, prices for almost all classes of hardware remain unchanged. The competition of several mills which are willing to make concessions to these products in order to secure a fair volume of tonnage caused the nail and wire markets to weaken decidedly. For the avowed purpose of setting their official prices for wire, the American Steel & Wire Co. officials are planning to hold a meeting this week. The action of the Cut Nail Association in reaffirming prices, however, appears to have little or no effect upon the small producers and wholesalers who have reduced their prices whenever they saw an opportunity to obtain a larger order by doing so. Builders' hardware was a trifle more active last week and a few large contracts have been awarded. There is a report that prices on the cheaper grades of locks and other competitive lines may be reduced within a few days by the leading producers. The demand for nuts, bolts and screws is very limited and prices are weakening. Despite the dull conditions now prevailing throughout the country, the majority of manufacturers who have found it advisable to close their mills and factories are predicting an excellent volume of trade in the early fall when they believe a large crop will be harvested and the presidential election definitely settled.

Jackson Business Men Touch Elbows.

Jackson, July 11—There were about thirty business men, principally merchants and manufacturers, present at the first regular meeting of the Jackson Business Men's Association. Attorneys Wilson and Cobb were also there as the official attorneys of the Association. Among the audience were a number of aldermen who had been in session previous to the meeting.

The articles of association were adopted at the last meeting and a number of committees gave their reports. That on members reported the addition of 250 new members. This was something of a surprise, as it was voted at the last meeting that unless 100 could be secured there should be no organization.

Attorney Cobb read the by-laws, which were to the effect that the annual meeting shall take place May 2 each year. A regular monthly meeting shall be held and special meetings may be called. It is provided that an executive committee shall have control of the Association and the power to make all appointments, the committee to meet every two weeks, officers to be elected by the Association. The duties of the Presi-

dent are specified. The Vice-President is to act for the President, the Treasurer to give a bond of \$2,000. The conditions of the membership are left with the Executive Committee. The membership fee is \$10 and \$5 annually for the benefit of the Association.

The by-laws were about to be adopted as read when Attorney Wilson moved as an amendment that each one be taken up separately, so that if necessary some of them might be amended. These were accordingly read by the Secretary by sections.

An amendment was to the effect that meetings be held the first Tuesday in every month. Attorney Wilson objected to the form of membership being related to that of a social club. He held that any citizen ought to be eligible who is willing to pay the fee and dues without further ceremonies and that the membership be not confined to citizens of Jackson but open to any person desiring to join. The officers selected were as follows:

President—P. H. Withington.

Secretary—W. W. Todd.

Treasurer—H. R. Hall.

Vice-Presidents—A. J. Weatherwax, H. E. Edwards, F. J. Crego, F. E. Palmer, F. P. McQuillan, Gilbert S. Loomis, H. H. Neesley and W. J. Evans.

Z. C. Eldred moved that the Executive Committee be made ten instead of four, with the President and Vice-President, and this was carried.

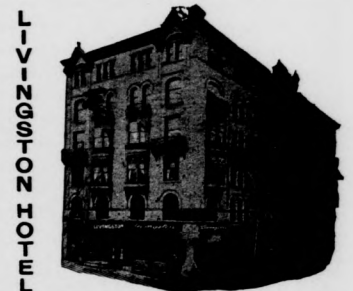
The names of this Executive Committee are as follows:

Z. C. Eldred, G. A. Matthews, Charles Lewis, E. J. Ryerson, N. S. Potter, B. M. Delamater, A. C. Bloomfield, A. S. Glasgow, H. L. Smith and R. H. Kennedy.

A letter from W. A. Boland, showing his entire sympathy with the Association and strongly endorsing all its objects, was read by the Chairman.

French is no longer the world language. This fact is recognized in Saxony, where English is to be hereafter an optional subject in all public schools, on the ground that it is "the most widely used civilized language in the world."

Ludington—The Stearns Lighting & Power Co. has placed an order for a Corliss engine and a 400-horsepower dynamo. Work on the addition to the power house will be started soon.



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

Cor. Fulton & Division Sts., Grand Rapids, Mich.



Michigan Board of Pharmacy.

President—Henry Heim, Saginaw.
 Secretary—Arthur H. Webber, Cadillac.
 Treasurer—J. D. Muir, Grand Rapids.
 C. B. Stoddard, Monroe.
 Sid A. Erwin, Battle Creek.
 Sessions for 1904.
 Houghton—Aug. 23 and 24.
 Lansing—Nov. 1 and 2.

Mich. State Pharmaceutical Association.

President—A. L. Walker, Detroit.
 First Vice-President—J. O. Schlotterbeck, Ann Arbor.
 Second Vice-President—J. E. Weeks, Battle Creek.
 Third Vice-President—H. C. Peckham, Freeport.
 Secretary—W. H. Burke, Detroit.
 Treasurer—J. Major Lemen, Shepherd.
 Executive Committee—D. A. Hagans, Monroe; J. D. Muir, Grand Rapids; W. A. Hall, Detroit; Dr. Ward, St. Clair; H. J. Brown, Ann Arbor.
 Trade Interest—W. C. Kirchgessner, Grand Rapids; Stanley Parkill, Owosso.

Formulas for Seasonable Colored Fires.

Red Fire.

Strontium nitrate 12 oz.
 Potassium chlorate 4 oz.
 Shellac 4 oz.
 Lycopodium 3 dr.

This makes a very brilliant fire. I have used the formula for the past seven years, and during the presidential campaign last fall made and sold several hundred pounds of the product in pound packages, at 30 cents a pound.

We have obtained quite a reputation for it locally, and the only advertising done is to burn it liberally in front of the store during a celebration, and sticking a sign in the window, "Red and Green Fire—30 cents a pound," a few days preceding a celebration.

This fire is not only a fine red, but is a much more powerful illuminant than the kind made by the fireworks manufacturers.

My method of making it is as follows: I have a fifty-pound salt box, one of the kind that rochelle salt, borax, etc., come packed in: the sides and bottom are each of one piece of wood, dovetailed and glued together so that the box is perfectly tight. Before using it the first time I carefully scraped the inside with a piece of glass to make sure that no trace of chemicals remained.

Strontium nitrate is ordered of the wholesale house "granulated," as are also the shellac and the potassium chlorate.

The strontium salt was first sifted into the box through a No. 20 sieve to free it from lumps. The other ingredients are not sifted, but simply dumped into the box on top of the strontium. The operator then rolls up his sleeves and does the mixing, literally "by hand." There is absolutely no danger by this method of mixing, and it does not take over half an hour to make a fifty-pound batch.

Green Fire.

To make the green fire the same formula is used, save barium nitrate is employed in place of the strontium salt. Boric acid may also be used.

As soon as the process is finished the fire is put up in one-pound pack-

ages, the red in red paper bags tied with red twine, and the green in green bags tied with green twine. The packages are then stored in a large tin box until sold.

We sell about two-thirds as much of the green fire as we do of the red; most customers buy a pound of each. The largest quantity I ever sold to one person was fifteen pounds. I have made other colors, but they have always proved unsatisfactory and slow of sale. Red and green seem to be the standards.

Colored fires consist essentially of a combustion substance, an oxygen carrier and a color-bearing salt. Shellac, potassium chlorate and strontium or barium nitrate, respectively, seem to fulfil best these three functions. Sulfur as a combustible is seldom used nowadays on account of the choking fumes of sulfurous acid which are thrown off while the sulfur is burning.

The fireworks manufacturers make their colored fires by melting the shellac and stirring in the strontium or other color-bearing salt. This is allowed to harden and powdered when cold. The chlorate is then added, and a small quantity of powdered metallic magnesium, about a dram to the pound, is sometimes employed also. The fire is usually packed into cardboard cylinders and made up into torches, or else it is made into a paste and filled into cases of various sizes and shapes.

All this, however, is dangerous and should not be attempted in a drug store. The fireworks men expect to blow up once in a while, and their operations are conducted in small wooden shanties covering a wide area of ground, with only a few workmen in each, so that when an accident occurs the damage to property and life will be small. In most large cities it is unlawful to make colored fires or fireworks in a drug store, and in some cases it is even unlawful to sell them without a permit from the bureau of combustibles.

The fires for which I have given formulas I believe to be perfectly safe. They burn freely but are rather slow to ignite. They should be laid out in a long train on a few thicknesses of newspaper and burned "against the wind," being ignited by lighting one end of the paper.

Most formulas for colored fire say that "the salts must be carefully dried." This is nonsense, and the source of nearly all the accidents that occur in making them. It is never necessary to resort to drying unless the salts have actually been wet, and in that case they should be discarded and a dry supply obtained.

The cost of the ingredients in twenty to fifty-pound lots is: Strontium nitrate, granulated, 8½ cents; barium nitrate, granulated, 9 cents; shellac, granulated, 18 cents; potassium chlorate, granulated, 18 cents. The fire costs about 15 cents a pound to make. As previously told, I sell it for 30 cents.

I have found the granulated shellac of the wholesale houses rather coarse, making a fire which burns too quickly. Lately I have been using

half granulated and half powdered shellac, and find that it works better.—W. A. Dawson in Bulletin of Pharmacy.

What Becomes of the Profits?

How often is this question asked by the retail druggist!

He makes as much on his cigars as other merchants, realizes a fair margin on his patent medicines and sells his sundry articles at a reasonable profit; and then when he gets for his drugs and prescriptions an average price that nets him an advance of about 100 per cent., he very naturally concludes he is "making money."

Yet at the end of the year he can not figure out any profit in his business, taking his bank account as the basis. What is the reason?

Here is an ordinary case: The receipts of a certain drug store are, on an average, \$20 per day.

One-fifth of this amount, or \$4, is for cigars; one-fourth, or \$5, is for patent medicines; one-twentieth, or \$1, is for sundries, and the balance, one-half, or \$10, is for drugs and prescriptions.

The cigars cost \$2.80, leaving a profit of \$1.20.

The patent medicines cost \$3.33, leaving a profit of \$1.66.

The sundries cost 66 cents, leaving a profit of 33 cents.

The drugs and prescriptions cost \$5, leaving a profit of \$5.

Making a total profit on the day's business of \$8.19.

Now, figuring that the cost of conducting one's business, including such expense items as rent, gas, clerk hire, license, prescription blanks and labels, corks, bottles, etc., is about \$6 per day, Mr. Druggist has realized the large sum of \$2.19 as his net profit on the day.

It certainly is worth \$50 per week to conduct and personally manage a metropolitan drug store, and for the proprietor to earn this amount as his net profit instead of the paltry \$2.19 per day, what is necessary for him to do?

In the first place, he must put his business on a thoroughly systematic foundation.

He makes a profit of 43 per cent. on his cigars, with only about \$150 or \$200 invested, and makes 50 per cent. profit on patent medicines and sundries, with about \$800 invested.

Yet, with about \$3,000 or \$4,000 tied up in a complete assortment of drugs, chemicals and medicines, including proprietaries, much of which stock is carried from year to year (the result of the whims of a certain class of physicians who always write for this special fluid extract or that particular pharmaceutical, insisting that none other be used), is it not reasonable to suppose that a greater percentage of profit should be made on this department, which, after all, is really the drug store, than in the smaller and less expensive branches of the business, where quick profits are the rule?

Besides, it is not necessary to employ a registered drug clerk to dispense cigars, soda water, patent

medicines or sundries. In fact, it is on the drugs and prescriptions that the druggist of to-day who expects to make a financial success of his business in a legitimate way must expect his profits.

Therefore, for a prescription or preparation that ordinarily would bring 40 cents, with a profit of 20 cents, let him ask 60 cents, a profit of 40 cents, or an advance of 200 per cent. on the actual cost of the ingredients of the prescription or preparation.

Thus had he obtained on an average this percentage of profit his receipts in the drug and prescription department would have been \$15 instead of \$10 on goods that cost him \$5, bringing his receipts up to \$25 on the day and giving him a net profit of \$7.19, or about \$50 per week.

This is, however, merely a possible case.

To sum the matter up briefly, the smaller the receipts for drugs, medicines and prescriptions are in proportion to the receipts of other departments, the greater must be the percentage of the profit on them. And the greater the receipts for drugs and prescriptions are in proportion to the receipts of the other departments, the smaller may be the percentage of profit required.

Think about it, all you medicine mixers and pill makers.

Frank E. Falkenberg.

The Drug Market.

There are few changes to note this week.

Opium—Is dull and without change.

Quinine—Is firm at the decline.

Russian Cantharides—Has again advanced and is tending higher.

Cod Liver Oil—It is thought has reached bottom. It is stated that the pressers paid high prices for livers and can not sell much below present price.

Menthol—Is weak and lower on account of small demand and competition among holders. It is still being sold for less than cost of importation.

Oil Lemon, Bergamot and Sweet Orange—Are very firm and tending higher.

Gum Camphor—Has been advanced 3c by refiners on account of higher price in foreign market.

Linseed Oil—Has advanced.

SCHOOL SUPPLIES

STATIONERY AND SUNDRIES

Our travelers are out with a complete line of samples

Attractive Styles at Attractive Prices

Holiday Goods will soon be ripe and our line will please you

FIREWORKS for campaign use or Special Displays for any occasion on short notice. Send orders to

FRED BRUNDAGE

32 and 34 Western Ave., MUSKEGON, Mich.

GROCERY PRICE CURRENT

These quotations are carefully corrected weekly, within six hours of mailing, and are intended to be correct at time of going to press. Prices, however, are liable to change at any time, and country merchants will have their orders filled at market prices at date of purchase.

ADVANCED

DECLINED

Index to Markets

By Columns

Table listing various market categories such as Axle Grease, Baked Beans, Bath Brick, Brooms, Brushes, Butter Color, Confections, Candles, Canned Goods, Carbon Oils, Catsup, Cheese, Chewing Gum, Chocolate, Cocoa, Cocoa Shells, Coffee, Crackers, Dried Fruits, Farinaceous Goods, Fish and Oysters, Fishing Tackle, Flavoring extracts, Fly Paper, Fresh Meats, Fruits, Gelatine, Grain Bags, Grains and Flour, Herbs, Hides and Pelts, Indigo, Jelly, Licorice, Lye, Meat Extracts, Molasses, Mustard, Nuts, Nives, Pipes, Pickles, Playing Cards, Potash, Provisions, Rice, Salad Dressing, Saleratus, Sal Soda, Salt, Salt Fish, Seeds, Shoe Blacking, Snuff, Soap, Soda, Spices, Starch, Sugar, Syrups, Tea, Tobacco, Twine, Vinegar, Washing Powder, Wicking, Woodenware, Wrapping Paper, Yeast Cake.

Table listing various commodities under columns 1 and 2, including Axle Grease, Baked Beans, Bath Brick, Brooms, Brushes, Butter Color, Confections, Candles, Canned Goods, Carbon Oils, Catsup, Cheese, Chewing Gum, Chocolate, Cocoa, Cocoa Shells, Coffee, Crackers, Dried Fruits, Farinaceous Goods, Fish and Oysters, Fishing Tackle, Flavoring extracts, Fly Paper, Fresh Meats, Fruits, Gelatine, Grain Bags, Grains and Flour, Herbs, Hides and Pelts, Indigo, Jelly, Licorice, Lye, Meat Extracts, Molasses, Mustard, Nuts, Nives, Pipes, Pickles, Playing Cards, Potash, Provisions, Rice, Salad Dressing, Saleratus, Sal Soda, Salt, Salt Fish, Seeds, Shoe Blacking, Snuff, Soap, Soda, Spices, Starch, Sugar, Syrups, Tea, Tobacco, Twine, Vinegar, Washing Powder, Wicking, Woodenware, Wrapping Paper, Yeast Cake.

Table listing various commodities under column 3, including Cotton Braided, Cocoa, Cocoa Shells, Coffee, Crackers, Dried Fruits, Farinaceous Goods, Fish and Oysters, Fishing Tackle, Flavoring extracts, Fly Paper, Fresh Meats, Fruits, Gelatine, Grain Bags, Grains and Flour, Herbs, Hides and Pelts, Indigo, Jelly, Licorice, Lye, Meat Extracts, Molasses, Mustard, Nuts, Nives, Pipes, Pickles, Playing Cards, Potash, Provisions, Rice, Salad Dressing, Saleratus, Sal Soda, Salt, Salt Fish, Seeds, Shoe Blacking, Snuff, Soap, Soda, Spices, Starch, Sugar, Syrups, Tea, Tobacco, Twine, Vinegar, Washing Powder, Wicking, Woodenware, Wrapping Paper, Yeast Cake.

Table listing various commodities under column 4, including Lemon Biscuit Square, Lemon Wafer, Lemon Snaps, Lemon Gems, Lem Yen, Marshmallow, Marshmallow Cream, Marshmallow Wasmut, Mary Ann, Malaga, Mich Coco Fsd honey, Milk Biscuit, Mich Frosted Honey, Mixed Picnic, Molasses Cakes, Scold 8, Moss Jelly Bar, Muskegon Branch, Iced 10, Newton, Oatmeal Cracker, Orange Slice, Orange Gem, Penny Assorted Cakes, Pilot Bread, Pineapple Honey, Ping Pong, Pretzels, hand made 8, Pretzeltes, hand m'd 8, Pretzeltes, mch. m'd 7, Revere, Rube Sears, Scotch Cookies, Snowdrops, Spiced Sugar Tops, Sugar Cakes, scalloped 8, Sugar Squares, Sultanas, Spiced Gingers, Urchins, Vienna Crimp, Vanilla Wafer, Waverly, Zanzibar, Apples, California Prunes, Maracalbo, Mexican, Guatemala, Java, African, Fancy African, P. G., Mocha, Arabian, Package, New York Basis, Arbutuckle, Dilworth, Jersey, Lion, McLoughlin's XXXX, Holland, Extract, Hummel's foil, Hummel's tin, Crackers, National Biscuit Company's Butter, Seymour, New York, Salted, Family, Soda, N. B. C., Select, Saratoga Flakes, Oyster, Round, Square, Faust, Argo, Extra Farina, Sweet Goods, Animals, Assorted Cake, Bagley Gems, Belle Rose, Bent's Water, Butter Thin, Chocolate Drops, Coco Bar, Cococanut Taffy, Cinnamon Bar, Coffee Cake, N. B. C., Coffee Cake, Iced 10, Cococanut Macaroons 18, Cracknels, Currant Fruit, Chocolate Dainty, Cardwheel, Dixie Cookie, Fluted Cococanut, Frosted Creams, Ginger Gems, Ginger Snaps, N. B. C., Grandma Sandwich, Graham Cracker, Honey Fingers, Iced 12, Honey Jumbles, Iced Happy Family, Iced Honey Crumpet, Imperials, Indiana Belle, Jersey Lunch, Lady Fingers, Lady Fingers, hand md 25, Cotton Lines.

Table listing various commodities under column 5, including Linen Lines, Small, Medium, Large, Poles, Bamboo, Bambo, 16 ft., pr dz. 50, Bambo, 18 ft., pr dz. 80, Flavoring Extracts, Foote & Jenks, Coleman's Van. Lem, 2oz. Panel, 1 20 75, 3oz. Taper, 2 00 1 50, No. 4 Rich. Blake, 2 00 1 50, Jennings, Terpeness Lemon, No. 2 D. C. pr dz, 75, No. 4 D. C. pr dz, 1 50, No. 6 D. C. pr dz, 2 00, Taper D. C. pr dz, 1 50, Mexican Vanilla, No. 2 D. C. pr dz, 1 20, No. 4 D. C. pr dz, 2 00, No. 6 D. C. pr dz, 3 00, Taper D. C. pr dz, 2 00, GELATINE, Knox's Sparkling, dz. 1 20, Knox's Sparkling, gro. 14 00, Knox's Acidu'd, doz. 1 20, Knox's Acidu'd, gro. 14 00, Oxford, 75, Plymouth Rock, 1 20, Nelson's, 1 50, Cox's, 2 qt. size, 1 61, Cox's, 1 qt. size, 1 10, GRAIN BAGS, Amoskeag, 100 in b'e. 19, Amoskeag, less than b. 19 1/2, GRAINS AND FLOUR, Wheat, No. 1 White, 38, No. 2 Red, 38, Winter Wheat Flour, Local Brands, Patents, 5 65, Second Patents, 5 25, Straight, 5 05, Second Straight, 4 75, Clear, 4 45, Graham, 4 70, Buckwheat, 4 70, Rye, 4 00, Subject to usual cash discount, Flour in bbls., 25c per bbl. additional, Worden Grocer Co.'s Brand, Quaker, paper, 5 10, Quaker, cloth, 5 30, Spring Wheat Flour, Pillsbury's Best 1/8s, 5 60, Pillsbury's Best 1/4s, 5 50, Pillsbury's Best 1/2s, 5 40, Lemon & Wheeler Co.'s Brand, Wingold, 1/8s, 5 50, Wingold, 1/4s, 5 40, Wingold, 1/2s, 5 30, Judson Grocer Co.'s Brand, Ceresota, 1/8s, 5 75, Ceresota, 1/4s, 5 65, Ceresota, 1/2s, 5 55, Worden Grocer Co.'s Brand, Laurel, 1/8s, 5 60, Laurel, 1/4s, 5 50, Laurel, 1/2s, 5 40, Laurel, 3/8 & 1/4s paper, 5 40, Meal, Bolted, 2 50, Golden Granulated, 3 60, Feed and Millstuffs, St. Car Feed screened, 22 50, No. 1 Corn and oats, 22 50, Corn Meal, coarse, 21 00, Winter wheat bran, 21 00, Winter wheat midngs, 22 00, Cow Feed, 21 50, Screenings, 20 00, Oats, Car lots, 45, Corn, Corn, new, 54 1/2, Hay, No. 1 timothy car lots, 10 50, No. 1 timothy ton lots, 12 50, HERBS, Sage, 15, Hops, 15, Laurel Leaves, 15, Senna Leaves, 25, INDIGO, Madras, 5 lb. boxes, 55, S. F., 2, 3, 5 lb. boxes, 60, JELLY, 5lb. palls, per doz, 1 70, 15lb. palls, 85, 30lb. palls, 85, LICORICE, Pure, 80, Calabria, 22, Sicily, 14, Root, 11, LYE, Condensed, 2 dz, 1 60, Condensed, 4 dz, 3 00, MEAT EXTRACTS, Armour's, 2 oz, 4 80, Armour's, 4 oz, 8 20, Liebig's, Chicago, 2 oz, 2 75, Liebig's, Chicago, 4 oz, 5 50, Liebig's, imported, 2 oz, 4 55, Liebig's, imported, 4 oz, 8 50.

Table 6: MOLASSES, MINCE MEAT, MUSTARD, OLIVES, PIPES, PICKLES, POTASH, PROVISIONS, Sausages, Beef, Pig's Feet, Tripe, RICE, Domestic, Fancy, Broken, Japan, Java, etc.

Table 7: SALAD DRESSING, SALTERATUS, SALT, Diamond Crystal, Pickles, Butter, Shaker, Common Grades, Warsaw, Solar Rock, SALT FISH, Common, Trout, Herring, Mackerel, SEEDS, Anise, Canary, Cardamom, etc.

Table 8: SOAP, Central City Soap Co's brand, Jaxon, Johnson Soap Co. brands, SODA, SOUPS, SPICES, Whole Spices, Cassia, Cloves, Mustard, etc.

Table 9: English Breakfast, TOBACCO, Fine Cut, Plug, Smoking, TWINE, VINEGAR, WASHING POWDER, WICKING, WOODENWARE, Baskets, Gunpowder, Young Hyson, Oolong, Amoy, etc.

Table 10: Churns, Clothes Pins, Egg Crates, Faucets, Mop Sticks, Pails, Traps, Tub, Wash Boards, Window Cleaners, Wood Bowls, WRAPPING PAPER, YEAST CAKE, FRESH FISH, OYSTERS, HIDES AND PELTS, Hides, Calfskins, etc.

Table 11: Pelts, Old Wool, Lamb, Shearings, Tallow, Wool, Washed, Unwashed, CONFECTIONS, Stick Candy, Mixed Candy, Grocers, Competition, Special, etc.


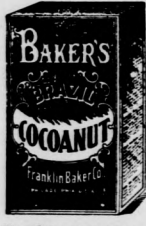
SPECIAL PRICE CURRENT

AXLE GREASE

 Mica, tin boxes .75 9 00
 Paragon55 6 00
BAKING POWDER
 Jaxon Brand
JAXON

1/4 lb. cans, 4 doz. case 45
 1/2 lb. cans, 4 doz. case 55
 1 lb. cans, 2 doz. casel 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

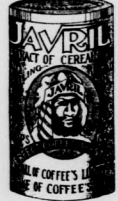
CIGARS

 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
 38 1/4 lb pkg. per case..2 60
 16 1/2 lb pkg. per case..2 60

FRESH MEATS
Beef
 Carcass 5 @ 9
 Forequarters.....5 1/2 @ 6 3/4
 Hindquarters..... 8 1/2 @ 10
 Loins.....12 @ 16
 Ribs..... 8 1/2 @ 13
 Rounds..... 7 1/2 @ 8 1/2
 Chucks..... @ 6
 Plates..... @ 4
Pork
 Dressed..... @ 6
 Loins..... @ 12
 Boston Butts... @ 9 3/4
 Shoulders..... @ 9 1/2
 Leaf Lard..... @ 7
Mutton
 Carcass..... 6 @ 7
 Lambs..... 8 1/2 @ 10
Veal
 Carcass..... 5 @ 7 1/2


Karo
CORN SYRUP
 24 10c cans1 84
 12 25c cans2 30
 6 50c cans2 30

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...
 Tip Top, M & J, 1 lb....
 Royal Java
 Royal Java and Mocha...
 Java and Mocha Blend...
 Boston Combination.....
 Distributed by Judson
 Grocer Co., Grand Rapids;
 National Grocer Co., De-
 troit and Jackson; F. Saun-
 ders & Co., Port Huron;
 Symons Bros. & Co., Sag-
 naw; Meisel & Goeschel,
 Bay City; Godsmark, Du-
 rand & Co., Battle Creek;
 Fielbach Co., Toledo.

COFFEE SUBSTITUTE
 Javril

 2 doz. in case.....4 50

CONDENSED MILK
 4 doz. in case
 Gail Borden Eagle.....6 40
 Crown5 90
 Champion4 52
 Daisy.....4 70
 Magnolia.....4 00
 Challenge4 40
 Dime3 85
 Peerless Evap'd Cream 4 00

SAFES

 Full line of the celebrated
 Diebold fire and burglar
 proof safes kept in stock
 by the Tradesman Com-
 pany. Twenty different
 sizes on hand at all times
 —twice as many safes 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.

STOCK FOOD.
 Superior Stock Food Co.,
 Ltd.
 \$.50 carton, 36 in box.10.80
 1.00 carton, 18 in box.10.80
 12 1/2 lb. cloth sacks... .84
 25 lb. cloth sacks... 1.65
 50 lb. cloth sacks... 3.15
 100 lb. cloth sacks... 6.00
 Peck measure90
 1/2 bu. measure..... 1.80
 12 1/2 lb. sack Cal meal .39
 25 lb. sack Cal meal.. .75
 F. O. B. Plainwel, Mich.

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 SOAP

 Black Hawk, one box..2 50
 Black Hawk, five bxs.2 40
 Black Hawk, ten bxs.2 25
TABLE SAUCES
 Halford, large3 75
 Halford, small2 25

Place Your
 Business
 on a
 Cash Basis
 by using
 our
 Coupon Book
 System.
 We
 manufacture
 four kinds
 of
 Coupon Books
 and
 sell them
 all at the
 same price
 irrespective of
 size, shape
 or
 denomination.
 We will
 be
 very
 pleased
 to
 send you samples
 if you ask us.
 They are
 free.
 Tradesman Company
 Grand Rapids

We Are the Largest
 Mail Order House
 in the World---
WHY?
 Because we were the pioneers and originators
 of the wholesale mail order system.
 Because we have done away with the expen-
 sive plan of employing traveling salesmen
 and are therefore able to undersell any
 other wholesale house in the country.
 Because we issue the most complete and best
 illustrated wholesale catalogue in the world
 Because we have demonstrated beyond a shad-
 ow of a doubt that merchants can order
 more intelligently and satisfactorily from a
 catalogue than they can from a salesman
 who is constan'tly endeavoring to pad his
 orders and work off his firm's dead stock.
 Because we ask but one price from all our cus-
 tomers, no matter how large or how small
 they may be.
 Because we supply our trade promptly from the
 first of every month with a new and com-
 plete price list of the largest line of mer-
 chandise in the world.
 Because all our goods are exactly as repre-
 sented in our catalogue.
 Because "Our Drummer" is always "the drum-
 mer on the spot." He is never a bore, for
 he is not talkative. His advice is sound
 and conservative. His personality is in-
 teresting and his promises are always kept.
 Ask for catalogue J.
BUTLER BROTHERS
 WHOLESALERS OF EVERYTHING—BY CATALOGUE ONLY
 New York Chicago St. Louis

LIGHT 15c A MONTH
 One quart gasoline burns 18
 hours in our
BRILLIANT Gas Lamps
 giving 100 candle power gas
 light. If you have not used or
 seen them write for our M. T.
 Catalogue. It tells all
 about them and our
 other lamps and sys-
 tems. Over 125,000
 Brilliants sold during
 the last 6 years. Every
 lamp guaranteed.
Brilliant Gas Lamp Co.
 42 State St., Chicago, Ill. 100 Candle Power

**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

If you
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 get the
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 to get.

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.

Restaurant—Finest stand in Northern Ohio; doing a \$28,000 to \$30,000 business each year; 40 years' standing. Will take farm or good city property for part payment. Jule Magnee, Findlay, Ohio. 666

For Sale—Small stock general merchandise in live town. Will sell at a bargain and rent building; good two-story brick. Address Box 387, Portland, Mich. 667

A cigar and tobacco store and billiard parlors in the best city in Michigan for sale cheap. It makes money all the time. Woolfitt & Macomber, The Dryden, Flint, Mich. 668

For Sale—Fine forty-acre farm with large amount of fruit; just outside the city limits of Traverse City. Will exchange for stock of merchandise or good rentable building. Address No. 669, care Michigan Tradesman. 669

Wanted—Good clean stock of general merchandise. Want to turn in forty-acre farm, nearly all fruit, close to Traverse City. Address No. 670, care Michigan Tradesman. 670

For Sale—Department store; Michigan resort and farming town; 1,000 inhabitants; invoice \$11,000; yearly sales \$37,000; stock up-to-date and clean; established 23 years. Address No. 671, Michigan Tradesman. 671

For Sale—My interest in a clean stock of general merchandise. Good reason for selling. Address R. J. W., Box 37, Lone Tree, Ia. 659

Unusual Chance. Will sell cheap on account of other interests, finest meat market in Northern Michigan. J. K. Sharpe & Co., Big Rapids, Mich. 660

For Sale—A good clean stock of dry goods, boots, shoes and groceries. Stock about \$20,000, can be reduced. No old or out-of-date goods on hand. Best location and trade in live town. Must be cash sale. Reason for sale, other business. Address J. R. Rauch & Son, Plymouth, Mich. 661

For Rent—Fine opening for a dry goods, clothing or general store; corner building, two-story brick, 25x90 feet; best business corner in the city; population 5,000; paved streets; electric lights; rent very reasonable. Address Geo W. Herdman, Jerseyville, Ill. 663

For Sale—A first-class up-to-date stock of dry goods, carpets and groceries, in an enterprising town of 3,000 inhabitants. Stock will invoice between \$5,000 and \$6,000. Best of reasons for selling. Cheap. Cash only. Address Box 362, Chicago, Ohio. 664

On account of death in family, stock of groceries and men's furnishing goods at 65 cents on the dollar; for spot cash only. Address No. 665, care Michigan Tradesman. 665

General store in Maryland manufacturing town. Good stand. Stock about five thousand. Address Box 111, Williamsport, Maryland. 644

For Sale—Dry goods stock of \$5,000, clean and up-to-date. Best opening in Michigan. Town 3,000; four railroads; farmers prosperous; good reasons for selling. Can reduce if purchaser desires. A. E. Smith, Durand, Mich. 645

On account of the death of John L. Spohn, manager of the Spohn Harness Co., manufacturers of and dealers in harnesses, blankets, robes, whips, trunks, and all horse goods, the business will now be sold, affording a splendid opportunity for someone desiring a well established business of twenty-five years' duration, and the only one of the kind in Allegan, Mich., county seat of Allegan county and a splendid business center. See or write I. F. Clapp, Admisistrator, Allegan, Mich. 646

For Sale—Hotel and restaurant; all furnished in first-class condition; fine location, near all docks and depot; beautiful little town on the lake; selling on account of sickness. Write to Mrs. A. Shearer, Frankfort, Mich. 647

For Sale—Well established millinery business in Holland, Mich. Best location in city; doing good business. Stock inventories \$700. 55 West 13th Street, Holland, Mich. 648

First-Class stock of dry goods. Invoice \$7,000 in big manufacturing city of 16,000; pay roll \$60,000 per week; splendid opening for a hustler. Good location. Schier & Fowler, Kewanee, Ill. 650

For Sale—Old-established retail millinery business at 27 Canal street, one block from Hotel Parfild. Best of reasons for selling. Address C. Jacobs & Co., Grand Rapids, Mich. 651

\$300 will buy eleven wood working machines for light manufacturing, also 6 a. p. gasoline engine. Going out of business. L. F. Zells, Port Huron, Mich. 656

For Sale—Up-to-date millinery stock and fixtures in a hustling railroad town of 2,000 population. Will sell for \$300 cash if taken in July. Address No. 655, care Michigan Tradesman. 655

For Sale—In Central Iowa; general merchandise; small stock; cash only; large college; fine schools and churches; street railway. Address L. L. Johnson, Toledo, Iowa. 621

Farms and city property to exchange for mercantile stocks. We have tenants for stores in good towns. Clark's Business Exchange, Grand Rapids, Mich. 626

I will sell half interest in a growing mercantile business in healthful climate and surrounded by honest trade; write for terms, etc. It will pay you. T. L. McCarthy, P. M., Greenviver, Utah. 628

For Sale—Select stock of drugs invoicing \$2,400 for \$1,400. Real estate, storeroom and dwelling combined, value \$3,000 for \$2,000 cash or \$2,200, one-third down, or rent on reasonable terms. Enquire of Warner Van Walthanson, 1345 Johnson St., Bay City, Mich. 639

Drug Store doing a paying business for sale; rare opportunity for party with small capital. Address J. J. Masse, Sault Ste. Marie, Mich. 631

Lady Bookkeeper and stenographer desires employment. Three years' experience. Address No. 640 care Michigan Tradesman. 640

For Sale—Stock of groceries, crockery and provisions, invoicing about \$2,500 in Central Michigan. Town has 1,000 inhabitants; surrounded by good farming country. Will exchange for improved farm. Address 653, care Michigan Tradesman. 653

For Sale—Drug stock and fixtures, invoice about \$4,200. Located in the best little town in Michigan. Local option county. Address No. 638, care Michigan Tradesman. 638

For Sale—Clean drug stock, good business, in county seat town. Reason owner not registered. Address No. 618, care Tradesman. 618

For Sale—\$3,500 stock general merchandise. Country town; good reasons; doing a good business; no trades. S. & Co., Spring Hill, Ill. 620

For Sale—Candy factory, doing good business, both city and country, Seattle, Washington; population, 150,000. Address W. H. Hecht & Co. 587

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—The leading hardware store in a thriving city in Western Illinois. Invoice. Best location in city. A money-maker. Best of reasons for selling. Address Rambler, care Michigan Tradesman. 605

For Sale—A fine bazaar stock in a lumbering town in Northern Michigan, county seat. Price right. Good reasons for selling. Must be sold at once. Address Rogers Bazaar Co., Grayling, Mich. 606

For Sale—Fourteen room hotel, new and newly furnished, near Petoskey. Fine trout fishing. Immediate possession on account of poor health. Address No. 601, care Michigan Tradesman. 601

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

For Sale—Bright, new up-to-date stock of clothing and furnishings and fixtures, the only exclusive stock in the best town of 1,200 people in Michigan; nice brick store building; plate glass front; good business. Stock will inventory about \$5,000. Will rent or sell building. Failing health reason for selling. No trades. Ackerson Clothing Co., Middleville, Mich. 589

Cash or a good farm for your stock or merchandise. Address Box 148, Independence, Iowa. 610

For Sale—Long-established dry goods and carpet business; best town of 7,000 in Illinois; best location in town; odds and ends all closed out; cleanest stock you ever saw offered for sale; invoices about \$16,000; can be reduced to \$10,000 in a few days; owner not well, made enough to retire; a snap if you want a paying business; no trading stock; terms to suit; traders of Western lands and equities need not apply. Address F. S. Taylor, Galesburg, Ill. 642

A firm of old standing that has been in business for fifteen years and whose reputation as to integrity, business methods, etc., is positively established, desires a man who has \$5,000 to take an active part in the store. This store is a department store. Our last year's business was above \$60,000. The man must understand shoes, dry goods or groceries. The person who invests this money must be a man of integrity and ability. Address No. 571, care Michigan Tradesman. 571

For Sale or Exchange—Gas stock, paying better than 10 per cent., for city property or improved farm lands. Address P. O. Box No. 58, Lima, Ohio. 627

A Snap—General hardware, tinning, plumbing, implement and harness stock in town of 1,200 inhabitants in Southwestern Michigan. Good farming country; good factory town; no competition; invoices \$7,000. Cash sales last year, \$22,000. Good reason for selling; will bear investigation. Address No. 625, care Michigan Tradesman. 625

A Golden Opportunity—Party desires to retire from business. Will sell stock and building or stock, consisting of clothing, boots and shoes, and rent building. Only cash buyers need apply. Write or call and see. T. J. Bossert, Lander, Wyoming. 529

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

Wanted—To buy stock of general merchandise from \$5,000 to \$25,000 for cash. Address No. 89, care Michigan Tradesman. 89

Wanted—Will pay cash for an established, profitable business. Will consider shoe store, stock of general merchandise or manufacturing business. Give full particulars in first letter. Confidential. Address No. 519, care Michigan Tradesman. 519

For Sale or Will Exchange for an A1 Stock of General Merchandise—My fine farm of 160 acres, together with teams, stock and tools. The farm is located at Coopersville, Ottawa county, thirteen miles from city limits of city of Grand Rapids. Call or write if you mean business. E. O. Phillips, Coopersville, Mich. 535

For Sale—A modern eight-room house Woodmere Court. Will trade for stock of groceries. Enquire J. W. Powers, Houseman Building, Grand Rapids, Mich. Phone 1455. 498

For Sale—Meat market; good location. Address No. 554, care Michigan Tradesman. 554

For Sale—Tin shop, complete set tools, good furnace business. Small stock. Address Lock Box 592, Shelby, Mich. 611

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

Drug Store and Business for Sale Cheap—\$3,000 inventory. Address Muskegon, care Michigan Tradesman. 594

On account of ill health I wish to close out at once my stock of general merchandise, consisting of groceries; all new stock a year and a half ago, dry goods and notions. For particulars address J. M. Wheeler, Shelby, Mich. 591

HELP WANTED.

Wanted—Salesmen to carry our brooms as side line. Good goods at low prices. Liberal commission. Central Broom Co., Jefferson City, Mo. 662

POSITIONS WANTED.

Wanted—A position by an experienced clothing and shoe man as clerk or manager. Address J. A. Vandervest, Thompsonville, Mich. 555

Wanted—Position as salesman in retail hardware store. Have had ten years' experience. Address Box 367, Kalkaska, Mich. 466

AUCTIONEERS AND TRADERS

Reduction Sales—Conducted by my new and novel methods draw crowds everywhere. Beat any auction or fire sale ever held. I personally conduct every sale. I am not a novice at the business, but a competent special salesman and advertiser with years of experience. My methods clean your stock of all stickers, and will quickly raise money for the merchant. I also conduct closing out sales. For terms and references write to-day. Address W. A. Anning, 86 Williams street, Aurora, Illinois. 607

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

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 Washburn ave., Chicago. (Reference, Dun's Mercantile Agency.) 872

MISCELLANEOUS.

Grocerymen and Dealers—50c will bring you by return mail 100 bright, catchy, up-to-date pulling suggestions for advertising by circular or in newspapers. Don't delay a day in sending for them and see how your business will grow. Address R. A. Neff, 1020 Broadway, Toledo, Ohio. 616

To Exchange—80 acre farm 3 1/2 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. 501

Freight Receipts

Kept in stock and printed to order. Send for sample of the NEW UNIFORM BILL LADING.

BARLOW BROS., Grand Rapids

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.

A New Brand of Thief.

The head of one of the principal departments in a large Chicago retail establishment says that a new brand of thief has been developed by the extensive system of taking back purchases of goods after they have been carried or sent home. The thieves, he adds, are women for the most part. They carefully price and select goods and steal them with the direct intention of bringing them back and demanding the money. The process is described thus:

"Of course the professional shoplifter who returns goods to a store which has a duplicate article, or even sometimes to the store from which she took it, is not new. The temptation is great, as it is the only place where 100 per cent. can be obtained on the goods. But there is also a class of women who, far from having any suspicion attached to them, have instead the prestige of general good appearance, respectability and perhaps a long shopping career in their favor.

"Perhaps from long practice they have developed a faculty of 'unloading' merchandise which from having become stale or damaged upon their hands might reasonably be refused. They have also become adepts in all the little tricks of the trade, such as buying two articles of the same kind in which there is some difference in cost, exchanging the checks and price marks, and then returning the cheaper of the two and getting the money back through the carelessness of the person in charge on the better one. Success in these smaller lines of thieving proves too much for some of them, and the next step is to make a small purchase and purloin two or three duplicates at the same time. Then the whole lot is returned, sometimes with an altered check and sometimes with the story that the check has been lost.

"The first plan is almost sure of exposure, for the alteration is seldom cleverly made; but in the latter case it may go through without suspicion. If this happens, it is not long before the shoplifter is getting the money on things of value; and although she may manage it cleverly she is even more apt to be caught when returning the goods than when she takes them. There is usually some little weak point in her story, or nervousness in the manner of telling it, which at first arouses suspicion. If this is the case steps are taken to see if the address which is given to get the 'offset' check is the right one. If it is not, then, of course, the person is watched, and it is only a question of time until she is found out.

"If she is smooth enough to give her own address the exposure is put off a little longer. It is bound to come, however, from the fact that when she has succeeded once, this class of thief losses all caution and thinks she has easy money. It is usually something impossible to guard against which betrays her, as, for instance, a case which was prosecuted not long ago. The theft was of some thing of which there did not happen to be a duplicate in the stock.

"A noticeable thing is the disappearance of the old and rich 'kleptomaniac,' who has a husband or relatives that pay for what she may take. Those whom we have most to fear nowadays also belong to a respectable class, but they are stealing simply for the money they can get out of it. The woman who steals what she wants for herself is extremely rare."

Hides, Pelts, Tallow and Wool.

The hide market is strong in price and there is a good demand, with few offerings. Receipts are light from all points. Heavy hides do not feel the advance of lighter stock. Tanners hesitate paying higher prices, as leather values do not respond. Again labor agitation pops up among tanners and they hold off on making purchases until they know the outcome.

Sheep pelts are bringing higher values, especially for wool skins. Offerings are small.

Tallow is easier and, in fact, $\frac{1}{4}$ c decline. Offerings are in fair quantity and concession of price would be made to effect sale.

Wool is strong and high in price compared to years past. The supply is claimed to be limited and short of previous years. But few dealers have the nerve to take it at the advance. Manufacturers prefer dealers should carry it while they look for easier spots or a substitute. The clip is marketed and passed out of first hands and the State. The situation is a strong one for holders.

Wm. T. Hess.

Umbrella Makers Worried.

Manufacturers in the umbrella trade are complaining that this is one of the worst seasons that they have ever had, and that unless something is done to check certain evils which have grown up in the trade there is no prospect of any improvement.

The umbrella trade has suffered with all other lines from the prevailing depression, but that alone is not enough to cause the complaint that is heard now. Formerly the practice in the trade was for large retail buyers to select a lot of handles and silk and have their umbrellas made up to their order.

In the last year or two, however, there has been an influx of small manufacturers into the trade, who get second grade or damaged stock, make it up as cheaply as possible, and then offer it at low rates. The result is that the retail buyers have become demoralized and refuse to look at anything that is not below the regular prices.

There is talk in the trade of an organization to regulate price cutting and other evils.

M. J. Present, dealer in dry goods, clothing and shoes, Cadillac: If every merchant and every clerk would read the Tradesman regularly there would be more harmony among all concerned and the general tone of business would be elevated.

When the preacher gets his gospel out of the garbage barrel the people will get their sins out of his sermons.

China Adopting Civilized Ways.

If China continues to send its young men to the United States, England and other countries to be educated, it will in time become what may be called a thoroughly civilized country. An illustration of this tendency is furnished in the good work of the Chinese Minister at Washington, who was educated in the United States, in the bringing in of the Empire of China as a signatory of the Geneva Convention. That involves an agreement on the part of China to observe the rules of civilized warfare, and renders possible international co-operation in the care of the wounded.

The government of China has not only become one of the signatories of the Geneva Convention, but a Red Cross Association has already been organized, under the auspices of the Empress Dowager, who gave substantial evidence of her sincerity in this movement by a personal subscription of the equivalent of about \$70,000. The influence of Japan is having a great effect on China. Her rulers are able to see how Japan has become a great nation in a comparatively short time, and Japanese instructors are becoming numerous in China.

Japanese are drilling the Chinese troops, and no doubt the next war will show the Chinese to be much more effective than heretofore. And if they have higher aims, and adopt Japanese methods in dealing with foreigners, there will be no ground of complaint against China. That seems to be the present tendency of the empire.

The Boys Behind the Counter.

Martin—Fred Donoghue has resigned his position in the clothing department of the Sherwood & Griswold Co., at Allegan, to accept a position in the general store of Fenner Bros. & Co. here.

Petoskey—J. N. Pannabecker has resigned his position in the carpet department of the S. Rosenthal & Sons' store to take a position with R. C. Smith.

Allegan—Will Bracelin has taken a position with the Sherwood & Griswold Co. to learn the dry goods business.

Saugatuck—Lionel Flint has taken a position in the grocery department of E. L. Leland & Co.

Hillsdale—Clarence Lent has taken a position in the grocery store of Van Deburg & Wells.

The Clothing Strikers Losing Ground.

The clothing trade is in a much better position from the manufacturers' point of view than a week ago, the week having produced a decided improvement in the labor situation. Whatever alarm the manufacturers felt over the strike against the open shop has now vanished and they are now confident that in another week their shops will be practically in a normal condition, as far as the supply of labor is concerned. Already several of the factories have a full force of cutters, many of them old employees.

The manufacturers are also much

encouraged by the decided position in opposition to the strike taken by Henry White, who for many years has been the most trusted leader of the garment workers, and they feel that this more than anything else will lead to a speedy termination of the strike. This combined with the fact that in the present condition of their work, and of the season, they can afford to wait until September, if necessary, to finish their orders for fall delivery, makes them especially confident of the outcome.

Manistique—Preliminary to the proposed purchase of the Federal Leather Co.'s plant a number of concessions were asked of the city council by the Northwestern Leader Co. These have now been granted and the deal for the tannery is being closed. The contract binds the city of Manistique to the following pledges: First to remit all municipal taxes, with the exception of school tax, for a period of five years; second, to furnish the buildings of said plant with a sufficient supply of water, and third, to improve the facilities for travel from the main part of town to the tannery buildings by the construction of plank sidewalks. As the new owner contemplates the manufacture of upper instead of sole leather, which was made by the old company, it will be necessary to make an entire change of machinery and to reconstruct a portion of the plant. This work will be started at once, and it is believed the plant will again be in commission by the middle of September. When the tannery is operating full force it will employ about 300 men.

M. S. Scoville, the veteran Kalamazoo grocer, writes: Could not keep house without the Tradesman. Would not know when it was meal time. Wife says she would forget the day of the week.

Business Wants**BUSINESS CHANCES.**

Wanted—Good clean stock of merchandise in exchange for good home in Grand Rapids. Fine large lot; paved street; close to street car track, schools and churches; in fact, on one of best residence streets in city. Address No. 672, care Michigan Tradesman. 672

For Sale—Drug stock, under \$2,000; no competition; low rent; other business; liberal discount; snap. C. E. Hayward. M. D. Cropsey, McLean Co., Ill. 673

For Sale—Twenty thousand dollar stock dry goods, shoes, men's furnishings, carpets, millinery, crockery; thriving mining town of 6,000; brick building 75x78 with Galery heating and lighting plant in building; Lamson's cash and parcel carrier system; will rent or sell building. Address Box L., Eveleth, Minn. 674

Modern residence, new store building, general stock of merchandise for sale cheap on account of poor health. Box 280, Cedar Springs, Mich. 675

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Wanted—Situation as registered pharmacist; married; permanent position at living wages desired. Address J. P. W., 508 William St., So. Haven, Mich. 676