

# MICHIGAN TRADESMAN

Twenty-Second Year

GRAND RAPIDS, WEDNESDAY, NOVEMBER 16, 1904

Number 1104

**Commercial Credit Co.**  
CREDIT ADVICES  
COLLECTIONS AND LITIGATION  
LIMITED  
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. McCORMACK, Manager.**

**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.

Our Spring and Summer samples for 1905 now showing. Every kind ready made clothing for all ages also always on hand. Winter Suits, Overcoats, Pants, etc. Mail and phone orders promptly shipped. Phones, Bell, 1282; Citizens, 1957. See our children's line.

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 The stocks are all withdrawn from sale with the exception of two and we have never lost a dollar for a customer.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

## SPECIAL FEATURES.

- Page.  
2. New Folder.  
4. Around the State.  
5. Grand Rapids Gossip.  
6. Window Trimming.  
8. Editorial.  
9. How Shall They Meet.  
12. Meat Market.  
14. Butter and Eggs.  
15. New York Market.  
16. Clothing.  
19. Words in Their Place.  
20. Woman's World.  
22. Spring Fabrics.  
24. Looking Backward.  
28. Hardware.  
30. Science of Salesmanship.  
32. Shoes.  
35. Fire Insurance.  
36. Secret of Success.  
37. Hardware Price Current.  
38. Dry Goods.  
40. Commercial Travelers.  
42. Drugs.  
43. Drug Price Current.  
44. Grocery Price Current.  
46. Special Price Current.

## GENERAL TRADE REVIEW.

The nearest approach to boom conditions in the Wall Street markets since three years ago last May was the result of the reaction from political activity. Prices were advanced sharply in most leading lines and the volume of trading became so great that on one day 2,325,000 shares changed hands. It will be recalled that only a few weeks have passed since 1,000,000 was considered notable. The most reassuring feature of the situation is its universality. Industrial activity is increasing everywhere and with it a spirit of conservatism in the management of prices which promise so well to safeguard against actual boom speculation that it lends the greatest confidence. Sixty leading railway shares showed a steady average gain which has brought them up to within \$13 per share of the high level of 1902. It is impossible that this upward movement can continue without sharp reactions in many lines.

It is encouraging that the extraordinary demands consequent upon such a volume of trading have so little effect on the money market, especially in view of the reduction of reserves in the associated banks. It illustrates the increasing skill of the financiers and gives assurance for the increasing demands of the future.

There is considerable complaint in retail distribution in that the mild weather defers winter purchases. It is to be remembered that it also affords opportunity for securing late crops and making preparation for winter which will be reflected in later trade. Eastern distribution is disturbed by the severe conditions, including a storm which interrupts communication by wire more than for years.

Steady demand for iron and steel products keeps prices well sustain-

ed. Stocks are low and works are resuming that have been idle for many months. Textiles are in a more favorable condition than for years. Boots and shoes show increasing activity in the face of steadily increasing cost of raw materials.

A "bar which can not be sawed through" has been patented by a Pennsylvania inventor, specially intended for use in penal institutions. The bar has a number of longitudinal holes near the surface, which are filled with glass. This is very severe on the saw, and is counted upon to discourage the sawyer. The expense of manufacturing such bars would be somewhat above those of the ordinary type, and the diameter would necessarily be increased to allow for the glass, an increase which would in itself deter most criminals from attempting the task of cutting through it.

Prof. Vair, one of the leading landscape architects of Canada, has found after careful investigation that ivy, instead of injuring walls, protects them by absorbing the moisture from them. Frederick Law Olmstead, a landscape architect of Boston, adds to this that he has yet to see a single building of brick or stone that has been affected by "Boston ivy" or the Japanese ivy, which has become common in the last thirty years. Nothing has done more to add to the picturesqueness of the American city than the entrance of this Japanese vine.

Pajamas are to be supplied to the American troops in the Philippines unless there is unexpectedly strong opposition from the anti-imperialists. They can probably show that the cost of pajamas will be heavy and that their use will render the soldiers more comfortable than they should be while keeping the Filipinos from having "free and independent" fights among themselves.

The craze for industrial trusts has about died out. Those that have survived are in a precarious condition and must be largely reorganized in order to get upon a safe business basis. This country is too big for many monopolies to thrive in it. The smaller concerns are apt to be more economically managed and succeed where larger ones fail.

The dentists of the United States, it is said, annually put \$2,000,000 of gold in the teeth of the people. The nation's subsistence, if not its existence, thus appears to rest upon a gold basis.

We rather like to hear a man tooting his own horn, providing he doesn't forever toot in the same key.

Old age is one of the things which is absolutely certain to come to every one who lives long enough. A European scientist named Prof. Metchnikoff declares that old age is nothing more or less than a chronic disease and he believes that in time a cure will be found for it. A panacea of this sort would prove extremely profitable, but the search for it is liable to be longer than that for perpetual motion. The Bible speaks of three score years and ten and holds out the possibility of four score years. To be sure, the same authority speaks of Methuselah and others who lived several hundred years. Prof. Metchnikoff is holding out hope which is liable never to be realized. It is easier to make prophecies than to provide for their verification.

During the past year diamonds, rubies and other gems to the value of \$26,000,000 were imported into this country. In 1902 the importations were \$24,750,000, but in 1900 they were valued at less than \$12,500,000. The quantity of uncut and unset diamonds imported is steadily increasing. Formerly these gems were brought into the country in settings ready to wear. But the diamond cutting industry has advanced so wonderfully in recent years that our native artisans are now considered the equal of the best cutters of Amsterdam and other European countries. American jewelers are also recognized as leaders in designing novel and artistic settings for stones.

The average family consists of a father, a mother, two and a half daughters, and two and a half sons. Sir Francis Galton has just completed investigations on the topic, and announces that each father or mother on the average has two and a half sons and two and a half daughters, of whom one is a fertile son and one a fertile daughter, and he then calculates that the average person has one father, one mother, two sisters, two brothers, four uncles and four aunts.

An honest man never does lose out. His progress might not be as rapid towards the goal of success as is that of the man who uses questionable methods, but it is usually discovered that when this goal is reached it is the honest man who finally gets there, while the other somehow has gone to pieces on the way. If you want to stick in business; if you want a reputation; if you want to inspire confidence in others you must be honest.

Pull is the little path that leads straight up to the top of the hill called Success.

## NEW FOLDER.

## Latest Acquisition to the Equipment of the Tradesman.

When the Tradesman assumed its present form, some fourteen years ago, it became necessary to add to its equipment a machine for folding the sheets ready to be placed in covers. The sixteen pages of which the paper then consisted were printed on one sheet and to prepare the edition for the covers it was only necessary to use the machine one day. This gave the use of the machine the remainder of the time for such other work as it was adapted to do. When it became necessary to increase the paper to thirty-two pages the demand on the folder was doubled, and more by the increasing circulation. Then when later the increase was made to forty-eight pages the machine was given up entirely to folding the paper.

of a character making it impossible to fold by hand without reducing their size, thus increasing the already expensive hand work. The new machine, illustrated herewith, is so constructed that it will fold any form of 8, 12, 16, 24 or 32 pages on sheets 12x18 up to 32x44 inches, and that on any kind of paper. The invention making it possible to fold a great number of pages of heavy paper perfectly smooth is especially ingenious and consists of a perforating device which cuts the paper in the fold, thus preventing the strain of the outer sheets around the thick interior. Another ingenious device is for the purpose of retarding the speed of the sheet of paper as it is first carried into the machine so there can be no rebound, which would be fatal to accuracy at the high speed. Another, the sheet is caught by a mechanical hand and brought into exact register re-

## Public Disputes Should Be Tabooed Between Employees.

Written for the Tradesman.

It should go without saying that clerks should never "scrap" in the presence of customers.

One would naturally suppose that store employees would have enough discretion to keep their tempers "before folks" even if it were no rule of the store that there be no altercations in the hearing of patrons.

'Tis a most pernicious habit to fall into, one utterly without excuse in so far as the work in a place is concerned. Flying into a rage detracts seriously from a clerk's usefulness to his employer, or employers, and the "family wash" of the store should not be fluttered to the breeze any more than that of private individuals.

Recently I have been the unwilling listener to several delectable differ-

derent to their belligerent tendencies.

They "scrapped" on and on and on. I hated to break in on them, but as there seemed to be no prospect of a cessation of hostilities, I saw I should either have to interrupt the rapid firing artillery or retreat to some other store to do my trading. I hate basement shopping anyway and my opinion was not being bettered by the ordeal I was experiencing.

"Excuse me for interrupting your conversation," I said in as careless a tone as I could command, and lowering my eyes to an examination of the goods on their counter. "Excuse me," I repeated, "but I would like to ask if you keep so-and-so in your stock."

It was gall and wormwood for the girls with their mouths open to have to shut them on my account. They glared at me like angry lions, as the obstruction of the tirade, and then, with a parting fierce glance at each other, submitted to the inevitable.

They lacked the article which I was seeking, and I was glad of it, although it necessitated more hunting around on my part, for, if I had found it in those girls' department, ever after would have clung to it the recollection of that unpleasant episode of which I was a most unwilling witness.

On general principles I dislike exceedingly, as I say, to go to the basement part of a store, and especially now do I detest the one of which I have been speaking, for I never think of it since that altercation without wishing I might not have heard it.

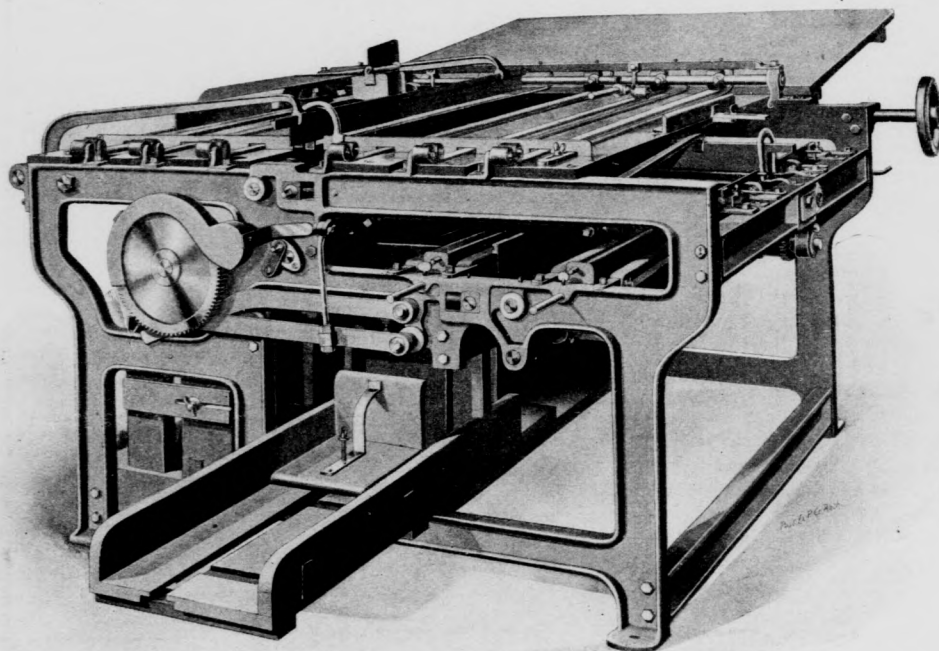
Another disagreeable experience I underwent lately was in one of the finest haberdasheries in Detroit. I was on a visit to a friend in that beautiful City of the Straits and, having some shopping time on my hands and having heard this particular place spoken of as dealing in the newest and most beautiful weaves in ties suitable for shirt waist wear, I hied me to the place, accompanied by my very agreeable hostess.

Nothing had happened to mar the pleasure of my visit, either in her handsome home or out of it. I had planned to leave the next day and was thinking how I had only delightful memories to take home with me.

My friend and I started on a personally conducted tour to the necktie department, which is next to the book-keeper's coop. Here the head book-keeper and his assistant were having some sort of a fracas over an error which the latter had discovered in the work of his principal and we were elected to hear the whole affair through the wire meshes of the enclosure. Both men were on their high horses and neither would come down for the other. So I have a miserable thought of that beautiful Detroit store to remain with me, and shall always remember the disagreeable circumstance when I think at all of the stores of the city.

Clerks, don't quarrel among yourselves, but if you must have differences, don't air them before the buying public.

J. Jodelle.



The machine referred to was built by the Brown Folding Machine Co., of Erie, Penn. The experience of the Tradesman with it was so satisfactory that when the requirements of general catalogue and booklet folding made it necessary to add another, it naturally turned to the Brown company in the confident belief that its output was superior in every respect to that of any other manufacturer of folding machines. The new machine was received within a week after it was ordered and was assembled and adjusted by Frederick Wendt, one of the expert mechanics for which the Brown company is so justly celebrated.

The two machines are now running side by side and afford a good comparison to show the improvements made in this line during the period mentioned.

The demands of catalogue printing have greatly increased during recent years. More and more the work is coming to be done on the heaviest and finest paper, in large forms, often

regardless of whether it is fed accurately. It is only necessary to place the sheet so that it will be taken into the machine and the folding will be absolutely exact.

The speed of the machine on the finest work is only limited by the ability to place the sheets, from 2,500 to 3,000 per hour. The Tradesman is glad to show the operation of the new machine to any who are interested in seeing the newest and best in use in this department of general printing.

## City Advantages.

"Have you any city advantages here?" asked the prospective resident of the native of the country town.

"We've got a telephone line and electric lights," answered the native, "and they're going to tear up a street next week."

One good thing about living in air castles is that the tenants are never evicted for not paying their rent.

ences between members of the store force in as many sorts of establishments. These renegades chattered their scoldings like monkeys in the zoo. I especially recollect one occurrence in a department store. The battle was being waged between two girls working in the basement. To be sure, the combatants are scarcely out of their teens, and, too, the dismal lower regions may have something to do with their characters, as the well-rounding of characters needs just as much sunshine as does the well-being of Nature's plants, and the sunshine never reaches, from one year's end to another, the particular part of the underground floor where stand their counters; but possibly their termagant dispositions are due to defective home training. Whatever the cause, the quarrel was "on" when I stepped out of the elevator and started in their direction. I could hear the disturbance distinctly before I reached their special locality; my approach seemed to be no



## A Good Repeater

A prominent grocer, when recently asked what kind of goods he liked to sell best, replied:

"Give me a good repeater like Royal Baking Powder; an established article of undisputed merit which housekeepers repeatedly buy and are always satisfied with."

NEW baking powders and new foods, like new fads, come and go, but Royal goes on forever. Grocers are always sure of a steady sale of Royal Baking Powder, which never fails to please their customers, and in the end yields to them a larger profit than cheaper and inferior brands.



### Movements of Merchants.

Albion—Frank Clark has retired from the grocery firm of Sibley & Clark.

Bellevue—J. B. Greenman is succeeded by A. A. Doty in the meat business.

Ganges—Chas. Bowles, dealer in flour and feed, has put in a line of groceries.

Sherman—L. D. Rose & Co., druggists, are succeeded by the Sherman Drug Co.

Mt. Pleasant—Morrison & Dains have purchased the C. C. Day grocery stock.

Conklin—Chas. L. Bean succeeds Bean & Brevitz, dealers in hardware and implements.

Bay City—The H. E. Meeker Seed Co. succeeds H. E. Meeker & Co. in the seed business.

Bay City—E. F. Meisel, Jr., has sold his meat market to Joseph Leroux, of East Tawas.

Grand Blanc—A. O. McNeil & Son, hardware and implement merchants, have removed to Flint.

Climax—Tice & Carpp succeed Lyman T. Clark, who has recently conducted a general store and furniture business.

Gladwin—Fraser & Button are to be succeeded by Fraser & Tubbs, dealers in hardware and agricultural implements.

Pontiac—F. M. Kirby has purchased the meat market of Isaac Walters and will continue the business at the same location.

Cannonsburg—John F. Joyce, dealer in groceries, dry goods and boots and shoes, has filed a voluntary petition in bankruptcy.

Richmond—A chattel mortgage has been foreclosed on the Geo. M. Greenis stock of dry goods, notions, groceries, crockery, etc.

Lexington—A. McNinch & Son, of Sanilac Center, have opened a new store at Applegate, which will be in charge of C. W. Fox.

Plainwell—L. A. Arehart has sold his bakery to C. H. Leach, of South Haven, who will continue the business at the same location.

Lowell—C. M. Foster has purchased the grocery stock of C. O. Lawrence and will continue the business at the same location.

Monroe—The firm of Keegan & Keegan, dealers in bicycles, sporting goods and cigars, has been dissolved, Frank T. Keegan continuing the business.

Albion—Fred Gress has purchased the interest of M. Deyoe in the grocery firm of Wochholz & Deyoe. The new firm will be known as Wochholz & Gress.

Detroit—Referee in Bankruptcy H. P. Davock has declared a second dividend of 10 per cent. on all proved claims of the Cleveland Silex Stone Co.

Lansing—The Clear-Bauer Co. succeeds the Lansing Coal & Ice Co. in

the ice and coal business. The new company has an authorized capital stock of \$10,000.

Tecumseh—Wm. Willoughby has sold his bakery and confectionery stock to Robt. McCoy and Don Reed, who will continue the business at the same location.

Sand Lake—Gilbert McCutcheon, of Ensley, has exchanged his farm for T. J. Blanchard's undertaking stock and will continue the business at the same location.

Shelby—J. N. Nathan, of the Savings Bank store, has rented the building recently occupied by Mrs. DeGroot's millinery store and will occupy it with a bazaar stock.

Flint—A. O. McNeil & Son have moved their stock of hardware from Grand Blanc to this city and are now doing business at the corner of Saginaw and West Second streets.

Ypsilanti—Clarence Bray has severed his connection with the Franklin I. Carpenter hardware store to engage in the hardware business at Hudson in partnership with Chas. Brown.

Maple Rapids—Cole & Crook, implement dealers, have dissolved partnership, Mr. Crook selling his interest to Charles and Frank Cole, sons of Mr. Cole, who will continue the business with their father.

Elk Rapids—Joseph Hoare has sold his city bakery to E. E. Cooper, who will continue the business at the same location. Mr. Hoare will remove to Cadillac, where he has purchased a bakery and grocery stock.

Holland—Slagh & Zuidewind have leased their store building to Detroit parties, John Notaras and Peter Spers, who will start a confectionery store. They state that they expect to install a \$1,000 soda fountain.

Lansing—Alec Cohen has purchased the interest of C. K. Chapin in the firm of Chapin & Cohen, coal dealers, and will continue the business, having for his associate James V. Barry. The new firm will be Cohen & Barry.

Hudson—Mead & Adler, who conduct clothing and men's furnishing goods stores at Jackson, Mich., and Dayton, Ohio, have rented the N. J. Holmes store, formerly occupied by A. & D. Friedman, and opened a clothing store there.

Traverse City—Louis Greilick has purchased the interest of Frank Friedrich in the shoe stock of Frank Friedrich & Co. The new firm will be composed of Louis and Alfred Greilick, the latter continuing to manage the business.

Detroit—The Sanitarium & Mineral Bath Co. has filed articles of association with the county clerk, placing capital stock at \$60,000. The stockholders are Dr. Edgar B. Smith, Dr. John F. MacPherson, Frank R. Alderman and Frank T. Lodge.

Hillsdale—W. C. Westover, who has been proprietor of a grocery store here for the past four months, has sold out. Frank E. Smith, who was formerly a partner in the firm of Smith & Forbes in the same location, is again at the head of the business.

Lake Odessa—O. C. Russ & Co. have sold their stock of drugs, books and stationery to Smelker Bros., of Freeport. The Russ store was established when the town was in its infancy. Dr. Russ will retire from business, and with his wife will spend the winter in the South.

Bay City—A syndicate of young business men have closed a deal by which the R. C. Bialy hardware stock will change ownership and management. C. L. Fox is one of the new company. Mr. Bialy has purchased an interest in a Chicago hardware store and will move to that city.

### Manufacturing Matters.

Jackson—Mortimer E. Bartlett, manufacturer of confectionery, is succeeded by Hugh D. Bartlett.

Boyne City—The Boyne City Chemical Co. has increased its capital stock from \$100,000 to \$125,000.

Hartford—O. M. Smith and Wm. M. Traver have formed a copartnership to engage in the apple shipping and cider mill business.

Menominee—Donovan & O'Connor will not dismantle their sawmill, as previously reported. It is possible that the plant will be used in the future.

Wausaukee—The sawmill of the Bird & Wells Lumber Co. will be operated day and night as soon as the necessary crew of men shall be secured, which will be in a few days.

Chassell—The Worcester Lumber Co. has closed its sawmill for the usual fall repairs. It will resume operations in two months, again giving work to the seventy-five men laid off. A band mill will be installed.

Detroit—The Detroit Brass & Iron Novelty Co. has been adjudicated a bankrupt by default by Judge Swan, on petition of the Pittsburg Shafting Co. et al. The company had previously filed notice of assignment with the county clerk.

Menominee—The Peninsular Land Co. is negotiating with the Lilly Lumber Co., of Talbot, for the purchase of a large tract of cutover land in Menominee county, between the Chicago & North-Western and the Wisconsin & Michigan railroads.

Hartford—The firm of Wm. M. Traver & Co., proprietors of the Traver canning factory and cider mill, has been dissolved, the interest of Wm. M. Traver having been purchased by the other member of the firm, F. W. Traxler, who will continue the business.

Caro—The Peninsular Sugar Refining Co. has decided to place a weighing station at Gagetown for the better handling of beets and that the farmers may move the crop more rapidly, and also to satisfy the growers that they are getting correct measurements.

Thompson—The last lot of machinery for the Cooper & Johnson sawmill has arrived and the work of installing it is being pushed. It is thought that the mill will be ready for operation by November 15. It will be one of the best equipped plants in the Upper Peninsula.

Hudson—The Lenadale Paint Co. has been organized by Edward

Frensdorf, H. R. Letcher and H. H. Hardie. The corporation has an authorized capital stock of \$50,000. It will manufacture a high grade oil paint. The formula for this paint is the result of years of research.

Detroit—Articles of association have been filed by the Frank A. Hutchinson Co., maker of stoves, etc. Of the \$15,000 capital stock, all has been paid in, consisting of the stock, etc., at 34 Fort street west. The stockholders are Frank A. Hutchinson, William G. Bryant and A. J. Groesbeck.

Port Huron—Several creditors of the Port Huron Steel & Screw Co., Ltd., have filed a petition to have the company adjudicated a bankrupt. It is alleged the company owes about \$125,000 and that its property is not worth more than \$50,000. Frank E. Beard has been appointed temporary receiver.

Bay City—The Wylie & Buell Lumber Co., which has been operated since the company was organized and bought the old Hall mill, is running steadily and will be operated during the winter. The company will furnish all the logs the mill can cut with its capacity increased to 15,000,000 feet by the addition of another band saw outfit.

Alpena—The Alpena Cedar Co. has incorporated with a capital stock of \$25,000. The members of the company are J. A. Widner, H. K. Gustin and George Widner. The concern will continue on a more extensive scale the cedar business which Mr. Widner has built up and carried on a number of years. Alpena has long been a large shipping point for cedar, many cargoes being shipped out every season, and besides large quantities are handled by rail.

Bay City—The car famine is becoming acute and lumber shippers are up against the usual fall and winter proposition. During the summer months when there was not so much business offering there were cars to sell, but when trade begins to brighten up in the fall and lumbermen have an opportunity to do some business they are confronted with the difficulty of getting cars. All of the roads appear to be in the same boat. It is a most annoying position because the lumber sold to go forward is wanted and wanted badly, and the man who has sold it wants to ship it and get his money, but he can not get the cars and there you are. And the bad feature is that there is no immediate prospect of any change for the better.

## Commercial Credit Co., Ltd.

Widdicombe Building, Grand Rapids  
Detroit Opera House Block, Detroit

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





J. H. Van Oost succeeds Jno. Kubler in the meat business.

Green & Son have engaged in the grocery business at Nashville. The Musselman Grocer Co. furnished the stock.

R. Houston has opened a grocery store at Hopkins Station. The stock was furnished by the Musselman Grocer Co.

D. A. Sturt has opened a grocery store at Pomona. The stock was furnished by the Lemon & Wheeler Company.

I. S. Flannery & Son have engaged in the grocery business at Pellston. The Lemon & Wheeler Company furnished the stock.

#### The Produce Market.

Apples—Winter stock is moving freely on the basis of \$1.75@2 per bbl. The market is strengthening, with every indication of a continued upward movement.

Bananas—\$1@1.25 for small bunches; \$1.50@1.60 for Jumbos. Prices of this fruit are slowly advancing. The trust complains of a short crop and keeps putting a dime on the price every day or so, until it is getting hard to see any margin for the jobber. Stock is first-class and the demand keeps up well.

Beets—40c per bu.

Butter—Creameries are steady in price and active in demand on the same basis as a week ago—25c for choice and 26c for fancy. Dairy grades are stronger and higher than a week ago, in consequence of the dearth of stock in all sections. As winter cows are beginning to come in it is expected that dairy grades will be more plentiful within a fortnight. No. 1 has advanced to 13@19c and packing stock to 14@15c. Renovated is strong in price and active in demand at 19@20c.

Cabbage—35c per doz.

Carrots—40c per bu.

Celery—15c per doz. bunches.

Cranberries—Cape Cods have advanced to \$7.50 for late Blacks and \$8 for Howes. Home grown are in moderate demand at \$2.35 per bu.

Eggs—The market on fresh is still firmer and higher than a week ago, due to light receipts and also to the fact that nearly all receipts of alleged fresh eggs contain a large proportion of held stock. The hens are moulting and strictly fresh eggs will be at a premium for some weeks. The movement is very brisk and a good deal of storage stock is sold each day. It is now getting to the point where these eggs can be profitably withdrawn and put on the market. Case count, fresh, 22@23c; candled, 25c. Storage stock, 20@21c.

Grapes—Malagas, \$5.50@6 per keg.

Honey—Dealers hold dark at 10@12c and white clover at 13@15c.

Lemons—Verdillas and Californias command \$4@4.75 per box.

Lettuce—Hot house fetches 15c per lb.

Onions—The price is strong and higher, choice stock fetching 75c per bu.

Oranges—Floridas fetch \$3@3.25. Jamaicas, \$3@3.25; California Navels, \$3.25.

Parsley—25c per doz. bunches.

Pigeons—Local dealers pay 60c per doz.

Potatoes—Local dealers pay 25@30c and outside buyers are taking in large quantities, ranging from 23@28c. The market is easier. The cause may be assigned to the fact that the dealers have their cellars pretty well filled up and the weather has been such as to bring out heavy receipts from all farmers that do not hold their spuds. The car-lot trade is keeping up well and shows some increase from certain districts. It is probable that the market will not show much change now until well into the winter, unless some unusual circumstance should arise.

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

Poultry—Live is in active demand. Spring chickens, 10@11c; hens, 8@9c; coarse fowls, 6@7c; spring turkeys, 12@14c; old turkeys, 10@12c; spring ducks, 9@10c for white; Nestor squabs are dull and slow sale at \$1.25. Dressed poultry (drawn) ranges about 2c per lb. higher than live. Shippers should bear in mind the injunction given in this department some time ago and get their turkeys in early. Thin stock should not be shipped at Thanksgiving time.

Radishes—20c per doz. for hot house.

Squash—1c per lb. for Hubbard.

Sweet Potatoes—Virginias are steady at \$2.25 per bbl. Jerseys have advanced to \$3.25.

Turnips—40c per bu.

Beans—The demand is not strong and farmers are not free sellers. Local handlers pay \$1@1.40 for country picked, holding city picked at \$1.50.

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

Prices of hides are to such an extreme high value that it is dangerous to deal in them. The supply is limited and demand good, but the price prohibits trading only as one is obliged to have them to keep his works running. At the extreme high price one finds advocates for still higher values. Dealers claim to be sold ahead. There are no large offerings. There is no apparent increase of the country take off. The warm weather may retard country kill. Receipts are small.

Tallow, while firm, does not advance, nor is it likely to with the large production of cotton oil for soapers' use. There is less edible used as beef is low.

Sheep pelts are scarce and wanted both for wool and leather at high values. The demand is greater than the supply at the high price.

Wool continually goes up in value on a strong market and good demand, with small supply. Wm. T. Hess.

Lake Odessa—Fred Jury has sold his general stock to Daniel Shepard.

#### The Grocery Market.

Tea—Very little of choice May picked Japans are to be found in the primary markets, and the chances are strong that they will be at a decided premium before the next crop. But this is the old story. Demand continues to be good in all grades excepting the very lowest, and they show fair activity.

Coffee—The outside speculative public is beginning to take interest in the market, and apparently think they see a chance for a radical advance during the winter and spring. The daily deliveries in New York for the month of November, up to date, show a very large increase in the purchases for the interior. Coupled with the falling off in the receipts in Brazil, this indicates a larger decrease in the world's visible supply. There seems to be no doubt in the minds of dealers that a steady advance in coffee will occur from now on. This is expected to be helped along as each month makes its report, showing a probable large decrease in the world's visible supply as the season progresses. Milds are firm and unchanged. Javas and Mochas are both very firm.

Syrup and Molasses—There has been no change in glucose up to the present writing, but the market is unsettled, and some change may be expected in the near future. Compound syrup is unchanged and in light demand. Sugar syrup shows no change and the demand is quiet. Molasses is in fair demand. New crop is coming along slowly. Prices are very much disorganized. So-called new crop molasses can be bought at any price from 30c up, but much of it is new and old blended. Genuine choice new crop costs in a large way 35c.

Dried Fruits—Prunes are in fairly active demand. Stocks on spot are light. There has been no change in price except in 30's, and the market is steady. Size 30's are very scarce and the market rules probably 3/4c above a week ago. Peaches are very strong and stocks are light. The future of the market depends on whether the large California shippers, who now hold all stock in their own hands, get tired of holding. If they do not there will undoubtedly be an advance. If they do prices will likely remain steady. Apricots are very quiet and unchanged. Seeded raisins are unchanged and recent receipts have been larger. The demand takes all coming, however. Loose raisins are in the same condition, except that stocks are light. Currants are in especially good demand, particularly for cleaned goods.

Fish—The demand for mackerel has been unusually good and the advance seems entirely legitimate. Sardines are unchanged and quiet. Codfish is in a very unsatisfactory condition. Stocks are very low and the market still rules at its highest point. Nothing new has developed in salmon. The market is quiet. Whitefish is almost out of the Eastern market. Scaled herring are weak and dull. Newfoundland herring, or

bloaters, are in light supply and rule at high prices.

Rice—The demand for rice continues to be excellent. Primary markets are firm and possibly a little higher comparatively than the distributing points. Advices from the South show that the harvest is nearly completed under favorable conditions. The yield is turning out to be somewhat of a disappointment, however.

Canned Goods—Salmon continues to hold its place at the head of the canned goods list in the matter of price and shortness of pack. Columbia River and Puget Sound salmon are well out of first hands, and there is only a limited quantity of pink to be had. What will happen next spring when the heavy demand strikes the trade is problematical. Canned shrimp is very scarce and hard to get at any price. The pack of French sardines seems to be better than was anticipated and these will not be so high as was thought. Tomatoes and corn show no new features. It seems that there is more and more corn coming out from cover and the probabilities are that the shortage in Maine and New York will have very little ultimate effect on the market. Both lines are moving well. California packers are filling orders for fruits to the best of their ability. It is likely that the pack will be even better cleaned up than it was a year ago on practically all lines. Everything is selling well, even including the high lemon cling peaches and the apricots. Foreign canned fruits are in better demand as the holiday trade approaches. There is always a call for these lines around Thanksgiving and Christmas.

#### Ask for the Perfection Brand.

Those dealers who have not yet arranged for their Thanksgiving oysters would do well to communicate with the Dettenthaler Market at once, with a view to securing a sufficient supply of the Perfection brand, which has long been recognized as the leading brand handled at this market. The Dettenthaler Market has made its plans so as to have a full supply, adequate to meet the demands of its customers, no matter how exacting they may be, but dealers should not wait until the last minute before ordering, but make their plans and complete their arrangements as far in advance as possible.

Sunfield—The Deatsman & Mapes creditors will be mailed dividend checks for 20 per cent. of their claims to-day, being the first dividend declared by the trustees of the estate. The stock is being closed out at wholesale cost, plus the expense of doing business, giving ground for the belief that about 75 per cent. will be realized by the creditors.

Galesburg—M. A. Douglass has purchased the stock and fixtures of the business formerly conducted by Wm. H. Smith, and will carry a line of cigars, tobacco, fruits, candy, stationery and notions, with soda fountain in connection.



### A Good Quartette of Windows on the River Street.

Four Canal street stores have meritorious window displays this week: J. C. West & Co., Rindge, Krekel & Co., The Giant (A. May & Son), and the W. B. Jarvis Co., Ltd.

In each of West & Co.'s windows they show what may be accomplished in the way of effect with just one sort of object or a series of allied objects. In pushing the Owl cigar, a quantity of pasteboard birdcages of two sizes are suspended from the ceiling. In each one is a "too-hooter" on a perch made of a big Owl cigar. The cages are not round but flat, the whole thing being printed on pasteboard. The two sides are exactly alike, so that, whichever one is presented to the eye, a realistic owl appears. Various other owls apparently sitting in old brown tree-knots are ingeniously arranged. A sign reads:

Special Owl Cigars

7 for 25c

Everyone knows a little something about "Mary Elizabeth," the enterprising Eastern girl who makes candy at her own home. If her confectionery is one-half as sweet as her bonny picture on the pretty boxes it ought to go like hot cakes. A card bears the following announcement:

Mary Elizabeth's  
Nut Taffy

Made at home by  
a Girl—Try it  
15c and 25c

Next to the young girl's picture on the boxes one may read:

"Nut Taffy is made at home with every care by Mary Elizabeth and her sisters at Syracuse, New York."

The boxes also bear a facsimile of her signature—an English looking hand. All these little items about the girl but serve to add to the interest in her candy, and many will purchase a box of it on that account.

The floor of the window is covered with white crepe paper, on which are laid hundreds of chocolate chips, following the outline of the round-cornered window. On a box in the rear, also neatly hidden by the crinkly paper, are two overturned open-ended pails of the chips. A black and white card says:

Try Our  
Chocolate Chips  
We have them in  
10c, 20c and 40c pkgs.

Dabrook's Perfumes are several times called attention to in the next window. One is informed as follows:

Dabrook's  
Holiday Perfumes  
in  
Attractive Boxes  
We have them

For a Holiday Present  
Buy a bottle of  
Dabrook's Perfume  
Very attractive

Everybody  
is in love  
with  
Dabrook's  
Perfumes.

The cards tell the truth when they call these goods "attractive," for that's just what they are, so far as looks are concerned. I myself am not familiar with the make, so can not speak one way or the other as to the delicacy or lasting qualities of the Dabrook perfumes.

Interspersed with the above are perfumes bearing the name of Vantine, that magic name which signifies so much to lovers of merchandise Oriental.

\* \* \*

Rindge, Krekel & Co. have hit upon the happy device of treating their men's window and women's window exactly alike as to the decoration and the arrangement of shoes. The floor covering of flame colored crepe paper caters to the prevailing rage for shades on the orange and burnt orange order. In a corner is a handsome combination window fixture of rope glass and nickel, on which are shown a few specimens of St. Crispin's art. Tacked up in the background of each window are two fine large black shiny pieces of leather, showing what the finished product had for the foundation. Just enough shoes are scattered here and there to show off well and leave a definite impression on the passer-by. This firm never makes the mistake of overcrowding its windows.

\* \* \*

A. May & Son certainly can not complain of their location if their windows should fail to draw trade. But these are always interesting to those who like to be gentlemen in apparel as well as character. All of their exhibits this week are low at the glass and rise in the rear, thus displaying everything to an advantage. Indeed, this is a particular generally looked after by these popular people, so that all their window goods are easily seen. The handsome, well-dressed dummy in the corner window would look better if he did not carry on his chest the price of the overcoat he is so gracefully wearing.

\* \* \*

Now that the hunting season is on, and hunters must have gunning materials; all the hardware stores and others dealing in such outfitings are filling their windows, large or small, with equipment calculated to fire the old game-destroyer with renewed enthusiasm for the sport, and the younger one with a fine zeal in this direction.

Almost every article that might be needed by either class may be seen in the south window of the W. B. Jarvis Co., Ltd. A dummy stands in one of the rear corners clad in warm and waterproof paraphernalia, and he is holding a gun in quite a natural position. A quarter-circle of

guns is arranged at his feet. On the wall at his side and all over the floor are disposed alligator skin gun-cases, revolvers, ammunition, sharp hunting knives, pocket knives, rubber cups, compasses, Ingersoll watches, leather-trimmed flasks, hatchets, corduroy hats and caps, etc., etc., etc. In the north window is merchandise devoted to more peaceful pursuits—anything and everything that an athlete might desire. Walls and floor of each window are covered with bur-lap (a medium green in tint), making it easy to attach anything of not too heavy a nature.

### RANDOM REFLECTIONS.

A very proud boy was one recently when he asked his teacher in one of the public schools to spend the hours after afternoon closing time at his home and take dinner with him. He was a bright student and a prepossessing little chap, and the teacher, who had a strong liking for him, accepted the invitation alike for his pleasure and her own. She found, however, when she reached his abode that her pupil had taken the duties of a host on his shoulders without informing his parent of the intention, and while the greeting of the mother was most cordial it was plainly perturbed. Tommy was telling his teacher about the tricks of his pet rabbit when his mother called him. He was absent some time, and when he returned there were tears in his eyes. The teacher refrained from questions that would have started a fresh flood, and maintained a one sided conversation with him until the mother announced that "supper" was ready. There were tears in her eyes, too, and mother and son, when they seated themselves at the table, looked at each other and burst out crying. The mother begged pardon, telling the teacher something had happened, not of serious import, but enough to upset them for the time being. The teacher wondered how the family could afford to provide the dish of which she partook, and noticed that the mother and son ate none of it. As she arose from the table she said: "Now, Tommy, you must show me your pet rabbit. Perhaps I'll want to take him home with me." "You will," blurted out Tommy, in a gulping sob, "you will take him home

with you. You've just eaten him up."

\* \* \*

The time is coming, and it is not far off, when men and women will wear rainproof suits as well as coats, for the process of waterproofing cloth has become so extensive that any cloth, whether of the best or poorest quality, can be treated without altering its color. Indeed, it has been a long day since fashion gave to men such a boon as the raincoat has proved. The raincoat doesn't show on its surface that it is a raincoat, and it is worn on the sunniest day as well on the wettest with equal facility and good taste. While it is at present a distinctive garment, there are signs which point to a rainproofing hereafter for all styles of overcoats. That in vogue is an easy step to the application of the process to suits of all descriptions. How handy a waterproof full dress suit would be at some banquets! The process is cheap enough. It costs only 25 cents a yard. In addition the rainproofing treatment has been made to include a so-called "moth proof" quality by some firms. Vanish the moth balls!

\* \* \*

"Come in and ask questions," was the invitation that was placarded in a show window. One woman, who is a genuine interrogation point and is only happy when she is plying her

### MERCHANTS

We can sell out your stock or reduce same and realize you

100 cents on the dollar.

We are the oldest and most accurate in this business. Write for terms and particulars. Mention size and kind of stock. We give reference with each reply.

C. N. HARPER & COMPANY,  
Room 606, 87 Washington St. Chicago, Ill.

### TYPHOID FEVER DIPHTHERIA SMALLPOX

The germs of these deadly diseases multiply in the decaying glue present in all hot water kalsomines, and the decaying paste under wall paper.

Alabastine is a disinfectant. It destroys disease germs and vermin; is manufactured from a stone cement base, hardens on the wall, and is as enduring as the wall itself.

Alabastine is mixed with cold water, and anyone can apply it.

Ask for sample card of beautiful tints. Take no cheap substitute.

Buy only in 5 lb. pkgs. properly labeled.

ALABASTINE CO.

Office and factory, Grand Rapids, Mich.  
New York Office, 105 Water St.

**After All** It is largely a question of demonstrating to the better class of grocers that a jobber can fill an order promptly and completely and that prices are with the market. A look at our stock convinces you that all orders can be filled AT ONCE.

**WORDEN GROCER COMPANY**

Grand Rapids, Mich.



husband with queries, was overjoyed when she saw the sign. She accepted the invitation instantly, and once inside the shop exhausted her inventive faculty in a fusillade of enquiries about the virtues of a water filter that was on exhibition. When the saleswoman, who was on the point of collapse, ventured to enquire if her industrious querist didn't want to buy a filter, the answer came promptly, "Oh! no, indeed! I have one at home just like it, but you have such an interesting way of telling all about it that I have really enjoyed my stay. Good day." The sign is no longer in evidence.

\* \* \*

"Sauerkraut" has ceased to be merely the designation of a popular vegetable compound, of which cabbage is the chief component. It has a new significance and claims a place among confections. It is a sweet conglomerate, sold in little cubes, that is being hawked in the streets by pushcart merchants, whose big lettered oilcloth signs luminously announce "German Sauerkraut." Its novelty is readily conceded, but the necessity for defining "sauerkraut" as "German" is still open for discussion.

\* \* \*

"Free shines" are assured to the patrons of certain shoe emporiums, but those who get the sort that "won't come off" must "tip" the boy that wields the brush. He expects a nickel as a compromise between the pay-shop dime and nothing, but a colored shiner was surprised the other day with a tip of "pork and beans"—a standard brand in a one pound can. "That ain't bad," said he, "but if I might have my choice I would like chicken, for next to 'possum I do love chicken."

#### Beet Sugar Crop Short.

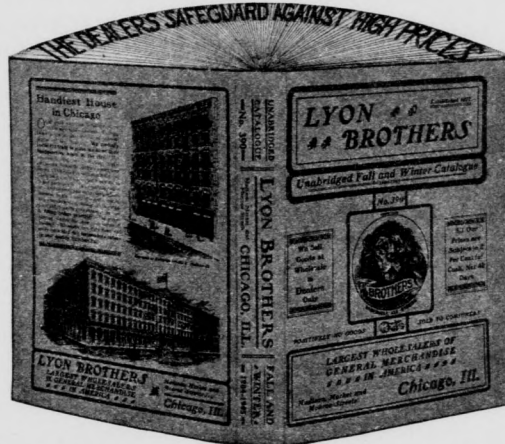
For the last few weeks the European beet sugar markets have undergone sharp advances in the price of that product, advances which were almost unprecedented, and which, according to the latest advices, show no signs of a let up. The rise has equaled about 0.75 cents a pound, and for the present delivery the price stands at 13s. 6d. The rise in the European markets has been reflected in a sharp advance in raw sugar on this side, which in turn has forced an advance of refined sugars, which have been put up gradually until now the basis for quotations is 5.35 cents net for granulated, compared with a usual price averaging from 4.65 to 4.95. The rise in beet sugar abroad is mainly due to the partial failure of the crop in Germany, owing to the excessively dry summer, the lack of moisture preventing the beets from filing up. The most reliable crop experts and statisticians declare that the crop will not be more than 4,630,000 tons as compared with a crop last year of 5,850,000 tons. There is said to be great speculation in sugar in some of the markets abroad, and a French syndicate is credited with large operations to force an advance in the price.

Love is life's near-cut to Paradise.

# A reliable catalogue from a reliable house

Our prices are from 10 to 15 per cent lower than other reliable houses ask. **That's what we save you.**

Every item in our 1,000-page catalogue is **guaranteed** absolutely reliable, **better value** than you can buy elsewhere and exactly as we **represent**. This guarantee is **backed up** by our reputation of 33 years' standing, for fair dealing with the trade.



Whether you desire to fill in or want a complete stock, our unmatched lines of **holiday goods** will fully meet your requirements. Our facilities for making prompt shipments are an advantage to you, and our prices are lower than quoted elsewhere. **Send your orders to Lyon Brothers, Chicago, and save money.**

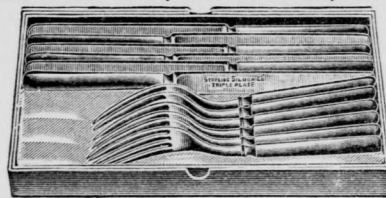
**Write for our Unabridged Fall and Winter Catalogue No. C 390**

SENT FREE TO DEALERS ON REQUEST

**HERE ARE A FEW TREMENDOUS BARGAINS—SEND US A TRIAL ORDER**

**Our Price \$1.29**

**ROGERS' SOLID NICKEL SILVER KNIFE AND FORK SETS, ACTUAL VALUE, \$1.55**



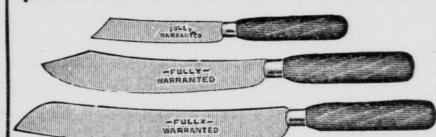
1114 This material is of recent discovery. It has wearing qualities, appearance and other features that cannot be equalled in silver-plated knives and forks of this class. We guarantee its wearing qualities. Stamped Wm. A. Rogers Nickel Silver. 3/4 doz. each knives and flat shell handle forks in a partition carton. Per set ..... **\$1.29**

**WARRANTED**

**Housewife's Sets**

Blades will hold edge, ground ready for use. Best razor edge ever put on knives of this kind. Sold regularly at \$1.90 to \$2.00. Our price,

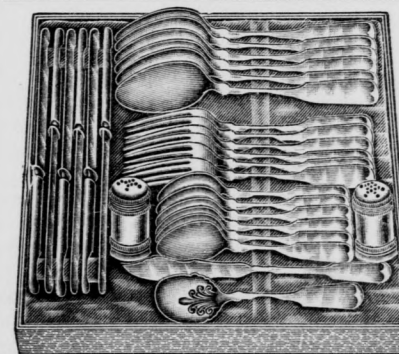
**\$1.69 Per Doz. Sets**



690 Housewife's Sets, consisting of bread, butcher and kitchen knife, best refined, polished and tempered steel blades, size of blade 3 1/4 inches, 6 1/4 inches and 8 1/4 inches respectively, 4-inch heavy stained one-piece handles with nickel-plated ferrules. Each set packed separate. Dozen sets..... **\$1.69**

**Rogers' Solid Nickel Silver 28-Piece Set**

Price per set of 28 pieces, complete, put up in satin-lined case, only ..... **\$2.95**



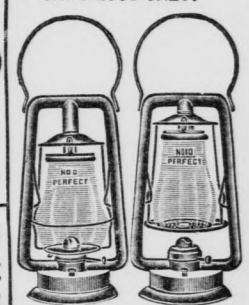
This beautiful set consists of 6 Tipped Pattern Teaspoons, 6 Tablespoons, 6 Medium Size Forks, 6 Medium Knives, 1 Sugar Shell, 1 Twist Butter Knife and 1 each Salt and Pepper, 28 pieces in all. The metal used is warranted high-grade nickel silver. Each piece is one solid metal throughout, and there is no plate to wear off. This metal takes a very high polish, is hard and stiff, and is the nearest approach to sterling silver ever discovered. The knives are highly tempered, can be readily sharpened and will hold a good cutting edge. Put up in a handsome satin-lined case, size 10 1/2 x 10 1/2 inches. Price, complete, 28 pieces in satin-lined case, only ..... **\$2.95**

**\$4.00 Dozen**

**OUR UNMATCHABLE BARGAIN IN GUARANTEED**

**LANTERNS**

HALF DOZEN IN CASE. SOLD IN CASE LOTS ONLY.



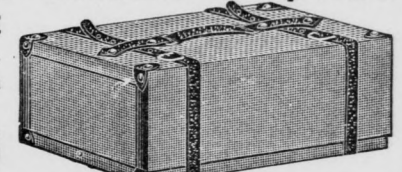
CLOSED. OPEN TO LIGHT. No. 0 Perfect Lift lantern, standard size, 2-piece stamped tubes, can be filled, lighted, regulated or extinguished without removing the globe. Easiest and quickest to operate of any on the market, gives a strong, bright and steady light, handsome in appearance and strong in construction; globe held firmly in either an elevated or lowered position. No. 1 burner, using 3/4-in wick. No. 0 Standard globe. Doz..... **\$4.00**

**Five Canvas Covered TELESCOPE CASES for \$1.35**

**A VALUE YOU CAN'T DUPLICATE ELSEWHERE**

135 Telescope, canvas covered, leather straps, leather corners top and bottom, strong leather handle, open riveted, cloth lined.

Inches....14 16 18 20 22 ..... **\$1.35**  
Nest of 5, 1 each of above sizes.....



**LYON BROTHERS**

LARGEST WHOLESALERS OF GENERAL MERCHANDISE IN AMERICA

MADISON, MARKET and MONROE STREETS

**CHICAGO, ILL.**

POSITIVELY NO GOODS SOLD TO CONSUMERS



DEVOTED TO THE BEST INTERESTS  
OF BUSINESS MEN.

Published Weekly by  
**TRADESMAN COMPANY**  
Grand Rapids, Mich.

#### Subscription Price

One dollar per year, payable in advance. After Jan. 1, 1905, the price will be increased to \$2 per year.

No subscription accepted unless accompanied by a signed order and the price of the first year's subscription.

Without specific instructions to the contrary all subscriptions are continued indefinitely. Orders to discontinue must be accompanied by payment to date.

Sample copies, 5 cents apiece.  
Extra copies of current issues, 5 cents;  
of issues a month or more old, 10c; of  
issues a year or more old, \$1.

Entered at the Grand Rapids Postoffice.

E. A. STOWE, Editor.

WEDNESDAY - NOVEMBER 16, 1904

### FUTURE OF MANCHURIA.

There has been some question as to whether China might be expected under any circumstances to take part in the present war between Russia and Japan. The summary of a letter written by Li Hung Chang, Sept. 30, 1901, and published for the first time a little more than three weeks ago in the London Times, possibly foreshadows the policy which the Chinese government will pursue when it becomes evident which of the contending powers will prevail. The letter was written to Yung-lu, one of the most influential of the Empress-Dowager's advisers, a few weeks only before Li Hung Chang's death. Its subject matter is the Manchurian question. The Russian government, having taken advantage of the Boxer movement to occupy the Manchurian provinces in the autumn of 1900, was now pressing China to "regularize" her position in that quarter. Li Hung Chang admits in his communication to Yung-lu that many Chinese officials insist that Manchuria must on no account be abandoned to Russia; but he claims that their view is due to their ignorance of the circumstances which should be decisive. "If we leave the Russians in possession of Manchuria no serious harm will ensue," argued the aged statesman, "for in that case friction will arise between Russia and Japan on the frontier of Corea, and a conflict is bound to break out between the two rival powers. In the event of war, should things take an unfavorable turn for the Japanese, it will be our business to join the Russians and help them to crush the Japanese, thus establishing a claim upon the gratitude of Russia, who, retaining Corea for herself, will give back Manchuria to China. If, on the other hand, the Russians are unable to withstand the Japanese, we can join with the latter and help them to drive the Russians out of Manchuria. Thus we shall get back Manchuria without running any grave risks, whilst in present circumstances it might be difficult for us to recover possession of it. England, it is true, attaches great importance to the Manchurian question, but that is not

a consideration that can carry much weight with us, for England can not employ force. Germany is neutral, France is a mere distant spectator and America maintains silence. Our viceroys in the South, who hold other opinions, have no knowledge of the diplomatic situation. I therefore beg you to take the greatest pains to prevent their views from reaching the Dowager Empress. I can not live much longer, and I can only implore you to go on acting in accordance with my principles. In this you will receive valuable assistance from Tuan Shih-kai."

This advice may be regarded as an illustration of "Oriental astuteness." It was given by a patriot who was actuated solely by his concern for the welfare of his own country and who had apparently no very strong personal or racial preference for the Japanese as against the Russians. His idea is simply to get Manchuria back without incurring, as he says, grave risks. Russia must be allowed to have her way for the present, but not forever. Meanwhile China is to remain entirely indifferent as to the merits of any controversy that may arise between Russia and Japan, holding herself uncommitted and ready to go in at the finish with assistance for the power that shall need it least. Li Hung Chang urged this course in full view of death, and it would seem without the slightest suspicion that there was any trace of unworthy cynicism in his conception of the game of world-politics. It may be said for him that it was entirely natural for him to feel that China was under no sort of obligation either to Russia or Japan, and that he was entirely right in feeling, nevertheless, that China could not be a really indifferent spectator of a war to be fought out on Manchurian battle fields. The question just now is whether his advice is still remembered in China, and is likely to be acted upon at the most opportune moment.

The sons of Japan scattered over the world are flocking homeward in response to the call of the Mikado, who has decided that their services are needed in the reserve forces of the empire. Very cheerfully the little brown men respond to the summons, in many cases abandoning profitable business employment. For loyalty to their country the Japanese are probably unsurpassed by any people, for they count no sacrifice too great for them to make.

Paris is experimenting with an artificial granite pavement on some of the more fashionable streets. It is prepared by a combination of physical and chemical qualities, and it is claimed to possess the resistant power of rock. It is said, however, to be capable of carrying the heaviest traffic, although less than one inch suffices for streets over which light carriages only are driven.

As soon as Life brings us one gift we glance at it hurriedly and wonder what she's going to give us next.

### THE PROSPECT OF PEACE.

It now looks very much as if Lord Lansdowne, the British Minister of Foreign Affairs, who delivered a speech some days ago, strongly hinting at the possibility of a settlement of the war between Russia and Japan by friendly intervention or arbitration, was not indulging simply in a "balon d'assaix," but was actually speaking with the foreknowledge and consent of Japan. Be this as it may, it is undoubtedly a fact that conviction that the war is near its end has become quite general, although nobody appears to have any very definite idea as to how the settlement is to be brought about.

One fact has been made very plain, and that is that the United States will not tender its kind offices until both belligerents have expressed a willingness to accept mediation. That Japan would not be adverse to a tender of friendly offices has been apparent for some time. Not that the little Island Empire feared the outcome of the war, but that, having accomplished all that was contemplated when war was declared, every good reason existed why peace should be desired. On the other hand, Russia has all along been stubbornly opposed to any suggestion of mediation until some one great victory had restored Russian prestige. This is the great difficulty that still stands in the way of peace. Russia has not yet won a single victory of importance, but, on the contrary, is on the eve of the greatest humiliation that has yet befallen her, namely, the fall of Port Arthur.

The general idea is that the capitulation of the fortress which is now believed to be at hand will bring peace nearer. This idea is based upon the belief that the loss of her great fortress in the Far East will bring home to Russia and her government the hopelessness of the situation in Manchuria. It is only the official and military classes that still desire a continuance of the war. The masses of the Russian people are opposed to the war and its continuance is causing dangerous outbreaks among the peasantry and the reservists called to the colors.

Despite this growing confidence that peace is near, it is admitted on all hands that nothing can be done until Port Arthur has fallen. Not even Japan would assent to relinquish her chosen prey. Once the fortress is in her hands, however, her mission will be at an end, and she will be ready to meet Russia in a generous spirit in discussing peace terms. What these terms will be is, of course, difficult to conjecture. Russia, as the defeated party, must expect to make sacrifices. Japan has announced that she will hold Corea and insist upon the complete evacuation of Manchuria, both by Russia and herself. These terms, together with the payment of a reasonable war indemnity, are expected to fully satisfy the Japanese, and it must be confessed that the conditions are not unreasonable, but actually very moderate. The elimination of Russia

from China will, of course, be insisted upon as a sine qua non, as without that proviso the war will have to be fought over again in the future.

The mere talk of peace terms leads to the suggestion of possible foreign complications of a new and serious character. If Russia is compelled to retire from her leased possession in China, why should not Germany also retire? It is well understood that as soon as the Russian flag is permanently hauled down at Port Arthur Great Britain will abandon the Naval Station at Wei-Hai-Wei. It is not at all probable that the other powers would consent to Germany retaining her leased territory on the Chinese littoral. It is the fear of such questions as these complicating the peace negotiations that makes the powers approach the problem of intervention with caution.

There is at least a trace of humor, not the less enjoyable because unconscious and unintentional, in the news that the Kaiser has come to the conclusion that he is not seriously injured by critical remarks about himself made by his subjects in moments of intoxication, and that he will inflict only slight punishments for such offenses when so excused or explained. For boys of thirteen, apparently, the ancient severity will be maintained, and sober citizens of adult age must speak their minds in the accustomed perils, but toppers are safe, say what they will. The effects of this imperial leniency upon Teutonic habits can hardly be such as are desired by the advocates of total abstinence, and even the friends of temperance will wait to see what they are with a good deal of anxiety.

The largest vessels on the Great Lakes have been able this year to carry cargoes from 7 to 10 per cent. larger than at any time for the last ten years, because the water in the lakes has been considerably above the mean level. The profits resulting therefrom have accordingly been greater. It has been variously estimated that the water level is between one and two feet higher than usual this year. Harbors and rivers, therefore, have been able to accommodate vessels of larger draft. This, of course, permitted the owners to load their boats more heavily, and since the cost of trips was only slightly increased, with a greater tonnage, the profits have been comparatively larger for each trip.

The number of active trusts in the United States is placed at 445, and their capitalization at \$20,000,000,000, but there is reason to believe that these figures do not represent money actually invested. The trusts are yet very far from complete control. The highest current estimate of the country's wealth is \$100,000,000,000; its internal commerce is put by one authority at \$2,445,000,000; its external commerce—imports and exports—is given in the Government reports for the last fiscal year as \$2,418,000,000.

A diplomat is a man who has learned the wisdom of brilliant silences.



# HOW SHALL THEY MEET?

## Relative Relations Sustained by Salesman and Buyer.

The following symposium covering the mutual relations of salesman and buyer will be found of general interest:

### How Shall the Buyer Meet the Salesman?

Why, he's the easiest fellow met in this world. No trouble at all to meet him.

Just keep your seat and you'll meet him. Or, if in the rear of your store, go still farther back—he'll come to where you are. If you are busy, just keep busy; don't look up. Turn your back; don't notice him. He'll make all the advances.

If he doesn't like it, there are plenty more.

He didn't come at your invitation, anyhow. He's a public nuisance; comes at the wrong time always—just to bother you.

He's bound to sell goods to hold his job, and this treatment will cause him to "do his best" at once, because you are an independent buyer, not ready to buy from every salesman who comes along, and if he has any good thing up his sleeve he'll manage to let you know it, for he sees he has to do something if he is to sell you goods.

What do you think of this plan? Don't you believe it will secure a close price on something to attract your attention. Quite likely it will if the salesman sells a line that will permit it, but if you accept his offer you would better be a mighty well-posted man, for, gentlemen, the traveling man is human.

He likes and dislikes the same as you and I.

He appreciates good treatment and tries to repay. He despises such conduct as mentioned above, and although he is master of himself enough to smile through it all, he remembers his friends, and he remembers that other fellow, too, and longs for a chance unknown to you—and the chance will come, for no man can at all times keep posted on all prices and changes.

You don't have to buy goods from every salesman coming your way—in fact, you can't afford it in justice to yourself, but you can be a gentleman every time and dispense good treatment.

Meet the salesman with the same smile you meet your customer.

Make him your friend—it pays—besides, it's right.

Even although you know you do not want any goods, treat him pleasantly anyhow.

Do this, and if he's the right sort, he will not use much of his employer's time worrying you if you don't want him to.

If you do need goods in his line, frankly tell him so. If it is goods on which buying depends on proper quotations, name the article and quantity wanted.

Ask him for quotations, and if satisfactory, buy. Don't quibble and lie about another fellow having offered the same thing for less money.

On the other hand, if quotation is not satisfactory, and you have a better price from some one else, and your present salesman makes you a second price, don't give him the order for he has proven that he would exact a better price than his competitors when opportunity offered.

Deal with salesmen so they will soon learn you are their friend, and if quality and price are right they get your order, but let them know they must make their price right on first quotation in every instance or lose your order.

If you are invited to go to a sample room, the salesman don't expect you to neglect your business if you really have a busy day—in fact, he is glad to see you busy, for the more goods you sell the better the chance for him, and he would sit up half the night to meet you if necessary, but when he invites you to call on him, if you can go at 10 o'clock in the morning, don't put him off until 9 o'clock that night just for contrariness.

And when you do get into his sample room don't sling the samples around and muss them up generally.

Don't loiter around and fool away time to keep him occupied until he won't have time to see your competitor before his train leaves, but examine samples closely, nicely and quickly, buy or not buy, and get out.

In dealing with salesmen the sum of the whole thing is, we want the right goods at the right prices, and while making salesmen your friends can not bring the right goods if they haven't them, it can bring you right prices.

We should meet salesmen in a friendly manner, first because that is the way gentlemen meet each other, and again, because when dealing with salesmen we want pointers and "prices," and making them our friends will come nearer securing these favors than any other attitude taken by us. Vernon Driskell.

### How Shall the Buyer Meet the Salesman?

Before attempting to answer the query under consideration let us, if possible, get clearly before our minds what the salesman is, and whom he represents.

In the first place, then, it may be said that he is the natural product of modern business contingencies and necessities—a natural accompaniment of the growth of modern business systems—being, so far, if you please, "the survival of the fittest" of the methods yet devised by which those who have goods to sell may approach those who would buy them.

Time was when the buyer sought the seller, but gradually the seller, being naturally—I almost said by necessity—the more enterprising character, with that aggressive and progressive spirit (alas, for its rarity among retail druggists) which is the real life of the business world, and without which our business lives would be both "stale and unprofitable," has found it absolutely essential that he come into closer personal re-

lations with his customer—for however strong and skillfully executed the pretended "personal" letter—however attractive the illustrated catalogues, or seductive the price lists and descriptive circulars, the personality of the up-to-date traveling salesman will invariably win the business. He is, then, the personality of the manufacturer or the jobber come to the door of the retail buyer, and it is difficult to say whether the buyer or the seller is most highly served:

Recognizing, then, this representative capacity, the buyer should meet the traveling salesman with that cordiality and eagerness which—whether he would or not—should and do represent the degree of enterprise with which his business is conducted.

The conservative buyer—and only this kind will be here referred to—will not, of course, allow his partiality for the personality of the salesman to induce him to purchase goods for which he has no use, nor, on the other hand, will he permit any prejudice which he may have conceived against the salesman to interfere with his making desired purchases.

But he should be received cordially, not only because he is the personal representative of his house, but because he, in every essential way, brings the market immediately to the buyer.

Nor is this all—it not infrequently happens that the salesman, by his intimate and thorough knowledge of the conditions of the market, of the extent of the demand and possibilities of the supply, is in a position to render the buyer service, the value of which is incalculable, and could be obtained in no other way.

It may be remarked that the closer and more confidential the relation, the greater the benefit to the buyer. And the salesman should be received cordially, not only because he is a benefit to the purchaser, but because it is his inherent right to be so received. His coming is legitimate, his motives are in every way laudable, and the buyer who would treat him either discourteously or in the slightest degree condescendingly does not merit the respect which we like to accord every retail dealer.

In a word, the buyer should meet the salesman as one upon equal footing—with equal rights and privileges with himself, with a view to that

mutual benefit which should always follow the advantageous exchange of commodities.

Before resuming, let us take to ourselves a few good and wholesome lessons from the character of the salesman—without discussing his vices, or even acknowledging for the time that he has any, let us call attention to and attempt to imitate his virtues. Let us in parting with him note the ever prevailing cheerfulness of his manner—his perennial hopefulness in the face of discouragements—his indomitable perseverance—his infinite tact—his progressive spirit, and his genial manner, and be pleased when he comes again, for rightly met he will do us good.

J. W. Gayle.

### How Shall the Salesman and Buyer Meet?

This is a subject which has for its foundation the differences in human nature. These phases vary. If some business men are arrogant, haughty, and imperious by nature, and this disposition has been emphasized by environment, it is no wonder that they are unapproachable. If, however, one is a born gentleman, and he has not lost this trait by contact with others, he is the one to be approached without fear of insult.

The buyer should always be a gentleman. If it chances that he may not need anything, he should convey the fact in such a manner as not to leave a bad impression on the salesman.

He should never forget that the salesman is a human being like himself. That he has feelings to be considered, and sensitiveness, as any one else—and that an ugly glance or impatient word may sink deeply in a soul.

He should always be perfectly courteous to the salesman.

There is one word that to me is always odious—"drummer." It is intended to cast a slight on the profession which does not deserve it. We should always remember that the life of a traveling salesman is a hard one at the best. He must face storm and flood, dangers on the rail and water. He must come in contact with mean men, must be polite, at least outwardly, to persons who do not deserve politeness. He is expected at headquarters to keep up his sales, or must be pronounced ineffi-

Established 1868.

Incorporated 1907.



## Durability

And expense are always to be considered in buying roofing. The highest degree of perfection is to be found in

H. M. R. Brand

### Torpedo Ready Roofing

The Roof of Quality

Endures the severest conditions—heat, smoke, gases, fumes, etc. Used on residences, schools, factories, mills, public buildings.

H. M. REYNOLDS ROOFING CO., Grand Rapids, Mich.

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

cient. The buyer should cultivate kindness and good will to the salesman. He should always treat him as a gentleman, and never forget that this is due to a fellow being.

B. T. Wood.

#### How Shall the Salesman Approach the Buyer?

"How shall the salesman approach the buyer?" The subject is a broad one, and susceptible of a wide scope of treatment. It is too far reaching to be gone into in detail, in the limited space allowed an article in a journal like this, for the manner of approach is as varied as the disposition of men, a few general remarks, and a suggestion or two, sufficient to give an outline of the subject, being all that should be attempted.

In the first place the traveling man, commonly termed a "drummer," must not only have confidence in himself, but unlimited confidence in the line he carries, and be a good judge of human nature. Thus armed, let him approach his prospective customer as he has gauged his disposition, always with a pleasant word; ever ready with the facts about his goods, and not afraid to state them with confidence and emphasis, if necessary, but not too aggressively, showing the buyer where his goods are superior, rather than show how inferior those already on his shelves. He should never run down a competitor's goods. By so doing he casts a reflection on the judgment of the merchant in buying them, and creates an unpleasant feeling, which is very apt to react and may deprive him of the order he is so anxious to get.

G. S. Hazzard.

#### How Shall the Salesman Approach the Buyer?

I know of no general rule, nor can I conceive of any such, that can be practically applied for the guidance of the drummer or salesman in approaching his customers, neither will I be so bold or presumptuous as to attempt at this time to lay down a rule or form of rules, but can only deduct from observations, and from actual, although limited experience of a few years, some passing fancies which may be of benefit.

First (and without first the salesman would better abandon his job at once), we must assume that every salesman who aspires to success possesses the necessary qualifications; he must be armed (not with a Winchester, however) to correctly approach his customer, then the rest is easy. By qualifications, I mean that he must have a knowledge of his business; be ready to work at all hours; he must have taste in dress; urbanity of speech; a knowledge of things in general, all to be backed up by the requisite amount of courage.

Now, if we all possess these qualifications, what is there for me to say more? If I must say more, I would suggest the following lines universally laid down by the physician: Diagnose your case; then apply the remedy; if your diagnosis is correct, and your remedy properly applied, good results are sure to follow. You will walk away with the "goods."

Apply individual treatment; make individual studies, then approach your customer in the way indicated to you as a result of your study. Do not forget the fact that your customers are human, and while in fact they are engaged in a line of work similar to yours, in effect, if not in detail, they differ in opinions just as do other men. Some of them like base ball; some will go to see the "pugs;" I have found those who would risk a few on the "ponies," while some others would prefer a Sunday school picnic, or a "Sermon on the Mount." One will be highly pleased if you will only "pitch horse shoes" with him, while others want you to go to prayer meeting. Each has his hobby or his pet avocation, outside of his business; find out what it is, and then you know how to approach him; of course, you want to go up to him easy like, and not scare him away the first time.

The salesman who exhibits a lively interest in his customer's fad or favorite pastime will make the approach easy, and will soon become a friend and a favorite. And you must at the same time be able to imbue him with the idea, while approaching him, that you are looking out for his welfare. Talk to him in a way that will cause him to feel that you are interested in his business, and in him; soon your presence will inspire confidence; confidence will soon ripen into close business relations, and your work will become easier and easier, and you will find that it is no difficult matter to increase the circle of your friends and customers, in that sphere whence your business originates.

To borrow one of George Ade's style of "morals," if your customer is a friend of the race horses, study pedigrees.

It should always be the salesman's aim to gain the confidence of the buyer, and having done so, never, under any circumstances, to violate it for a mere temporary advantage. If a merchant says "No," and the drummer feels he means it, give him credit for being honest in his refusal, accept it with the best grace possible, and leave him, hoping for better luck next time.

Unfortunately, many buyers make a practice of always saying "No," thus compelling the salesman to beg an order. This is demoralizing as well as humiliating, and as a result, many fall into the habit of overinsistence, and some never know when to stop. They forget that with some men "No" means "No." There is room here for the exercise of considerable judgment and it should be given careful attention. The correct judgment of human nature is an ever-present necessity. For instance, a drummer enters a store, taking everything by storm, as it were, like a Kansas cyclone, approaches the proprietor with a slap on the back, and a "Hello! old man, how are they coming?" etc. (We have all seen him do it.)

If he has judged his man correctly, or knows him of yore, he very

likely gets an order, prices, etc., being right. Now, let us follow him across the square and watch him try the same tactics on the dignified old gentleman with gold eyeglasses. As the hand comes down on his back, we see him shrink back and draw within himself like a turtle in his shell. Does the salesman get an order there? Well, hardly. The cyclone style does not fit this case, and he, all unconscious, perhaps, of having given offense, wonders why he is turned down, perhaps for all time. If he gets an order at all it is probably because he handles a monopoly, the "snap" all drummers sigh for. When the "man with the grip" runs up against what is commonly known as a "bear," and they are found in all walks of life, an opportunity occurs for exercising his finest skill. If he has patience and tact, perhaps he will succeed where many a poor fellow has gone down to ignominious defeat. Let him put his pride in his pocket, pack away his finer feelings in cotton, or some other soft material, and sail in. After each rebuff, come up smiling, no matter how it hurts, charge up the damaged feelings in the expense account and at him again, and perseverance may win out. Sometimes, however, a strong "bluff," worked with discretion, will do wonders, but one must know his man. Here again the good judge of human nature has the advantage.

And now, to digress a little from the query, "How shall the drummer approach the buyer?" let me say a few words as to how he should leave him. Leave him as you came, with a pleasant word for all, whether successful or not. It may be difficult in the latter case, but it pays. Never give way to your temper, throwing samples back in your grip, and slamming the door with a bang, as the writer has, in several instances, seen men do. The feeling left behind is apt to be one of satisfaction that "I turned that fellow down." There will be little use for him to come again. Had a different course been pursued the feeling might have been one of regret for the inability to give so agreeable a fellow an order, and a determination to do something for him next time, if possible.

To sum up the whole matter, approach the buyer with confidence; be honest with him; let him feel that he can trust you, and that you will respect his interests, as well as your own. Of all things, and at all times, be a gentleman. Nothing pays so large a dividend for the amount invested as politeness. It helps to smooth over the rough places and, like charity, covers a multitude of sins.

In conclusion, I will say to the drummer, don't talk of your troubles; reserve that topic for the policeman. Always be cheerful, laugh, joke, jolly, even flatter if you must, but don't croak. No one likes a grumbler.

E. H. De Moss.

Happiness consists largely in forgetting the things that are not worth remembering.

#### Help for the Christmas Season.

From Thanksgiving until Christmas you will need extra help. It is so every year, and will be so this year. The greater part of that help will be green at the business—very green. Green help always costs a good deal to the trade; you know that from your experience with green help that you meant to put into the regular work of the store. Why isn't green help for Christmas trade proportionately expensive?

Suppose you are going to need three to five clerks. Dumping these inexperienced hands into the store, even although they are pretty well mixed with old help, is going to make a good deal of business go wrong. Considering the fact that you will have a good trade from now until at least the first of the year on fall and winter goods, wouldn't it be a good scheme to prepare for the prospective by hiring them pretty soon and getting them used to the ways of the store and the ways of doing business? They can be put at the lesser duties and the details of work about the store, giving the other clerks a better opportunity to take complete care of the regular customers and keep stocks in better shape.

Considering the fact that Christmas trade is the kind that demands quick and rapid sales, and that clerks even four or six weeks in the store can do their work far more rapidly and with less errors than perfectly green ones, would the expense be really as much as that ensuing from slow sales that will be made in the early days of the Christmas trade, when profits mean far more than they do in the last week?

It is a matter worth figuring on and one which will bear investigation from both ways. The unsteady and uncertain clerks of the Christmas trade undoubtedly cost more in errors and slowness than can well be afforded. In fact, no unnecessary cost in business can be afforded.

The clerks of the one department unwittingly say something against goods in the other simply because that particular line is not in their hands. It is always the first business of the clerk to sell what he has in his department, and unless each knows what is in the other stocks there is always the possibility of spoiling a sale for the store. Every lot of goods should be allowed to be examined by all the clerks in all these allied departments for the good of the store.

Mail-order departments keep lists of the addresses of customers and use them to good advantage. Why shouldn't records be made of the addresses of purchasers of goods throughout the store, especially of the better goods, and these addresses used to equally good advantage in the mailing of special holiday announcements of what you have to offer? The cost will be nothing if the record is made by the salesman, and the revision will take but little time. It can be made a list for special purposes that will count most effectively.



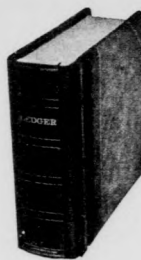


This is the time of the year when you will have a great demand for stock food. Get a supply of

## Superior Stock Food

and not only satisfy your customers but satisfy yourself with a good profit.

Superior Stock Food Co., Limited  
Plainwell, Mich.



## The Improved E & H Loose Leaf Ledger

The Best on the Market

Drop us a postal and we will send full descriptive catalogue or better still, let us call and show you a sample.

*THE Edward Hine Co.*

Loose Leaf Devices, Printing and Binding.

5 and 7 Pearl St., (offices 2nd floor) Grand Rapids, Mich.

## We Want Your Orders

For we know we have a product that will meet the demands of the most exacting trade.

## New Silver Leaf Flour

Is the best winter wheat flour manufactured, and with our equipment and shipping facilities such a thing as delay is almost impossible. Can't we quote you prices?

Muskegon Milling Co., Muskegon, Mich.

## What Is the Good

Of good printing? You can probably answer that in a minute when you compare good printing with poor. You know the satisfaction of sending out printed matter that is neat, ship-shape and up-to-date in appearance. You know how it impresses you when you receive it from some one else. It has the same effect on your customers. Let us show you what we can do by a judicious admixture of brains and type. Let us help you with your printing.

Tradesman Company, Grand Rapids



## The Glue Pot and the Glue

We empty many a glue pot in our factory. But we use GLUE, not mucilage or flour paste. Our glue is the stick-tight kind and costs 50 per cent. more than the cheap make-shift which some manufacturers use.

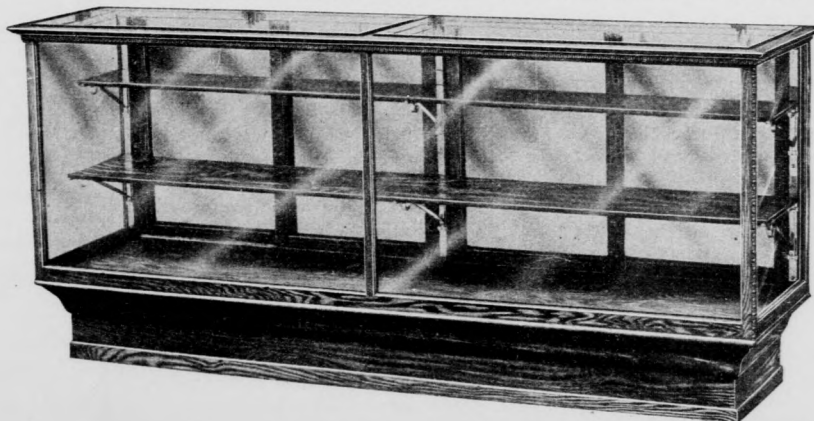
You don't see the glue, so what's the use of spending good money for a superior article that's hidden? WE don't argue that way.

A GLUE BLOCK is simply a piece of wood used to fasten the parts of the case together. The more plentiful they are, the better the construction.

WE USE TWO IN EACH CORNER and use them liberally throughout the balance of the case, so that our cases are much stronger than the ones made just to sell.

We use a screw instead of a nail, whenever possible.

No. 63—Best combination case on the market, 26 in. wide, 42 in. high. Adjustable shelves. Shipped knocked down. Glass, finish and workmanship of the highest grade.



It pays to buy good cases. Our catalogue describes that kind. Want it?

## Grand Rapids Fixtures Co.

Grand Rapids, Michigan.

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



### Window Dressing Applicable To the Meat Business.

Most butchers pay little or no attention to their windows, and are thus losing the advertising they pay good money for in the shape of rent. Indeed, many of them rent out the space in front of their windows for a vegetable stand, which actually hides any display they may have and makes their windows absolutely worthless as an advertisement. They get, say, \$20 or \$30 a month for the privilege. That, at the most, is a dollar a day, and yet if their windows were attractively dressed it would be a poor day indeed when the profit from the extra sales did not more than double this. How do I know? Well, up where I work, if we dress a window in the daytime and cover the glass with a cloth while doing it we can see the effect on the sales of the goods displayed almost as soon as we take down the cloth. This happens invariably with every line of goods from bicycles to groceries, and there is never an exception. It is true we haven't tried the experiment with meats, but we have with every other thing imaginable, and are going to try meats pretty soon. But in this talk I understand you want a few suggestions for Thanksgiving. So I will reserve my criticisms until another time. For Thanksgiving displays poultry, of course, must be the principal object. But butchers should remember that as a turkey does not form the only viand at a dinner, neither should it form the only attraction in a display. The trouble with most butchers is that they don't set off their meats as they appear in their most tempting form. Now, for Thanksgiving I should suggest a dinner scene. Get a small table and some good sized dressed dolls. Set the table as for a dinner with all the "fixins." Have a turkey as the main piece, but make the table attractive with celery, flowers, etc. The back of the window, if desired, could be arranged to look like the interior of a room with a window looking outdoors. This would make the dinner scene more natural. The turkey need not be a real bird. There are paper birds that look like a cooked turkey and are just as good and better than an uncooked one. Below or somewhere where it could be seen, place a card announcing that the appetizing turkey being eaten was bought here.

Another display which I believe would take well would be a farm scene, with a farmer in the foreground chopping off a turkey's head on a log block. The turkey in this case should, of course, have the feathers on, and should be as large as possible. A card with some such words as "Our Turkeys Come Fresh from the Farm," or "How We Get Our Turkeys," would give an impression of freshly killed birds, bet-

ter than a whole circular full of claims to that effect.

Another scheme is to have a live turkey in the window, with a card offering to give the bird to the person who most closely estimated the number of its feathers, every purchaser being entitled to one estimate. Don't under any circumstances offer to give it to the person guessing the weight, because there are many people who could guess pretty accurately, and there might be a dispute. Guessing the number of feathers is far better and is very apt to surprise everybody, including yourself.

Another scheme I once saw worked with good success was a window full of small live chickens. With their fluffy appearance they were very attractive. The window I saw dressed had a sign saying:

#### CHICKENS FREE FOR THANKSGIVING.

Then followed a statement that each purchaser to the amount of one dollar would be given one of the little chickens free. It seemed as though the women simply could not resist the desire to own one of the cute little chicks and simply swarmed over each other in their efforts to get one.

One thing more and I am done for this time. Don't run away with the idea that the women are the only ones to whom such displays are attractive. The men are equally interested in an unusual exhibit, and if their attention is once attracted favorably they are apt to be quick and liberal buyers of the goods which have attracted them. Besides, if women do the shopping they generally choose the eatables to please the men folks. So, if the head of the house on his way to business sees something he likes, the mere mention of the article and the place he saw it is generally sufficient to send the good wife there in search of it the next day.—Butchers' Advocate.

#### Neglected Opportunities in Meat Dealers' Windows.

Written for the Tradesman.

A walk through the business section of the smaller towns of, say, 20,000 people would prove to any one's satisfaction that the average retail meat dealer does not know the possibilities of his windows, be they large or small, and of his stock, be it large or small, for display purposes.

Once in a while a dealer is found who says that attractive display could be put in his window but that in the meat business it is of no use, which is a very wrong impression for him to be laboring under. The writer has seen window displays of meat that would make the mouth of a vegetarian water, let alone that of a common mortal who chooses to disregard the laws of nature as laid down by the health magazines.

Usually when a shopper enters a meat market the first bit of meat which greets his eye is an unlovely porker hung with a hook in his neck on a rack by the door. While the broad back of a hog gives an excel-

### Egg Cases and Egg Case Fillers

Constantly on hand, a large supply of Egg Cases and Fillers. Sawed whitewood and veneer basswood cases. Carload lots, mixed car lots or quantities to suit purchaser. We manufacture every kind of fillers known to the trade, and sell same in mixed cars or lesser quantities to suit purchaser. Also Excelsior, Nails and Flats constantly in stock. Prompt shipment and courteous treatment. Warehouses and factory on Grand River, Eaton Rapids, Michigan. Address

L. J. SMITH & CO., Eaton Rapids, Mich.

### Butter, Eggs, Apples, Pears, Potatoes, Beans and Onions

I am in the market all the time and will give you highest prices and quick returns. Send me all your shipments.

R. HIRT, JR., DETROIT, MICH.

### Poultry Shippers

I want track buyers for carlots. Would like to hear from shippers from every point in Michigan. I also want local shipments from nearby points by express. Can handle all the poultry shipped to me. Write or wire.

William Andre, Grand Ledge, Michigan

### Fresh Eggs Wanted

Will pay highest price F. O. B. your station. Cases returnable.

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

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

Distributor in this territory for Hammell Cracker Co., Lansing, Mich.

### Fresh Roll Butter Wanted

Consignments solicited.

Highest Market Prices and Prompt Returns.

HENRY FREUDENBERG

104 South Division St., Grand Rapids, Mich.

Citizens Telephone, 6948; Bell, 443  
Refer by Permission to Peoples Savings Bank.

### You Won't Have Trouble

IF YOU BUY

### Ladd's Full Cream Cheese

We guarantee the best quality of goods, prompt shipments and right prices.

Manufactured and sold by

LADD BROS., Saginaw, Mich.

If not handled by your jobber send orders direct to us.

### We Want Your Eggs

We will take all the eggs you can ship each week. We want regular shippers. Write to us about terms and prices.

L. O. SNEDECOR & SON, Egg Receivers

36 Harrison Street, New York



lent impression of stability, its perhaps soiled or discolored surface is not a thing to spur on a flagging appetite. True the counter often has one end devoted to choice cuts of meat. That may help the customer after he gets into the shop, but the primary object of every dealer is to get the people into the shop—after that things are fairly easy. And the first, if not the best, means is the show window.

Many a woman goes on a shopping tour and sails majestically to the dry goods store. Others' lines fall at the meat dealer's. Women, as a rule, are not good judges of meat. While they may know whether a piece of meat is good or not as far as age is concerned, generally they do not know a good cut from a bad one. And this is nothing against them. That is why the ordeal of buying meat brings sorrow to the heart of the woman shopper. A woman likes to buy intelligently, and she usually does buy more intelligently than a man, and she hates to buy anything in the dark. Here is where the show window gets in its work. A nice juicy steak or a tempting chop in a window may suggest to her that a steak or a chop, as the case may be, is just what she had been wanting, so she accordingly goes in and asks for it. That is the sort of buying that appeals to a woman. There is something tangible about that steak! It is there. It is not to be mistaken, while a steak still in the animal is certainly an unknown quantity. Score one in favor of the meat shop show window when it is properly dressed. And this particular advantage is very real and not at all indirect.

Now for advantage number two. The general looks of a butcher shop do not compare favorably with those of almost any other place of business. Partly from lack of opportunity, partly from not utilizing what opportunities there are, the appearance of the smaller meat shops of the country is almost always much run down at the heel. And no one can help admitting that the show window is one of the most important factors in altering this present bad state of affairs. Many others could be enumerated if space permitted, but what has already been said seems to be conclusive proof the meat market window is sadly neglected and offers a rare chance to enterprising merchants to brighten up their business.

"But," expostulates one dealer, "I have no taste nor time for window trimming."

To the first objection one would say at once, "Have you time for your business?" Trimming the window is as much a part of the business as collecting the bills. As for the taste, that is a more reasonable excuse. To some men, unfortunately, the priceless gift of good taste is withheld, but every dealer has a knowledge of his business that will help him a great deal in window trimming and with a little practice the most incompetent window dress-

er will accomplish results that will astonish himself.

Here is a window that the writer saw and that may give a suggestion to some merchant who wishes to get out of the rut and try to make his show window a thing to delight the epicure instead of a home of refuge for wandering flies.

First, several choice cuts of meat were selected and trimmed until there was not a vestige of scrap meat upon them to mar their appearance. A visit to the grocery next door was productive of much in the way of accessories. Several bunches of celery were secured, as well as a half dozen bottles of catsup and three or four bottles of other table relishes. The window to be dressed was a corner one and therefore much easier to produce a novelty in. A number of plates were polished until they shined. A spotless white tablecloth covered the floor of the window. A snowy folded napkin was placed upon each plate and several kinds of sausage, with the cases wiped clean, were placed upon one of the plates. From each three or four slices had been cut and left to fall naturally upon the white napkin. The result would have to be seen to be appreciated. Cuts of meat, some with slices falling as they had been cut away, were arranged in the window, flanked on either side by the table relishes, with the celery thrown—apparently—carelessly around between the plates. When viewed from the sidewalk the window presented a tempting and appetizing array of meat.

Another rather novel window of meat was devoted entirely to sausage. Links of sausage were hung at the back of the window in regular order until they formed what looked like a portiere. In the window proper were crosspiled more kinds of sausage than one would think are manufactured. It is certain the effect produced was novel and pleasing.

When your ordinary butcher gets a streak of window dressing on he usually takes two or three dozen lard pails and piles them in a pyramid in the window. While this is a step in the right direction it is neither a very novel nor original one. With a little time every one can work out some little window decorating scheme that will be new and effective. Time spent in this sort of work is time well spent, and every dealer who has tried it knows that a window display is just as necessary in the meat business as in any other line of trade. Burton Allen.

#### A Stayer.

"Yes," said he, letting her out another notch beyond the speed limit, "the automobile has come to stay."

Then the machine slowed down, gave a shudder or two, and a dry, rasping cough and stopped.

"You were right," said his guest a few hours later as they trudged wearily into town.

When religion is a matter of business, business is never a matter of religion.

For fifteen years I have worked to build up a

## Good Michigan Cheese Trade

I have it. Last year I manufactured at my own factories 25,462 boxes of cheese, 1,016,000 pounds, selling in Michigan 23,180 boxes, or over 91 per cent. of my total output. I solicit trial orders from trade not already using Warner's Oakland County Cheese. Stock paraffined and placed in cold storage if desired.

**Fred M. Warner, Farmington, Mich.**

## Butter

I would like all the fresh, sweet dairy butter of medium quality you have to send.

**E. F. DUDLEY, Owosso, Mich.**

## BUTTER

We can furnish you with

**FANCY  
FRESH-CHURNED  
BUTTER**

Put up in an odor-proof one pound package. Write us for sample lot. If you want nice eggs, write us. We can supply you.

**WASHINGTON BUTTER  
AND EGG CO.**

**GRAND RAPIDS, MICH.**



### Proportion of Infertile Eggs Steadily Increasing.

Practically no season has been so unsatisfactory in the production of chickens from the total number of eggs put out to incubation as the past one. It might be said that fewer chicks were hatched from a given number of eggs than have ever before been experienced by breeders, fanciers and poultry growers of this country. Continued effort has been made to discover the cause of all this. Theory after theory has been presented. One is that it is from the lack of green food, another that it is from a lack of plenty of grit; while another states that the real cause comes from the fact that people feed so much fattening stuff to their poultry as to destroy the fertility of the eggs. One man gives as his evidence the following fact: "I never feed my chickens anything but corn, and not much of that. I make them hunt and dig and scratch for what they eat, and the eggs they have will always hatch."

The true reason of infertility of eggs is probably from three causes: First, the unnatural manner of housing and caring for poultry. Poultry that is housed falls far short in their yield. If they have to hustle for an existence when spring comes, which is the time for producing a sufficient number of eggs to replenish their kind, it finds them in a natural condition for producing these eggs. They would then be constitutionally strong and vigorous, not debilitated by being housed, fed and worked unnaturally during the entire winter.

The second cause for infertility lies in the fact that hens of the present day produce about four times as many eggs during the year as originally. The production of this unnatural number of eggs largely reduces the possibility of fertility. The haste that must be applied to producing over three or four eggs per week largely reduces the possibility of the eggs becoming fertile during the formation. Following this is the fact that being overfed with food calculated to force a large egg yield during the winter months, both the males and the females are in a condition which is unfavorable to laying a large number of fertile eggs.

If the poultry intended for breeding stock were more exposed during the winter months, compelled to go about the barns and fields searching for their food, they would produce more fertile eggs. As the breeding season approaches they would not appear in as fine a condition as usual; they might not be as attractive as exhibition specimens, nor would their plumage be as clean and pure as if they had been kept nicely housed. But if the breeding specimens were selected, kept as poultry was formerly kept, allowed to wander about the barns and buildings, and

not confined to the poultry house during the day time, there would be many more fertile eggs in the spring time.

Another enemy to fertility is too much corn. Corn is not a natural egg-producing food, and while some corn should be included in the ration of all poultry, there are few poultry rations that do not have too much corn in them.

### Turkish Method of Preserving Eggs.

A method for the preservation of eggs, which is credited to the Turks, and which is claimed to possess exceptional merit, is the following: Fresh eggs of as recent a date as it is possible to obtain them are carefully cleansed with a piece of muslin moist with water; then dried with the same material, but dry. A few drops of pure boiled linseed oil are next run into the dry palm of the hand, and the eggs rotated therein in such a manner that a uniform covering with the oil is produced. A board of suitable size, free from dust, is provided, and the eggs are placed thereon with the least possible friction. After two or three days the eggs so treated will be found covered by a most delicate film of dried linseed oil, which performs the function of an air-tight covering, with the resulting sequence of excluding the air from penetrating the eggshell. The eggs are then ready to be packed in the usual manner. After a little practice one person is easily capable of so treating 600 eggs per hour. Care should be taken in judging the proper amount of oil to be employed, since too much oil produces a slow drying, and is also liable to stick to the board while drying, with a subsequent tearing of the film in removing the eggs from the board. This causes the shell to become exposed to the air, rendering the entire process useless. Too small an amount of oil is prone to not sufficiently cover up the pores of the shell with the same resulting failure of the process as in the case otherwise, when too much oil is applied. Eggs so treated, it is claimed, have preserved their entire freshness for over thirteen months, while after a lapse of fifteen months but a slight mingling of the white and yolk occurred, yet fitting the eggs satisfactorily for baking purposes. Neither was any deterioration in regard to taste or flavor observed, say the experimenters.

### To Find the Lost Temper.

"I don't want to do any advertising," growls the merchant when the solicitor approaches him.

"But I am sure you will soon see the advantage of having your name and firm mentioned in our paper," argues the solicitor. "Let me show you our last circulation statement, and—"

"Now, look here, young man! Can't you take no for an answer? First thing you know I'll lose my temper, and—"

"If you do, sir," suggests the courteous solicitor, "try our lost and found column. You're sure to get quick results."

W. C. Rea

A. J. Witzig

## REA & WITZIG

PRODUCE COMMISSION

104-106 West Market St., Buffalo, N. Y.

We solicit consignments of Butter, Eggs, Cheese, Live and Dressed Poultry, Beans and Potatoes. Correct and prompt returns.

### REFERENCES

Marine National Bank, Commercial Agents, Express Companies, Trade Papers and Hundreds of Shippers

Established 1873

## NO MARKET EXCELS BUFFALO

At Thanksgiving on Fancy TURKEYS, CHIX and DUX.

Looks like 20 and 22 cents for fancy scalded dressed Turkeys for Thanksgiving. Dux 15-16, Chix 13-14 and Fowls 11-12 will do well in consequence of high Turkeys. UNSURPASSED SERVICE.

36th year.  
Ref.—Third Nat. Bank and  
Berlin Heights Bank, Berlin Hts., O.

Batterson & Co., Buffalo.

## FOOTE & JENKS

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

Sold only in bottles bearing our address

FOOTE & JENKS'  
**JAXON**  
Highest Grade Extracts.

Foot & Jenks  
JACKSON, MICH.

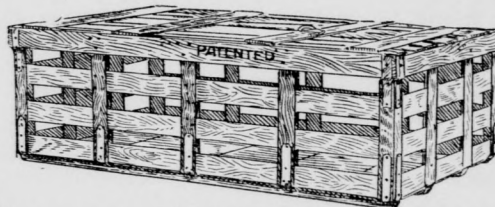


## FLOUR

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

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

## POULTRY CRATES



### Standard Sizes

#### For Chickens

36x24x10, each....\$ .55  
42x26x12, each.... .65

#### For Turkeys

36x24x16, each....\$ .65  
42x26x16, each.... .75

These crates are positively the lightest, strongest and best on the market for poultry shippers. They are made of seasoned elm, 3-16 inch thick and put together with cement coated nails, which makes them the strongest and lightest for handling, effecting a great saving in freight and express charges. We will build these crates any size desired. Prices on application.

Wilcox Brothers, Cadillac, Mich.

We are distributors for all kinds of FRUIT PACKAGES in large or small quantities.

Also Receivers and Shippers of Fruits and Vegetables.

JOHN G. DOAN, Grand Rapids, Mich.

Bell Main 2270

Citizens 1881

WHOLESALE

# Oysters

CAN OR BULK

See our quotations in Grocery Price Current on page 45

DETTENTHALER MARKET, Grand Rapids, Mich.





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

Special Correspondence.

New York, Nov. 12—Go where one will he will find smiling faces and a general feeling or belief that now it is all over we shall have about the very best four years ever experienced in this country. The stores are already filling their Christmas windows and all the big concerns are advertising for cash boys and girls and, in fact, for help of all kinds. In the grocery trade there is a steady and increasing call for goods in fancy cartons, and the finer grades of dried fruits, nuts and confectionery are being called for from all over the country.

In the coffee market we have a firm tone and a generally improving situation. At the close Rio No. 7 is worth, in an invoice way, 8½c. In store and afloat there are 3,929,979 bags, against 2,646,737 bags at the same time last year—a supply of which has been seldom if ever exceeded. The crop receipts at Rio and Santos from July 1 to Nov. 10 amount to 6,294,000 bags, against 6,706,000 bags during the same time last year and 6,540,000 bags in 1902, which is almost exactly the average of the three seasons to this date. Quotations for West Indias continue to be firmly adhered to and rather more interest in such coffees is being shown by roasters and jobbers. Good Cucuta is held at 9½c. No great business has been done in East India growths, the rates for which are steady and firm.

The tea trade has been quiet—decidedly so—and no interest is shown in a large way. Sales of small lots have been rather frequent and quotations generally are very well sustained. Holders are confident and look for a good run of business later on.

There is a firm market for refined sugar and, while most of the business has been in outstanding contracts, there has also been a pretty good trade in new business. Prices seem to be strong.

Quotations of rice at the South are below the parity of those prevailing here and the consequence is that New York is not doing a very rushing business. This is especially true of fancy head. There is room for improvement and it is believed, or at least hoped, this will come before the end of the year.

There is little of interest to be noted in the spice market. Quotations seem to be well sustained, but show no particular advance, although such an occurrence would occasion no surprise, so far as some lines are concerned.

The supply of molasses at this point is not overabundant and the market remains steady, although unchanged. Such stock as can be

found is worth 32@36c. Syrups are steady and firmly held.

There is little if anything of real interest to be noted in canned goods and the improvement, if there is any at all, is slight and makes slow progress. Buyers are pretty well stocked up and it is not likely there will be any violent rush of trade hereafter. Tomatoes seem to show little, if any, improvement, although a few weeks ago it was thought that by this time there would be a decided betterment. Not over 62½c can be quoted for standard Maryland brands. Packers are desirous of cleaning up their supply of peas and, perhaps, some bargain lots could be picked up. There is no great demand for canned fruits, although prices are fairly well held.

Dried fruits show little activity, although there is some demand for holiday stock and for very choice goods quotations are firm and will probably show some further advance. Currants are in good shape and, although the supply has been considerably increased this week, we still have firm rates.

There is a steady and improving butter market, and at the close best Western creamery is worth 25¼c, although possibly this is exceeded by ¼c in case the stock is very choice. Seconds to firsts, 21@24½c; imitation creamery, 16@18c; factory, 14½@16c; renovated, firm at 15@18½c.

This week we have a steady and an improved situation in the cheese market. The demand has been steady and of larger volume and, with the approach of colder weather, quotations have advanced about 1c per pound, so that now the top grades of New York State full cream are worth 11¼c, and large size 10¾c.

Western eggs are within the range of 25@27c, the latter, of course, for very choice stock. The demand is strong, but dealers seem to think that present rates will be about the top for some little time, although, of course, if very cold weather should set in prices would doubtless advance and naturally there will be an improving demand from now on for the holidays.

#### Splitting a Stroke of Lightning.

Parisians did not "seize the scepter of the heavens" and snatch the lightnings from the heavens, but they are commanding the lightning to come no farther and it comes no farther—not when the commander uses a magnetic "blow out arrester." It consists of three metal parts arranged so as to form two diverging spark gaps. These gaps are placed within the field of an electro-magnet. One of the outside pieces is connected to the line, the other being connected to the ground. The central piece is connected through the electro-magnet to that terminal which is connected to the line. When an arc is formed due to an atmospheric discharge the fact that it is divided into two parts makes it easier to be extinguished and the tendency of the arc to rise is increased by the field set up by the electro-magnet.

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

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

### UNSURPASSED POULTRY MARKET

Actual sales—Fancy live Turkeys, young, 12@13. Chickens, 12@13. Fowls, 10@11. Ducks, 11@12. Geese, 9@10. Dressed Turkeys, 14@15. Chickens, 13@14. Fowls, 12@13. Ducks, 14@15. For fancy (scalded) poultry—Buffalo will equal any market—no exception—for Thanksgiving and Christmas. We are not prophets, but predict, just the same, as we have safely for years, that no market excels us on holiday poultry this season, because Buffalo has places for it. First, always big holiday demand; second, the canners want very large quantities—1,000,000 lbs.; third, cold storage speculators, any amount; fourth, live, raffling trade, carloads; fifth, factory proprietors' trade, thousands as gifts. Hence no danger of sticking us on any poultry. Thanksgiving can do justice to very liberal amount fancy turkeys, ducks, chicks—and many more alive. Buy conservative—better sure margin on moderate shipments than loss on large ones. Unsurpassed service, promptness, integrity, responsibility, conservative quotations and we believe an unexcelled poultry market, light freight, quick time, etc.

We predict for Thanksgiving, Fancy Turkeys will sell dressed 20@22, Chix 13@14, Hens 11@12, Dux 15@16, Geese 12@13. Live Turx 16@18, Chix 12@13, Hens 10@11, Dux 12@13, Geese 10@11. Should supply be very short, 1 ct. more would be easy. Buffalo will pay up with any market in United States when she has to.

References: New shippers to old ones and Western shippers to Berlin Heights Bank, Berlin Heights, Ohio, or Third National Bank, Buffalo, or anywhere on demand. Our 36th year.

**BATTERSON & CO., 159 Michigan St., Buffalo, N. Y.**

—We Carry—

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

Orders filled promptly

**MOSELEY BROS. GRAND RAPIDS, MICH.**

Office and Warehouse 2nd Avenue and Hilton Street.

Telephones, Citizens or Bell, 1217

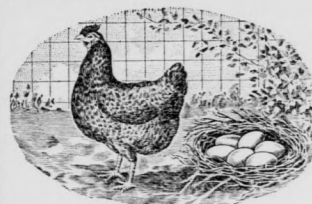
### We Are Headquarters

for Sweet Potatoes, Cranberries, Figs, Nuts, Dates and Malaga Grapes.  
Send your Thanksgiving order in early and avoid the rush.

**The Vinkemulder Company**

Grand Rapids, Mich.

Jobbers of Fruits and Produce



**Wanted**

Daily  
Shipments of

**Poultry, Eggs and Butter**

It would pay you to get our prices or telephone us at our expense.  
Both Phones.

**Lansing Cold Storage Co., Lansing, Mich.**

**WE ARE BUYERS OF**  
**CLOVER SEED AND BEANS**

Also in the market for

**Pop Corn, Buckwheat and Field Peas**

If any to offer write us.

**ALFRED J. BROWN SEED CO.**  
GRAND RAPIDS, MICH.

**It Will Soon Be Time for**  
**Calendars**

Wouldn't it be better to place your order early than to wait until the last moment and then have to wait? Remember, we are the largest calendar manufacturers in the West. We will send you samples and prices upon application.

**TRADESMAN COMPANY, Grand Rapids, Mich.**

## CLOTHING

### Clothiers Start Out With Spring Lines.

Final arrangements have been made by a large number of clothiers to begin their canvass of the retail trade on spring goods immediately after election. The road men have their lines packed and ready to be sent away. The start of the spring season is somewhat premature, but it is deemed wise by a majority of the trade to get a definite response from the retailer without further delay. The motive for starting the lightweight canvass really before the duplicate business on heavyweight lines has shown signs of waning is to urge upon retailers the full significance of conditions that exist in the woolen industry in all its branches. The clothier has to take the entire industry into consideration at the advent of a season, and being a good business man he feels that his customers should share in the knowledge he possesses. As matters stand, clothiers are of the opinion that the value of cloth for the present winter will not be reduced. They think that retailers who need more merchandise should be told this in an emphatic manner. This is what they are doing, so they say, in making an early opening of spring goods. The retailer is left to draw the inference that clothiers are not holding back one season, because the one just passing is inactive. A large suit and overcoat manufacturer has told his trade since the first of the month that if they wanted additional stocks of either overcoats or suits for mid-winter delivery, they would have to place their orders before Nov. 15, and he has had a considerable demand made upon him since making this statement. On any orders for winter lines the clothiers have to fall back upon the primary market to get their cloth, as they have bought sparingly throughout the heavyweight season. They report that nearly every line of goods they need has been advanced. In some instances in overcoatings the advance has been as high as 15 per cent. On this class of goods the clothier loses a large share of his profits, for he can not, or at least has not advanced his prices for duplicate orders on the completed garment.

Plain black goods are having a strong call from the retail trade in many parts of the country. The West in particular seems to be continually adding to stocks of staple suits and overcoats. Weather conditions for the past week were more favorable to the movement of fall goods, and with almost the sympathy of a barometer retailers sent in re-orders with greater freedom.

Now that a decision is forthcoming on what will be wanted by retailers for spring, a great many conflicting views are advanced. Clothiers are divided on the question of how retail stocks of lightweight clothing

stand. The generally accepted belief is that on fancy woolen suits the retailers cleared out their lines with satisfactory results. On staple spring goods they are thought to be burdened with holdover stocks of no small dimensions. Fancy worsted suits in medium and high grade have been closed out, it is said, and on these lines the clothier expects to book his largest orders. While suits in homespun, crashes and tropical worsteds have been included in the new lines in great profusion of styles, the clothiers express doubt as to the reception these lines will be accorded. The prices on nearly all lines have been slightly advanced, more to protect clothiers on duplicate business than because of high prices on their initial purchases of cloth.

For the heavyweight season of 1905 the outlook is obscured by a number of conditions that puzzle clothiers. They know that manufacturers of cloth are paying high prices for their raw materials, and that advances will be made over the prices which ruled last year. The question that they want to answer to their own satisfaction is, what style of goods are to be leaders for next fall and winter? The clothier who could decide this now would be in a position to take advantage of the opening prices in the cloth market. Fancy woolens and worsteds are destined to be the two leading classes of fabrics, so well informed clothiers state, and it is on these goods that substantial initial orders will be placed by clothiers. Overcoat makers declare that they will be slow to enter the primary market for heavyweight goods for the season of 1905-1906.

### The Apparel Oft Proclaims the Man.

The severer the business or the ordeal I have to undergo, the more dreaded the interview before me, whether with man or with woman, the better I dress for it. The more critical and important the audience the braver my toggery. There are few things in life so sustaining as the consciousness that you are looking your best. It gives pluck and fortitude in a crisis where experience often fails.

There is a psychical influence in good clothes too subtle to analyze. Whether subjective or objective, none of us is proof against it.

From the subjective viewpoint they encourage the wearer to confidence and nerve, which is more than half way toward achievement.

From the objective they diffuse an agreeable air of prosperity and ease which insensibly impresses the beholder and inspires his faith, since success breeds success.

Of course, dress does not make a man, but if you want your stock to rise high set the level desired in the smartness of the clothes you wear, which is a true saying and worthy of all acceptance.

H. P. Hinckley.

The more marked-down goods there are in your department the more it reflects on your ability as a salesman.

## THE PAN-AMERICAN GUARANTEED CLOTHING



IS  
**Union Made**

Spring  
1905

and the strongest and best line  
of medium priced Men's  
and Youths' clothing  
on the market  
today

**WILE BROS & WEILL**

BUFFALO, N.Y.

A New Suit for Every Unsatisfactory One

William Connor, Pres. Joseph S. Hoffman, 1st Vice-Pres.  
William Alden Smith, 2nd Vice-Pres. M. C. Huggett, Sec'y, Treas. and Gen. Man.  
Colonel Bishop, Edw. B. Bell, Directors

## The William Connor Co.

Wholesale Ready Made Clothing  
Manufacturers

28-30 S. Ionia St., Grand Rapids, Mich.

The Founder Established 25 Years.

Our Spring and Summer line for 1905 includes samples of nearly everything that's made for children, boys, youths and men, including stouts and slims. Biggest line by long odds in Michigan. Union made goods if required; low prices; equitable terms; one price to all. References given to large number of merchants who prefer to come and see our full line; but if preferred we send representative. Mail and phone orders promptly shipped. We carry for immediate delivery nice line of Overcoats, suits, etc., for Winter trade.

Bell Phone, Plain, 1282

Citizens' 1957

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

**THEY FIT**

## Gladiator Pantaloon



**Clapp Clothing Company**

Manufacturers of Gladiator Clothing  
Grand Rapids, Mich.



### Healthy Condition of the Knit Goods Trade.

As a rule representative firms report that last month's demands cleared all autumn and winter goods on hand. A pleasing feature of the closing season's trade has been that prices throughout were almost invariably maintained. This firm tone naturally exerts a stimulating influence on spring sales. The records thus far of business done by traveling salesmen indicate very prosperous conditions. The general state of the market was probably never more encouraging than now. No doubt this satisfactory situation will continue at least until lightweight transactions are closed and goods are shipped.

A certain brand of old established Scotch underwear is being introduced in this country for the first time. Why the goods have not heretofore been on sale in American cities is because it had consistently been the hobby of the originator to confine the line for distribution in Great Britain and on the Continent. The manufacturer's son is a chemist and he perfected a secret process to eliminate the conventional yellowish tinge that from time immemorial has proved a handicap in the sale of "white" woolen undersuits of average quality. This full fashioned and said to be laundry-proof underwear is made of the finest Australian wool, in snow white, blue and white mixture and natural grey; also, in wool and silk combinations, in fine weights, ranging from three-ply to gossamer. An additional thread is interwoven at various points, this extra thickness being calculated to withstand severe tests of tension to which it may be subjected.

Brisk sellers in undersuits include: blue silk and merino, English-made silver grey wool, ecru, French balbriggans, natural color merino, silk and cotton and lisle and linen mixtures, sanitary wool fleeced, derby ribbed balbriggan union suits of genuine Maco yarn, camel's hair two piece ribbed garments in browns and tans, flat goods in cotton and wool mixtures, short sleeve and sleeveless jean shirts with nainsook knicker or trunk drawers, foreign and domestic lisles. There are upward of thirty distinctive brands of linen mesh underwear offered nowadays. In making selections it is important that consideration should be given only to those of dependable textures, of which a good assortment is shown. Inferior mesh goods are dear at any prices, and in no other kind of underwear does basic worthlessness become so obvious. The "cheap" mesh literally all comes out in the wash. There are many requests for silk and linen union suits and separate garments. Enquiry is apparent, too, for double-breasted natural wool undersuits required for immediate delivery.

Of better grade half-hose for present and future shipments some buyers show a preference for mercerized goods in undershot tan treatments, black grounds with silk side clockings

or small relief hand embroidered figures, narrow dropstitch ribbed with silk clockings, black grounds with black and white Jacquard side clockings, solid prime shades, navy and Burgundy mixtures and conservative mottled grounds. Harmonious blendings are in marked favor throughout, but accentuated most among haberdashers serving to young men's trade. Excellent hand-knit Scotch wool gloves are offered to retail from 50 cents upward. Sweaters, guernseys and jerseys are displayed in large varieties, favor being divided between self trimming and contrasting effects.

A remarkable shrinkage in the consumption of pronounced fancy half-hose set in during the last thirty days, and such patterns are now commanding little or no attention. With the passing of bizarre effects a spirited call is manifested for neat designs and genteel figures. Instances are numerous wherein imported numbers in lisle and cashmere regularly selling at \$4.50 can not find buyers at half the price. Embroidered treatments and lateral clockings are developing strength. The shape known as English crow-foot is more favorably regarded than in many years. The primary difference of this method of construction lies in its tapering toe, which is more graduated than in other systems, and is well adapted for wear with shoes made on "toothpick" lasts.

The trend toward utilizing vegetable fibre in the manufacture of undersuits is more evident to-day than at any period in the history of knit goods. The nettle plant is employed extensively both by European and domestic producers. These porous goods make up handsomely woven as well as knitted. The yarn is calendered until its "feel" suggests silk finish. It is claimed that the velvety touch is singularly durable. The statement is made that among superior grades of this fabric shrinking is uncommon, and that the garments will neither felt nor mill. In conjunction with this it is interesting to note that there are some spurious lines of this character in circulation, and that buyers must be on guard against them during hurried inspection.—Haberdasher.

### Our Most Dangerous Enemy.

Here are two sentences stating two vital truths that we ought never to lose sight of:

"All the armies of Europe, Asia and Africa combined, with all the treasure of the earth (our own excepted) in their military chest, with a Bonaparte for a commander, could not by force take a drink from the Ohio or make a track on the Blue Ridge in a trial of a thousand years. \* \* \* If destruction be our lot we must ourselves be the author and finisher."

Lincoln wrote these sentences. That does not make them any truer; but his name serves them as the Government's stamp serves the five dollars' worth of gold.

None are so poor as those who do not love people.



"CLOTHES OF QUALITY"

In Buying

## "Clothes of Quality"

The retailer and buyer run no risk. We guarantee our product in every particular and cheerfully replace all unsatisfactory garments.

This guarantee is backed up by years of experience as builders of absolutely correct clothes.

### If Your Sales Do Not Increase

each season, put in a line of our justly famous "Clothes of Quality." They are trade getters and trade holders.

OUR SALESMEN ARE IN YOUR STATE  
DO YOU WANT TO SEE ONE?

**M. Wile & Company**

High-grade, Moderate-priced Clothes for Men and Young Men

MADE IN BUFFALO

## Ocean to Ocean

From Monroe to Calumet and New Buffalo to Sault Ste. Marie and intervening territory, the

### Copper Wires

of this company reach over 68,000 subscribers and more than one thousand towns in Michigan, besides connecting with all the principal cities east of the

### ROCKY MOUNTAINS

New stations constantly being added. You cannot afford to be left out. Contract now. Call the local Manager for information, or address

**Michigan State Telephone Company,**  
C. E. WILDE, District Manager, Grand Rapids



## Make Anything That Sifts?

We make you your first profit by saving you money.

**Gem Fibre Package Co., Detroit, Mich.**

Makers of  
Aseptic, Mold-proof, Moist-proof and Air-tight Special Cans  
for

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

### Concerted Effort to Revive Stiff Shirt Bosoms.

It is reported that there is a general effort on foot by the shirt manufacturers to encourage the sale of stiff bosom shirts, and if possible restore them to the popularity they enjoyed a few years back. As we all know, the negligee shirt is practically the only shirt that is selling to any great extent anywhere during the summer months, and in the South it has been the all-the-year-round shirt for some time, but now even in the Northern States there is every reason to believe that unless some measures are taken the stiff bosom shirt will be ruled out altogether.

Realizing this the shirt manufacturers are going in for a systematic and combined effort all along the line to stimulate the sale of stiff bosoms. We all well understand unless there is a variety in demand, due to the different requirements of the season, the business in any branch of either men's or women's apparel would be considerably curtailed. The manufacturers realize this and the retailers should also recognize that the same thing applies to them, for if the manufacturer's business is in any way cut down it means that the retailer will likewise suffer.

So all the traveling men who have to do with shirts will this season, and for seasons to come, be talking the stiff bosom shirt. If the retailer can encourage the sale of them in his community he should for his own interests make effort to do so, but he should not let this testimony that he will hear from the traveling men about the future popularity of the stiff bosom shirt persuade him to stock up on them in anticipation of the great demand that is to be.

But these concerted actions do not always result in bringing about the objects desired. The collar manufacturers have for two seasons been striving by every means to popularize the standing collar because the high turn-down collar is not so profitable, but here at the end of the second season at retail the turn-down collar seems about as popular as it was when it first got its hold on the public.

Men do not change their fashions so rapidly and so decidedly as women. When they get onto a style that they like they will stick to it as long as they can, regardless of what those who would set fashion may have to say about it. They like the negligee shirt, it feels comfortable and looks good and easy, and they will continue to wear it for a while yet notwithstanding the fact that the shirt manufacturers are losing business by it.

Jobs and odds and ends usually sought for by those retailers who want to run 48, 69 and 82 cent glove sales, etc., are noticeable by their absence. The market from this standpoint might be said to be an absolute blank and we can not help but feel that this condition is all the better for glovedom. The selling of these jobs has, of course, been the means of the retailer raising a little stir in his town, but we question, tak-

ing into consideration the wear most women expect to get out of a kid glove, and the usual unsatisfactory service given by these job lots, if it is ultimately a profitable thing for the retailer to do. Our idea of the kid glove business is to buy the best known brands—get gloves with a reputation—gloves that you can not only guarantee, but the kind that you feel will give the desired satisfaction. It will not take you forever nor half that time to convince your trade that "it pays to buy the best" and they will be glad to pay for the right kind.

Try this one season. Cut out these odds and ends—job lots, seconds, repaired gloves, etc. Sell standard goods only and you will build up a glove business that Ali Baba with his forty thieves could not take away from you.—Drygoodsman.

### Demonstration for a New Collar That Stops People.

The selling power of a good window was strikingly shown this week by one of the St. Louis haberdashery stores. The window in question was one exploiting a new make of linen collar for men. This collar is designed to overcome the abominable faculty that every turn-down collar has of pinching down on the necktie after the collar is buttoned, and absolutely preventing its being adjusted.

This new collar is first buttoned, then the tie is slipped in under the ends of the collar and pulled around as easily as you please.

The trimming of the window was the customary stocky display of cartons and dozens of collars piled up around and through the window, but the real selling influence of the window was a young man inside who demonstrated the new collar's advantages. He was a pleasant looking young chap, faultlessly dressed, in his shirt sleeves, but wearing a spotlessly clean stiff-bosom white shirt. He first held up a card showing the picture of a fellow with his face all awry trying to adjust his necktie in the old way. Then he disclosed the other half of the card, which showed another fellow wearing a joyous smile and one of the new collars.

He next took up one of the new collars, called attention pointedly to the new cushion band at the back that shields the collar button, and then proceeded to button the collar to the back of his neck.

After this he held up another card, which stated that: "You first button the collar and then pull the necktie under the ends"—which he quickly proceeded to do. After buttoning the collar, both back and front, he slipped a four-in-hand in under one end, pulled it in and around the other, adjusted and tied it in about four seconds, smiled blissfully, and then held up a card reading: "Just as easy!—and they're only 2 for a quarter."

For the half hour that this window was watched by the writer there was a crowd that filled the sidewalk and overflowed into the street. Every now and then a man would smile, step out of the crowd and go into

the store. The collar counter had a constant stream of customers at a time when no other line in the house was doing any amount of business.

### Catching the Eye.

Some druggists plan for eye catching but fail to put anything in the advertisement to hold the attention after the eye is caught. Others make it all a "sensible" advertisement and fail to put in the eye-catcher which will get the attention. The essentials of the announcement are that it shall be attractive and that it shall be written so that it will interest after the attention is attracted. It is easier to get the good points assembled in the announcements than some druggists seem to think, but it is not so easy as to be passed without great care. If it is worth while to advertise the article, it is worth the thought which will give the advertisement the best value. Both attractiveness at the first jump and interest which will hold the attention are essential.

Thomas W. McLain.

The way to keep a secret is this: Divide it into 365 equal parts, and tell one part each day in the year. The chances are you will change your mind and decide not to tell the last part at all.

She that has beauty is in a mighty bad way if she hasn't a certain other one of life's gifts with which to back it up.

**FUR OVERCOATS**  
\$10 UP

Write for prices.  
DETROIT FUR CO.  
253 Woodward Ave., Detroit, Mich.

### AUTOMOBILE BARGAINS

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

ADAMS & HART, 12 W. Bridge St., Grand Rapids

### Do You Wear Good Clothes?

#### Are They Soiled or Shabby?

No matter how badly soiled or shabby, we make them like new by the latest French method (which we control in the U. S.) of cleaning and dyeing. Save money by having them renewed. Send them now so they will be ready for winter.

We make the best RUG on the market from YOUR OLD CARPET, and handsome Portieres, such as sell at \$30.00 to \$75.00 a pair, from your silk scraps. Ref. Western State Bank.

### METROPOLITAN RUG WORKS

150 South Western Avenue, Chicago

### RUGS FROM OLD CARPETS THE SANITARY KIND

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

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



**99/50**  
—OUR—  
**NEW OVERALL**  
**\$4.50**

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





## WORDS IN THEIR PLACE.

## Those Who Misuse Them Should Be Fined.

"Adjectives you can do anything with!" said Humpty Dumpty to Alice, and he went on to inform her that when he made a word do a lot of work he always paid it extra. Humpty Dumpty's mind and methods, however, were original, and it is certain that an ordinary mortal nowadays cannot do what he likes with an adjective, for, like children who have ceased to "keep their place" through the injudicious behavior of their elders, adjectives have become unruly and tyrannical, and even adverbs display a tendency to get flagrantly out of hand.

It would be difficult, no doubt, to treat such a large staff as a vocabulary with perfect impartiality, but think what a number of honest, reliable, and appropriate adjectives and adverbs are literally dying for want of encouragement, or atrophying for want of use, while others, like awful and awfully, frightful and frightfully, decent and decently, grow fat, insolent, and out of hand through having too much attention bestowed upon them.

Supposing, like Humpty Dumpty, we paid our words on a Saturday night in proportion to the work they had done, how these favored ones would swagger and bounce when they drew their wages, while others, just as serviceable, crept away empty handed, or with merely a miserable pittance.

Schoolgirls and persons of ordinary, or less than ordinary intelligence are influenced by fashion in adjectives, but many a person of mature mind and more than average intelligence has fallen a victim to his partiality for a particular adjective, and never been the same again after allowing it to get the upper hand.

There is Jones, for instance, who is known to his intimates, and even to casual acquaintances, at this moment as "Significant Jones." The word struck him one day when he casually employed it as a good word, a distinctive word, a word the use of which marked him as a man of culture, and he began to pay it too much attention, to employ it too frequently, until in the end it completely ran away with the poor man, dominated his ideas, and made a laughing stock of him in the eyes of his contemporaries. He used "significant" of poetry and of art, of soap and of tea, of bicycles and of planets, of hair wash and of religion, and of the common pump.

I have noted in another case the bad effect that temperamental has had on the mind of a person with some pretensions to culture. He is a student of character—more especially, of his own character—and though no doubt, his egotism was apparent before he discovered and appropriated the word temperamental, yet there can be no doubt that its frequent use did much to develop it. He never loses an opportunity of solemnly assuring you that his feeling for form or color, or his partiality for bacon, is temperamental; that temperament-

ally he is incapable of listening to sermons or of playing the flute; that his leaning towards Buddhism is temperamental, though it may not appear in his actions—until at last you begin to feel that your aversion to him and to the word itself is temperamental in you, and that it is quite useless for you to struggle against it!

There are other words, such as chaste, unique, unparalleled, petrifying or frantic, which have an evil—if not such an overwhelming evil—effect on the character of those who use them immoderately.

Persons of pronounced individuality tend, of course, to choose and employ unusual and distinctive adjectives, but the generality of people merely follow the fashion in their choice, and it would seem as though there was little accounting for fashion in adjectives or adverbs as in ladies' bonnets. In Pepys' day mighty and mightily had a vogue, in Fanny Burney's monstrous, prodigious, vastly, and a vast deal, while Jane Austin's "quizzes" and "agreeable rattles" used excessive shocking, excessive disagreeable, etc., where we now simply and solely employ awful and awfully. Nauseating, a word which one may find used of a bonnet or of a petticoat in the eighteenth century, is now fortunately extinct in such a sense. Chaste, which some years since was employed of a cushion cover or of the pattern of a hearth rug, is relegated with unique to the description of doubtful articles in shop windows. Art has been cruelly turned into an adjective by upholsterers, and is so thoroughly demoralized that we can no longer rely on it to express our meaning. Art muslins, art colors and art carpet have had their blighting effect on the word, and some steps should, I think, be taken to prevent a further degradation of honest, reliable words, or who knows where it will stop? We may see in shop windows bonnets ticketed as moral, trimmings as virtuous, parasols as inspiring and curtain materials as elevating in tone and certain kinds of millinery may be described as being of the higher millinery. A society ought to be formed for keeping words in their place and a fine inflicted on all those who persistently misuse them.

Florence Popham.

## Do Not Cheat Yourself.

Aim for the highest; never enter a bar-room; do not touch liquor; never speculate; never endorse beyond your surplus cash fund; make the firm's interest yours; break orders always to save owners; concentrate; put all your eggs in one basket, and watch that basket; keep expenditure always within revenue; lastly, do not be impatient, for, as Emerson says, "No one can cheat you out of ultimate success but yourselves."

Isn't it tragic—most of us waste about forty years of our little lives finding out that we don't know anything at all.

Heaven seems desirable and many-hued when we look at it through a prism of tears.

## TWO DOLLARS PER YEAR.

When the Tradesman was started, nearly twenty-one years ago, the subscription price was fixed at \$1 per year. The Tradesman then comprised four pages in newspaper form—about the same as eight pages of the present form of the Tradesman. Since then the size of the paper has been increased from time to time until it now comprises fifty-two pages—nearly seven times as large as it was when the subscription price was placed at \$1 per year—and it is now conceded to be the largest one dollar weekly trade journal in the world.

Having still further improvements and extensions in prospect, the Tradesman deems it only fair to itself, as well as to its subscribers, to announce an increase in the subscription price from \$1 to \$2 per year, the change to take effect Jan. 1, 1905.

In keeping with the liberal policy of the publication, however, an opportunity will be given its readers to continue the paper to their address on the present basis so long as they care to pay in advance. A remittance of \$5 will secure a credit for five years and a payment of \$10 will carry a credit for ten years. Likewise, if any one cares to pay \$20, he will receive a receipt for twenty years' subscription. This arrangement will remain open for six months, terminating at midnight Dec. 31, 1904. Many have already availed themselves of this opportunity and enrolled their names far in advance, and others will be welcomed on the dollar basis at any time within the period named.

The increase in the subscription price, which will ultimately double the receipts from that source, will enable the Tradesman to add several new features which have long been under consideration, as well as enlarge and improve other features already in existence. The step is taken advisably, after being under consideration several years, during which time hundreds of the readers of the Tradesman have been consulted.

Reproduced from the Tradesman of July 6.



### What Is a Woman's Beauty Worth in Cash?

Written for the Tradesman.

What is a woman's beauty worth? Aesthetically, of course, it is a pleasure forever, and the woman who can really enjoy contemplating her reflection in the mirror must find life a perpetual picnic for which there can be no money equivalent. Neither is the solid inward satisfaction one derives from being gazed at wherever one goes by admiring eyes to be estimated in dollars and cents, but apart from the gratification to her own vanity what is a woman's beauty worth in cold, hard cash?

A Chicago working woman, employed in a factory, whose face was cut by an exploding bottle so that it required five stitches of a surgeon to sew up the wound, has sued her employer for \$10,000 for alleged damages to her good looks.

Is this amount excessive, or is it only a fair recompense for the loss the lady has sustained?

This is a matter of vital moment to women, for in deciding this important question the jury before whom the case is tried will not only have to take into consideration this individual woman's appearance before the accident and afterwards and estimate the loss that she sustained in an impaired complexion, or a damaged profile, but they will, in a way, pass upon the value that beauty is to the entire feminine sex, and this raises a most interesting problem—how much do a woman's looks really and actually affect her success in life?

Beauty has always been considered a more valuable asset with women than with men, and the girl who, like the milk maid, can say, "My face is my fortune," has ever been considered to have sufficient dowry. This is particularly true in America, where instead of saving up their money to provide their daughter with a dot in order to marry her off parents of moderate means invariably spend their income in dressing the girl so as to enhance her beauty, and the girl's looks are depended upon to

do the rest and provide for her in life. Thus crudely do we express the conviction that beauty is all the working capital that a woman needs.

Presupposing—what is quite true—that matrimony is the career that appeals most strongly to women and that almost all of them would follow it if given a suitable opportunity, the first question that presents itself in considering this subject is how much do a girl's chances of making a good match depend upon her looks? One is inclined to say, offhand, entirely, for beauty draws men by a single hair whether it is false or natural, peroxided or not. When a man hears of a woman for the first time he does not ask, "Is she intelligent? Is she amiable? Is she good?" but "Is she pretty?"

That is enough. She may be as dull as a meat axe. He can listen entranced for hours to platitudes if the lips that utter them are the shape of a Cupid's bow. She may be a spiteful little cat and as sordidly selfish and greedy as they make them. No man ever suspects a woman with a pink and white complexion of being anything but an angel. With men beauty in women is a satisfactory substitute for brains and heart, and the girl who has a perfect profile has a hundred times as much chance to catch a good husband as the girl who is a perfect model of all the virtues. It is true that men do fall in love with ugly women and marry them, but this is only when the homely woman had all the odds in her favor, and got about a mile the start of the good looker. In anything like an even race for a man's affections the pretty woman always wins out.

Nor are men alone hypnotized by beauty. Women are slaves to it in their own sex, and the woman who wants the backing and support of other women can have no such valuable quality as good looks. This is strange and illogical, but true. By what process of involuntary selection do we women choose proteges? By their appearance solely. It is the pretty girl to whom some rich woman gives frocks and frills. It is the pretty girl who wants to study music for whom we get up concerts to which we force our friends to contribute and buy tickets. It is the pretty girl in need of work for whom

we bestir ourselves to secure a situation. None of us ever know how really sympathetic we are until we behold beauty in distress, and it is an actual fact that when we see a pretty woman crying we all, whether we are men or women, have an impulse to ask her to weep upon our breast, while we tell an ugly woman not to make a fool of herself.

There is, naturally, no more reason why a pretty woman should be helped than an ugly one—only we do it. There is an instinctive feeling in us that the homely sister can scuffle for herself, and we let her do it while we strew the path with roses for a probably less deserving woman for no reason on earth except that Heaven has blessed her with peachy cheeks and golden hair and large lus-

trous eyes. In this way good looks have a tangible, practical value that really amounts to what politicians call "a pull" with society.

In business a woman's looks are a most important factor in her success. Leaving out of the discussion professions like the stage, where beauty is a requisite even above talent, or callings like that of the cloak and dress model, where a twenty inch waist and a thirty-six inch bust measure and a general air of style are imperatively demanded by the advertisements, it is true that in a just ordinary, every day avocation a pretty face is a woman's best letter of recommendation when she applies for a job. Men deny that they are influenced by a woman's looks in employing her, but nevertheless it is almost impossible

## Facts in a Nutshell

# BOUR'S

## COFFEES

### MAKE BUSINESS

### WHY?

They Are Scientifically  
**PERFECT**

129 Jefferson Avenue  
Detroit, Mich.

113-115-117 Ontario Street  
Toledo, Ohio

"The Pickles and Table Condiments prepared by The Williams Bros. Co., Detroit, Mich., are the very best. For sale by the wholesale trade all over the United States."

Guaranteed to comply with the Pure Food Laws.



for an elderly ugly woman, no matter how competent she is, to get a situation in an office or store. It is doubtless a coincidence, as married men are always explaining to their wives, that stenographers are always young and pretty and graceful, but it is a coincidence that happens with such marvelous frequency that it has put the elderly and hard featured woman out of business.

Every woman in commercial or professional life soon learns that it pays to put on her best bib and tucker and make herself look as well as Providence permits when she has to deal with men in a business way. This is not because men are flirtatious, for the American business man is very seldom that or sentimental in office hours, but he unconsciously adopts a different attitude towards a pretty, well-gowned woman, from that which he displays towards an ugly woman in dowdy clothes. Unconsciously he succumbs to the softening influence of youth and beauty and grace. To one he is all suavity and complaisance. She can sell him the life of somebody he never heard of in seventeen volumes, or get him to repaper the house she has rented and put in exposed plumbing, or do any other thing within the bounds of reason and gallantry, whereas he instinctively treats the other woman whose appearance grates upon his aesthetic sense with the brusque directness he would show to another man—and a man who got upon his nerves, to boot.

The place, however, where a woman's good looks bring her in the heaviest dividend is just in the common courtesies of life. Nobody ever looks at a pretty woman as they do at an ugly one, or adopts the same manner towards her. The ugly woman has to fight for her rights if she gets them at all. The pretty woman has all the perquisites of existence handed to her on a silver salver. If a man gets up and gives his seat on a crowded street car to a homely woman he does it with the air of an early Christian martyr, and looks as if he thought he ought to have a medal for doing his duty, but the minute a pretty girl enters a car a dozen men are on their feet and she might have half the car if she chose. And it is the same way throughout life. It is the pretty girl in the family who gets the good clothes and reigns a little queen, while the ugly sister is a foreordained Cinderella from all eternity. No man married to a pretty wife treats her as the man does the homely woman he has espoused, for none of us handle Sevres china like we do Delft. Back of all reason is the feeling that the proper place for bric-a-brac is in the parlor, while the kitchen is good enough for the article that has no pretense to beauty, but whose justification is its useful household character. "And there," as Mr. Henry James would say, "you are."

All of these things good looks mean to a woman and it is no wonder she assesses the loss of her beauty high. Beauty is a free pass through life, and while the most of

us manage to get along without it nobody can deny that we have to work our passage. Dorothy Dix.

#### With the "Cranky Boss."

Did you ever go into a shoe store to speak to one of the clerks and have him act as if he were afraid of his life? Yet meet this same clerk outside and he is cordiality itself. The reason for this seeming incongruence is that he is working for a cranky boss, one of those suspicious, domineering, sarcastic individuals who are unable to comprehend that arbitrary methods and efficient clerical service are irreconcilable. They enter their stores in the morning with pomposity and sour faces, and the clerks have to take the consequences of a naturally disagreeable disposition, aggravated, perhaps, by "something gone wrong at home."

Why can not these implacable censors realize that to insure good work they must be pleasant with their clerks? Clerks are human, and bad humor is contagious. Say good morning to the clerks you meet on entering the store—be a man; it creates good feeling all around. Show appreciation when the boys are hustling and trying to make your business a success. It does not pay to be cranky. When a man is decent to his help they will pull with him, whether he is in the store or absent. It encourages them—gives them something to strive for—stimulates ambition. I dropped into a store one day and its two clerks were sitting out in a blind alley in the rear. They had two boxes pulled out of the rear shelf so that they could see the front of the store. The boss was at dinner and these boys knew which way he returned. When he came in sight it was back to their posts with them, and back to the

shelves with the cartons. This boss was a crank, and the only peace the clerks had was when he was out of sight. That store is not doing a "land office" business, and the longer the clerks stick the worse off they are going to be, all on account of their employer's idiosyncrasies.—Shoe Retailer.

#### Make Cotton of Wood.

There was a time when cotton grew; now it is made. The French have acquired the novel art of cotton making, and to do so use the cellulose of a fir tree. Can a fig tree bear thistles? Perhaps not, but a fir tree can grow cotton. The fibers of the tree are pulverized by special machinery and treated with steam and bisulphate of soda for thirty-six hours under a pressure. The mess is then washed and bleached, passed between rollers to dry it, and reheated with chloride of zinc and acid, to which has been added a little castor oil to give a consistent paste. This cellulose matter is then passed through a draw plate, which produces a thread having an exceedingly close resemblance to cotton.

#### Expensive Smoker.

"Daisy bought a cigarette smoker for her beau that actually cost \$5."

"That's nothing. I knew a girl that paid \$100,000 for a cigarette smoker."

"Goodness! With her own money?"

"No, with her father's money. The cigarette smoker was in the shape of a foreign duke."

#### Common Variety.

Rodrick—Percy Sapp is always talking about his family tree. Is it really a family tree?

Van Albert—I've heard so much about it I begin to think it is a chestnut.



Get our prices and try our work when you need

### Rubber and Steel Stamps Seals, Etc.

Send for Catalogue and see what we offer.

Detroit Rubber Stamp Co.

99 Griswold St.

Detroit, Mich.

We Are Distributing Agents for Northwest-ern 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

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

# 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.

## SPRING FABRICS.

## Early Fall Duplicating Gives Impetus to Buying.

All that has been previously stated regarding the staple character of lightweight sheer woolen dress goods is being amply confirmed as spring orders are being placed. Several of the best foreign manufacturers report some variation in the demand, but the sheer idea is there just the same. Regulation voiles of various weaves have already sold reasonably well to date; wool batistes are showing greater favor with some exclusive buyers, who seem to have preference for this weave and buy it in fine goods rather than the ordinary voile.

Among the sheer novelties that are now attracting attention with the best trade may be mentioned plisse voiles and plisse crepes. The plisse effect in these goods is unobtrusive and in some instances appears in parallel, straight or wavy lines, ranging from one-quarter to one-half inch apart. These cloths show that the crepe and crepon idea is being considered by the best manufacturers; plisse sheer goods, of course, only show the tendency, as they are in no sense of the term crepons. In a previous dress goods review the increasing prominence of silk-and-wool fabrics was mentioned. The development of business and the addition of larger assortments from the other side show that this tendency is now even more pronounced than when initial showings were made. It is worth while for the trade to carefully consider these silk-and-wool fabrics. Some of them appear in regulation street weights, while others are sheer, simulating eoliennes and silk-top voiles.

The late season revival of small checks in both silk and wool dress fabrics in the European centers has prompted the best foreign makers to adhere to this pattern in the preparation of their spring collections. Several other lines of good quality small-check voiles are now on the market and are receiving the approval of the exclusive trade for the 1905 season. In most cases the colors are not too decided to be obnoxious, some of the best effects being brought out in brown, blue, gray and mode.

The inclination to favor the modified Ottoman or close lateral weave is emphasized by the retention of medium-weight hard-finished goods on the "bengaline a soie" order. While this fabric is by no means a novelty confined to this season its present success assures its recognition in spring selling.

So far the advance sale of black goods for spring has not disclosed any striking development in the direction of figure materials. Nearly all of the best lines, either foreign or domestic, contain a few numbers showing jacquard tendencies, and, for the most part, the grounds are sparsely covered. It may be well for the trade to note, however, that by far the larger percentage of black orders placed include the regulation staple blacks. The list of popular

blacks is, in reality, a counterpart of the colored collection. Of course, the sheer goods are prominent, and there seems to be an inclination on the part of the best trade to favor a number of small armure and natte patterns.

The fall dress goods situation is now in the hands of the store selling force. Buyers have done their part and fall and winter stocks are practically all on the counters and shelves of retail trade. The possibility exists for the selling force in the retail store to become enthusiastic this season over the fabrics which are offered. There is an absence of extreme fancies and novelties. The materials this season have general merit as a rule. Plain goods, generally, possess more intrinsic merit than do novelties as the latter are usually without strength and wearing qualities. But for real elegance the plain weaves certainly possess many features of more than ordinary interest. The many high colors in the dress goods stock are due to the absence of novelties this fall. The fabrics which obtain favor have a particular richness and elegance without the appearance of commonness. A window display of almost any of the new fabrics in the best shades will attract attention. Most of the windows with fall fabrics have in addition to trimmings of lace and fur two or three new fall hats in the display.

Coque de roche is a new orange shade very dear to the shopper's heart this fall. The family of browns leads everything else for general popularity in colors. The range of novelty browns is extensive. Leather is a shade that will be talked about quite a good deal this season, also the copper shades.

Some of the dress goods buyers in leading retail stores are so resourceful that they originate certain patterns and even materials. Many of these designs are only suggestions to the agent, but they are quick and glad to act upon the suggestions coming to them from these sources.

They also supply names for some of these fabrics which are accepted by the trade. "Etratat" is the name given by a leading dress goods buyer to a new fall fabric which is meeting with favor. This fabric is a particularly rich cloth. It has silk face. The effect of the face is a flat herringbone. This material is elegant and possesses a rich quality which makes it acceptable with the very exclusive trade. It appears in plain colors only in the staple and new fall shades. Radium is a fab-

ric of the season which has sold well in the best stores. This material has a high finish also. The weave is neither a drap d'ete nor a venetian, but can be described as a weave between these two. The first purchases of this cloth have already disappeared in some of the more desirable shades and considerable difficulty is experienced by the dress goods buyers in getting their duplicate orders received by the manufacturers. Drap d'ete, in both plain and novelty effects, is extra good this season.

# YEAST FOAM

received  
The First Grand Prize  
at the  
St. Louis Exposition  
for raising

# PERFECT BREAD

## Golden Essence of Corn

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

# Karo

## CORN SYRUP

The Great Spread for Daily Bread.

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

CORN PRODUCTS CO., New York and Chicago.



### Artistic Jewelry Work Good Field for Women.

The designing and making of the new "art" jewelry, at once so popular and so exquisite, offers an interesting field of professional effort for women of artistic leanings and some mechanical ability—or adaptability. It is a field, moreover, not yet so overcrowded as many branches of artistic endeavor, and the financial rewards of a moderate success are far more quickly created than is usually the case with the worker in marble or canvas. Because the new "art" is yet in its infancy its present devotees are sure of a widening future field.

The essential requirements for successful work of this order are more numerous and exacting than for passable accomplishment in the older realms of artistic effort. To the indispensable eye and feeling for correct and true line, form, and color, with the power of reproducing the same, must be added at least sufficient mechanical dexterity to render the learning how to use tools possible. The woman who would find it difficult to hit a hedge stake with a sledge hammer had best confine her artistic endeavors to painting or modeling. Deft and skillful handling of many small tools is absolutely necessary to the making of the "new" artistic jewelry, special tools being now and then needed—and made—to suit a special bit of work or occasion. And while jewelry designing offers enviable opportunity for the use and display of artistic talent, it is the piece of work that from basic conception to completed loveliness is carried through by a single personality that stands out from its fellows, that wins fame and reward.

Thorough, many sided, and reliable knowledge of drawing is no less indispensable to the artistic toiler who aspires to success in the "new" jewelry direction. The work, for the most part, is so small as to demand close and minute inspection in order to bring out and appreciate its beauties. Faults of design or execution, under scrutiny of such searching order, are difficult to hide.

The work belongs to the "nervous" character largely, and makes unsparring demands upon brain, capabilities and endurance. It may not be slighted, neglected, or even laid temporarily aside at certain crucial moments, no matter how weary the worker. But, given a fair allowance of artistic talent and training, with the willingness to work hard and long, shorn of which no artistic devotee, in whatever field, need dream of succeeding, and a fair degree of success in the way of pleasing the public, the rewards are quick, desirable and reasonably sure. Feminine delicacy of taste and handling comes into admirable play in this connection, and the really good maker of artistic jewelry, to touch upon a side of the subject close to the heart of the true artist, ranks evenly with his fellow toilers of the easel or sculptor's tool.

Miss Leonide C. Lavaron, a French-Chicago handicraft artist, who has for years found the making of artistic

jewelry a pleasant, lucrative vocation, and who not long since earned wide fame because of the old new method of tinting and burnishing metals, relearned at almost daily risk of her life, says that artistic jewelry making, other things being equal, brings in much quicker returns than the pictorial arts, for the simplest reasons.

"The ordinary woman," as Miss Lavaron expresses the mater, "will spend money for personal adornment even more readily than for the adornment of her home. So will the ordinary man, for that matter. Rings, necklaces, belts, watch fobs, these are purchased while still the household walls are bare of pictures. And, too, the commercial element speedily enters in.

"A beautiful piece of jewelry is ordinarily purchased quite as much for its intrinsic loveliness as because of high financial valuation. Diamonds and other costly gems serve as investments, of course, but the 'new' jewelry, composed mainly of the less expensive stones and largely valued for pure purposes of beauty, is seldom sought as an investment, although many of the articles and objects now being constructed will undoubtedly become heirlooms. There is an individual touch about every specimen of really good jewelry of the new order that renders it peculiarly fascinating to the individual of good taste and true love of beauty. The fact that a majority of the pieces, while seldom more expensive than conventional decorations, are specially designed and made to order, helps at once to increase the artistic value of the object, its intrinsic charm to the owner, and the artist's chances of financial and artistic success.

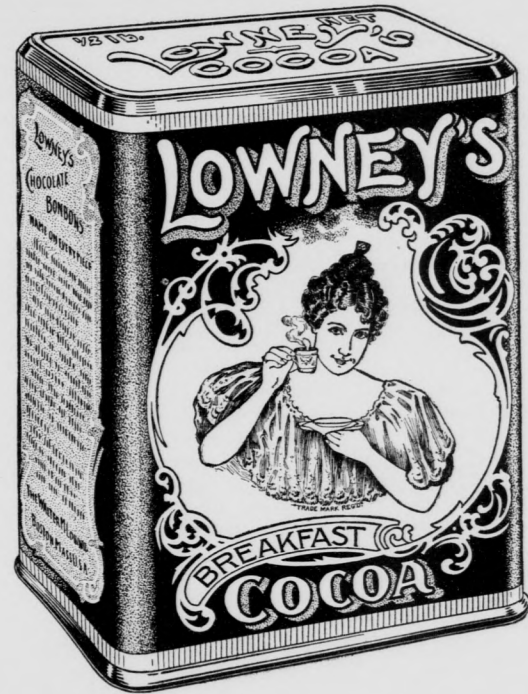
"Of course, the element of 'luck' or of success in accommodating to each other the public fancy of the moment—perhaps of anticipating the latter—and the great truths and demands of artistic design and construction must be considered. But, aside from the few great and famous pictorial art successes, the field of artistic jewelry making offers much better opportunities at present than painting or sculpture. And for women this field is particularly suitable and good."

More and more is the taste of the beauty loving individual of unstinted or moderate income turning toward these articles of jewelry that are beautiful and valuable in themselves rather than because they represent so many dollars' worth of gold or diamonds, and the future of the successful feminine maker of the artistic jewelry that is the result and finished product of brain, feeling, artistic education and clever handiwork instead of mere clever fingers would seem cheerfully bright.

L. W. Duryea.

Some are born with silver spoons in their mouths, and get the rest of the chest for a wedding present.

On the map of life all the principal lines converge at an important center called Me.



Received  
Highest Award

**GOLD MEDAL**

Pan-American  
Exposition

The full flavor, the delicious quality, the absolute PURITY of LOWNEY'S COCOA distinguish it from all others. It is a NATURAL product; no "treatment" with alkalis or other chemicals; no adulteration with flour, starch, ground cocoa shells, or coloring matter; nothing but the nutritive and digestible product of the CHOICEST Cocoa Beans. A quick seller and a PROFIT maker for dealers.

WALTER M. LOWNEY COMPANY, 447 Commercial St., Boston, Mass.

## LION BRAND SPICES

Write for sample

**Lion Corintje Cinnamon**

It is the kind used  
during King Solomon's time

We want you to inspect it

A trial order for Lion Spices will  
convince you of their  
superior quality

**Are Reputation Builders**

**WOOLSON SPICE CO.**

**TOLEDO, OHIO**

WRITE

US

FOR

PRICES

## LOOKING BACKWARD.

## Boy's First Journey Into the Great Wide World.

## Chapter III.

Before leaving Mudville behind it may be well to tell of the only time I ever bulged with longing to become a great actor and wear a fur collar on my coat. My earliest impressions of the drama, which hinged on orphans and the gay butterfly life they led, broke out in me at that uncertain age when infants are first addicted to thoughts. Every kid at some time or other maps out a stage career.

Ridiculous as it now seems, I fairly pained with desire to shine as an officially declared orphan and be given away to some kind family after doing jay towns in a special car. My brother Bill shared this lofty ambition. We both wanted to become orphans and win renown on the lyric stage, and would have done so, perhaps, had not Bill crabbed the proposition. Never let relation in on any scheme dear to the heart. They'll queer it either through stupidity or pure cussedness.

The heralded approach of one carload of orphans, assorted sizes and sexes, shipped out from the slums of New York to Mudville for distribution among childless Christian homes, set the small brains of Bill and me in a dizzy whirl. Our joint fund of information concerning the orphan business was limited. It fired us with the spirit of emulation to learn that some children like ourselves—they called them orphans—were speeding Westward, ho! behind a snorting locomotive and would pull off a highly moral and entertaining show in the town.

Some dope to that effect was handed out by the Sunday school superintendent. The troupe would entertain with dialogues and Moody and Sankey hymns in the Methodist church, during which those in need of orphans could inspect the band and pick out some trouble. A New York mission society had engaged in the noble work of scraping mislaid waifs from abodes of squalor and misery and mixed ale of the metropolis and finding them a refuge in the hospitable homes of the Middle West.

Many towns and villages in that plenteous region threw open their doors to the little strangers. Car after car did the mission send out, until thousands of firesides and reform schools reared refractory monuments to forgotten dead and distant burial grounds. But the supply far exceeded the demand. In time the tide of Eastern orphans flowed elsewhere, but not until Mudville had done its duty by listening to a Moody concert in Sankey repertory and promptly adopting the entire batch.

Pending the arrival of the private car and its distinguished contents me and Bill talked in our sleep, mostly about orphans, and dreamed night and day of what we should do when successfully embarked upon a similar career. The theatrical features of the business alone appealed to us—

the wild, tumultuous ride in the cars, the street parade behind a band, and the plaudits of admiring congregations. Bill was stuck on doing a blackface turn, while I held that a genteel song and dance in pink velvet knee breeches and flowing cuffs was the only strictly proper specialty for star orphans on the road.

This point was still unsettled when the talent arrived one sharp autumn night, and me and Bill, quite purple with ingrowing excitement, set off to see the show. We wore our Sunday school regimentals, and, busy with the thought of a glorious future, ran all the way to the church, except for a brief halt, occasioned by Bill. Before starting he carefully entombed both arms to the elbows in his trousers pockets. Thus we sprinted along side by side as brothers should, until we struck a cross-board sidewalk, which sometimes flew up in sections and smacked people in the face.

There I trod on the end of a loose plank the fraction of a second before Bill arrived at the other. His toes caught and forward he plunged along the raspy boards on his tender frontispiece. The slide peeled a wide thick strip of skin from his forehead, nose, lips, and chin, and also ruffled the epidermis on his wishbone. Had my brother a flat face to start with there wouldn't have been any of it left. Bill's hands, being safely stowed in his pockets during the mishap, escaped injury.

When we reached the church the tousled, blinky orphans stood in a sort of minstrel first part, singing their young lives out. There was no applause and neither did I see any bouquets passed over the footlights. It was a bum show from a spectacular view. The little band was in charge of a tall, narrow man, the pallor of whose face was heightened by the inky blackness of his beard. At the end of the first song he handed each child a voice troche and gulped one himself. I attributed his bleach to the troches, but more likely basket lunches and blue mass pills had much to do with that drumhead complexion.

For some reason the show fell with a D. S. thud. It must have been on account of Bill, who certainly did not appear at his best. No matter which way he turned, Bill seemed to be peeping roguishly out from behind a blood red post much too small for him. And the pine splinters sticking to his tear gummed cheeks did not enhance the boyish beauty of my only brother. When the adopting exercises opened two or three women turned Bill down—said no doubt his parents were murderers and that the police of New York had done the worst thing possible shipping him out West.

Finally a dear, dim eyed old lady, who had known him all his life, wiped Bill's skinned nose and offered him a Christian home and burial of the same kind in case he needed one. At that he got mad and swore out loud in the Methodist church, thinking he had a right to do so because we were Presbyterians. I chided Bill

with a left hook, and when the sexton got to us we were locked in a brotherly clinch under the pew next to the pulpit. The chill night air of the street killed the last theatrical germ in our systems, and so far as I know Bill never made another attempt to go upon the stage. Neither did I.

One of the male orphans who lodged in our midst was a born financier, being, quite likely, the unclaimed progeny of an Eastern captain of industry. That he missed the Wall Street training of his ancestors was plain, for the first dash into the realms of trade landed him in jail. Had the boy remained in New York and been brought up in the way he should go it's dollars to breakfast food he would now be at the head of a trust. He had the merger principle and knew how to corner everything in sight.

This orphan was adopted by a Christian family, and he used the piety of those foster parents to cloak his vile conspiracy. A little Mudville man, who desired merely to live, opened a little restaurant. Every night or so the orphan descended on the home of the restaurant man and stole a chicken, which he sold, through an accomplice, to the caterer. With the proceeds of the sale the orphan feasted on fried chicken at the cafe next day, paying for the same with the coin the proprietor had coughed up for his own poultry. Besides the chicken the villain absorbed vast quantities of mashed potatoes and gravy, bread, butter and liquids, for which the caterer had paid out money to people who did not dine there. And for every cash meal the orphan got one on credit.

There was but one result. The restaurant blew up, leaving the proprietor nothing in the way of assets but a pile of parboiled feathers in the back yard. Our gifted financier went in for thirty days, but that didn't help the caterer. He was plucked.

I will gloss gently over the one regretful period of my life—the time sacrificed in the academic halls of Mudville. The only lasting benefit gained at that process was a pair of bow legs caused by carrying heavy lunches to school. Some of the boys in my class even failed to impair the shape of their legs, which makes me think I did pretty well after all. The temple of learning harbored nothing of interest to me except my dinner pail and the soft pine desk of that day. On the lid of many a desk I carved my name after the manner of transient guests who registered at the water tank near the depot. But for this early amassing of useful knowledge and the anatomical curves I would not mention the schooling.

When I was 14 the family agreed it was time to make good on the lunches by feeding my own features. The idea was not original with our folks. It had been worked before. As understudy to a fat iron molder I joined a get-rich-quick concern that paid me \$3 per week for ten hours' toil per day, right off the reel. All I had to do was fashion

molds in sand and pour hot metal into them. Easy money. It isn't every country boy who picks up a snap. Some of us are exceptionally bright in the matter of avoiding the gilded goods.

For three years I did blackface turns in a pile of black sand, learning the trade. Not a few of the cast iron stove legs I built when a boy are still leaving footprints on humble kitchen floors—enduring tributes to my budding genius in the gentle craft of molding. Whatever bad breaks I have made in other lines can not wipe out the fact I was a fair to middling molder at the finish.

Those were happy days in the foundry, because I had not learned to loathe the perverted genius who invented work and forgot to take out a patent on it. Being an enthusiastic kid I carried home bags of sand and molded things—mostly lead nickels—in the cool of the evening. But there was no demand for that sort of coin, and I closed up my mint at the suggestion of the village ice cream man, who had a pull with the constable.

Ambition stirred me, too, for I hoped to become a foreman some day, and sit for hours on a nail keg, thereby staggering common workmen with the belief that I knew so much about the trade it made me ache to carry it around. That dream was only a pipe which soon went out, but my name appeared in the directories of several large cities linked in small type to the words, iron molder, and the street numbers of fierce boarding houses. So I am not utterly unknown to fame, after all, a feeling shared by the man who has once seen his name in print, although the occasion for it be nothing more than a delinquent tax list. If we are to have greatness thrust upon us nothing can stop it.

While the majority of molders are steady men with large families and other minor troubles, a hobo mechanic now and then fell off a passing freight train and asked for a job in our shop. This struck me as an ideal existence, skating around the world with a union card, unhampered by care or baggage, in search of a fresh sand heap. Like the tramp printer, the molder carries little more than his hands and trade; the shop supplies the rest.

One white haired ruin who lingered for a grub stake at Mudville had wrestled with a touch of jimjams in most manufacturing towns of note on the map, and had not yet wound up his itinerary. To me he was a regular Christopher Columbus of a molder—a man to emulate in all save the flowing bowl specialty. Drunk or sober his only enemy was the shop foreman as a class, and, for the life of me, I couldn't see why, because that hoary old hobo was such a nice man.

In course of time the foundry and the village became too tight for me. I felt like a No. 10 foot in a No. 8 shoe, and imagined I had corns on my intellect. They say that it is the way of all young fellows, in whatever walk of life, who are full of tabasco at the start and think they can



# HOW TO MAKE MORE MONEY

If you are a storekeeper and will tear off the lower half of this page, pin or stick it together, put a stamp on it and mail to us, one of our representatives will call and

## TELL YOU HOW

*National Cash Register Co.*

DAYTON : : : OHIO

CUT OFF HERE

U. S. A.

DAYTON, OHIO

National Cash Register Company

Put a  
Stamp  
Here

NATIONAL CASH REGISTER CO.

Dayton, Ohio, U. S. A.

GENTLEMEN: I am willing to see your representative when he is next in this vicinity and allow him to explain how I can make more money by the use of one of your machines. This does not obligate me to buy, but means that I will put my time against his to investigate the merits of your registers.

Name \_\_\_\_\_

Address \_\_\_\_\_

Michigan Tradesman.

bat 300 or better in the big league. So at soft 17 I slipped my cables and set forth to ebb and flow on the tide of events like a waterlogged cornob in a dead eddy. Charles Dryden.

### One of the Easiest Things in the World.

Written for the Tradesman.

Christopher Wells, traveling man for the firm of Rogers, Dale & Co., had for him a remarkable idea come into his head as with gripsack in hand he started for the station that crisp fall morning. The world was going well with him and had been doing so throughout his commercial career and that morning the thought came into his head that with a pretty fair competence to his credit there was no particular need of his "moiling and toiling" for a greater pile of this world's goods and he believed he'd "ring off," make things a little snugger about home and for the rest of his days, be they longer or shorter, be his own man; and as the twilight deepened, with his wife by his side, walk down calmly into the Western glow that lights the way for the eternal darkness.

Circumstances seemed to strengthen the idea. The two children would soon be doing for themselves. Ella, now a lovely girl of 19, had already said something with a look in her eyes that made Jack Emerson's heart rejoice, and that young lady and her mother with heads together had been looking at the pictures and prices in the "Bazar" for the last two months. That was all right—anything better could not be asked for—

and as for Bob, his own bright-eyed, quick-witted Bob, wasn't he, Kit, thinking all the time of giving way, little by little, to this ambitious boy and finally, when the time came, of leaving him in possession of a position that had been honorable and remunerative to a father who was proud and happy in thus looking out for the welfare of his son?

Having reached this pleasing conclusion and approving it he settled himself in the car seat to follow it up with the daily programme when he and Mary should be alone together as they were in the morning of their married life, and he had just completed an attractive picture with her and her sewing and himself with the evening paper, in dressing gown and slippers, in the center "taking it easy," when in came Jo Harris, and without so much as "if you please" with his big body made it snug sitting for the man who never had any use for him and who at that particular moment was mentally consigning him to hades.

"Hello, Kit"—the familiarity made the man addressed wince—"how goes it?"

"All right."

"Beginning to grow old, I see. 'Twon't be long before you'll be taking your last trip. Has Bob begun to call you the old man yet? What do you expect to do with Bob, anyway? If what my Tom says is true you've got something on your hands that is finding its way to the bargain

counter in a hurry. How old a boy has Bob got to be?"

"He's 17."

"Pretty old for his age, ain't 'e?"

"What do you mean?"

"What I say. For a boy of 17, if what I hear is true, he ought to be at least three years older. Grand Rapids is a bad place to bring up kids at all inclined to be tough."

Christopher Wells' heart stood still. Bob, the light of his eyes, a tough! The man thought he knew more about his boy than he did. He might as well hear the worst and here was the chance to get it.

"There may be something in that. I have an idea, though, that Grand Rapids is like every other large and growing town. I happened to be born and brought up on a farm and all I can say about it as a place for boys to grow up is, that taking everything into account, I don't know any worse thing to happen to a 14-year-old boy than to be brought into contact with the average hired man. My experience convinces me that, Grand Rapids and the old farm, the advantage goes with the city ten to one. There are certain things a boy has got to learn, and he has got to knock up against the roughest side of life wherever he is and I believe he can do that best in the city. Robert may not be a saint, but I'm pretty well satisfied with him as I find him."

"Well, all I can say is that you're pretty easily satisfied."

The battle was on. It was not pleasant for the gentleman to be told by this rough-scutt whom he

despised that his own dear Bob was a tough. Of course, he didn't believe it; but he did want to know what there was behind the man's remark and he proceeded to follow it up.

"What do you mean by 'easily satisfied'?"

"Why, you don't pretend to say that you don't know that your Bob is one of the worst boys in town, do you?"

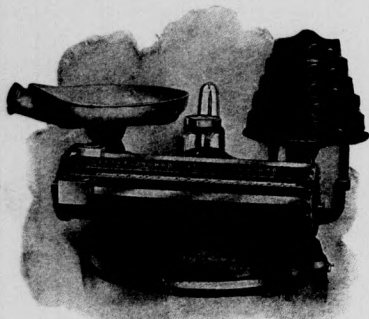
"I must confess that I am somewhat surprised. What does he do?"

"What they all do. I have an idea that he is no stranger to beer and I guess he's a good ways beyond it. I fancy he knows all about 'flushes' and 'straights' and 'antes,' and all that sort of thing, so it's easy to guess where his money comes from if you don't give it to him; and all along the line you'll find him 'up,' a condition of things not apt to be found on the farm."

"Humph! I learned high-low-jack from a hired man under a hay stack back of the barn. What else?"

"Oh, I guess he bets on the races, 'n' he plays billiards, 'n' he knows the diff. between chalk and cheese in all the other ways we can think of, 'n' I guess he swears some, 'n'—well, just tough. I d' know as I ought to tell you, but you seemed so satisfied I thought you ought to know. Have a cigar? I guess I'll go ahead into the smoker and have one," and Wells was alone.

He looked out of the window and didn't see anything. Wherever his eyes turned they saw only a fair-haired boy growing into manhood with



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.

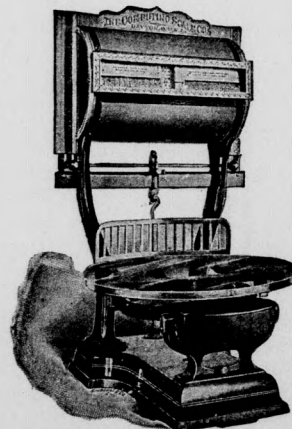
We build scales on all the known principles: Even Balance, Automatic Spring, Beam and Pendulum, all of which will

#### 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



a clean body and a cleaner soul and the two floundering together in a Grand Rapids cesspool. The sweat started out of every pore in his body and the fact that he did not know enough about his own boy to give the man the lie did not diminish the trickling streams. He had never noticed anything out of the way, and Mary had never said anything. Sometimes, indeed, he had seen that the boy was not at breakfast, but growing boys liked to sleep late. He used to want to, only he never had the chance, and that was one of the vows he made: "If I ever have a boy and he wants to lie abed, I'll let him." That was all; but this—Bobbie a tough!—was simply astounding; and yet, for all he knew about his own boy, every word of it might be so much gospel. There was the pity of it! In that case when his—Kit's—giving-up time came would the boy—that kind of a boy—be allowed to take the place his father had held so long and prosperously? A thousand questions assailed him, not one of which he could answer, but under them all constantly came up this: You have neglected your own son and be the conditions whatever they may be, you, you, are the one to blame!

"It is never too late to mend," and that night instead of going to bed at the usual hour he wrote to "Bobbie." Here is his letter:

"Dear Bobbie—I've been thinking of you all day. This is your last year at school and in turning that over I have been wondering whether

you wouldn't like to step into my place when you are ready for it and let me out. I believe you had better be thinking about it. I haven't seen any of your report cards in an age, but I am satisfied they are all right. Better send me your next one to sign. I am glad to believe that your reputation as a boy is as good as I hope your standing in class is. That is the best recommendation you can have to get into the firm of Rogers, Dale & Co. They insist on trained brains and a clean character-record. I'm not going to ask you if you have got to smoking—it is so easily picked up—but I hope you have sound sense enough not to be a 'fiend' in any vice.

"I stepped into Blum's heer in Chicago just before supper and was measured for an overcoat. I wonder if you don't need one. I'll tell you what you do, Bobbie: take the afternoon train for Chicago on Friday afternoon and come to the Palmer House. Go straight to my room, No. 12, and you'll find me there. I'll put you up a good time and help you pick out an overcoat.

Your dear daddy,

C. Wells."

Paris avenue had the most astonished boy in Grand Rapids a little while after that letter reached its destination. He knew the handwriting and dreaded to open the letter. Not to betray any emotion before his mother he slipped it into his pocket and soon went to his room. There he read, one minute jubilant, the next delighted and then, what

would have been expected of Christopher Wells' son, he slowly folded the letter, put it into his pocket and with a very sober face sat down near the window with his elbow on the sill and his chin in his hand and looked down into the back yard. For ten good minutes he sat without moving. Then he took the letter and re-read it. Then he took from his desk some monthly school records he found there and put them back with some very slow headshakings. Then out from a drawer he had to unlock to open he took several packages of cigarettes and threw them as far as he could into the back yard. A moment after he went over to find the principal, and this was what he said to him: "My father doesn't know that I'm not standing well. He is going to sign the next card. I want it to be a good one; won't you help me make it so? You see, I don't want him to be disappointed in me;" and then, to the wonder of his mother, after supper instead of going out he brought his text books down into the sitting room and after studying them until 10 o'clock he went to bed.

At breakfast next morning he was on time and when the meal was over he took out his father's letter and read it to the happiest mother in the city at that moment. "You see what Daddy expects of me, and if I'm going to get there on time I've got to begin right off."

That is exactly what he did. He began right off and he didn't give himself any let-up. He went to Chi-

cago and had the time of his life with a man he thought he knew pretty well and found out that he didn't know at all—"a perfect surprise to each other," he said to himself a dozen times if he did once—and when at the end of the month the record card came there wasn't on it a mark less than 95, and the good thing about that is that the records for the rest of that year were all better than that one.

The rest sounds a bit fishy, but it isn't. After everything that Kit Wells wanted had come to pass—Bob's slipping into his place and he and Mary making that pretty home picture at their happy fireside—as luck would have it he was on his way to Chicago and who should come in but Jo Harris, fatter than ever and coarser, if that were possible, than ever. Of course, he squeezed into the unwelcome seat at Kit's side and began:

"Remember my coming in and finding you starting out that morning, and what I told you about your Bob? How did you ever manage to head him off and make a decent man of him?"

That last brought the red into Kit's face. He glared a minute, but thinking better of it and of Jo's Jo, who had gone to the dogs, said, as he opened his paper, "Oh, the boy has good blood in him and the rest was one of the easiest things in the world—if you only know how."

Richard Malcolm Strong.

Graft is commercial craft.

# SAVE MONEY

By cutting down your various lines to brands that are **sure** to be called for and **sure** to give satisfaction.

In the long run cutting down your Oatmeal stock will **increase** your aggregate profit.

If Quaker Oats is pushed your stock moves out rapidly---there is no loss on old goods---your capital is tied up in only one brand.

The only brand that suits everybody is

# QUAKER OATS



### Incident in the Career of a Hardware Store.

Smithers was on his uppers when the brilliant idea came to him of forming a lover's union. In one sense, of course, a lover's union is as old as Adam. Every right minded lover either has stowed away or on exhibition a project for an amalgamated union of two. But Smithers' scheme was more inclusive. The object of it was to blend all lovers into one happy brotherhood—and incidentally to furnish Smithers with meal tickets.

There is an admittance fee of \$10 and a yearly assessment of \$3 more, but everybody who belongs votes it worth the price of admission. The official title of the society is the Lovers' Union for the Promotion of Lovers' unions. Smithers advertised like a house afire and people talked up the lovers' union as a joke, so that it got stacks of free advertising. Lovers laughed at the scheme, then went to talk with Smithers, and before they left planked down their X-rays from their purse.

The fact is that Smithers has accidentally stumbled on a bonanza. The lovers' union was a crying need, but nobody knew it until Smithers began to promote it. The appealing feature about the society is that it is willing to tackle any difficulty, no matter how complicated. Its motto is, "Nil desperandum," and it comes under the wire a winner every time. In fact, it has rolled up a big membership on its merits simply because no lover can afford to handicap himself by not belonging.

If a lover desires the electric light current to be switched off for a few minutes at a house where he is calling some evening, he may depend on the union to accommodate him at the stipulated time. If he desires a runaway, a fire, or a holdup in order to prove himself a hero to his adored the union will be there with the goods. If there is another Richmond in the field, some dangerous rival whose attractions he has good reason to fear, the society will remove the rival quite lawfully by enticing his affections away to another charmer.

Old James D. Rocks was a hardware dealer who had rolled up a nice little pile in the business. His specialty was outfitting young people just starting in housekeeping with ranges, cooking utensils, etc. He had got the thing down to a fine point and young people went to his big store as inevitably as they went to the church to be Mendelssohned. But when Jack Brown, his bright young clerk, came courting his daughter Thelma, James D. cut up rough. The old man is a good deal of an autocrat in his house as well as among his clerks. He told Thelma he wouldn't stand for any nonsense, and

he gave Brown to understand the same thing.

Brown has good stuff in him, and he came pretty near giving James D. a piece of his mind. But he refrained, and carried the case to the union instead. Smithers talked the case over with Brown, then gave it his attention. The word went out quietly to all members of the union past and present that the Metropolitan Hardware Co., owned by James D. Rocks, was to be temporarily boycotted. Times were prosperous and business brisk, so that James D. was quite at a loss to understand why his trade began to fall off so woefully. He hinted at hard times to his fellow business men. They laughed at him.

The old man began to be afraid he was losing his grip as well as his eye for business opportunities. He worried eight pounds from his avoirdupois in the fear of having reached the age limit and having dropped behind the times. He bullyragged his clerks at the store, and at home he snarled at the daughter for whose unhappiness he was responsible. Then the old man would get by himself and give himself the deuce for being an old curmudgeon who kept himself and everybody else from being happy just because he was becoming a has been.

It was at this stage of the game that young Brown sauntered into the office one day and laid a proposition before J. D. Rocks. It seemed to him, he said, that the Metropolitan had not been getting its fair share of business. Now, he didn't want to put in his oar, of course, but it had occurred to him that a suggestion as to the difficulty might—

Old Rocks interrupted him in a rage to tell him to go to the devil. Things had come to a pretty pass if his clerks had to run his business for him. Brown departed amiably to tie up nails and sell rakes to casual customers who were not members of the union.

Business continued to grow worse and worse. It seemed as if a hoodoo had fallen over the Metropolitan that could not be shaken off. Finally, in despair, old Rocks came to Brown.

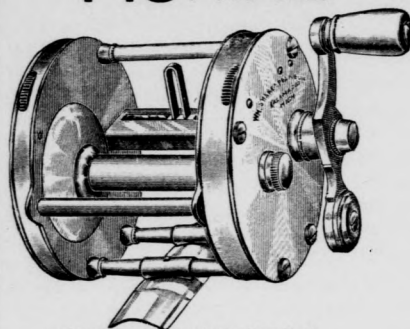
He wasted no time in preliminary sparring. "You spoke last month of a suggestion about improving the business. Let's hear it."

But Brown was wily. "I couldn't consistently offer suggestions about the business, Mr. Rocks. You see, I'm only one of the clerks. But Mr. Jones is just resigning the manager-ship to go West for his health; if you'll make me manager for a month on trial I'll guarantee to place the business where it was a few months ago; if I don't succeed I'll resign at the end of the month."

Old Rocks thought he had never seen such nerve, but, somehow, as he looked the thin, alert young man over it struck him there was something forceful and businesslike about him.

"All right," he grunted. "But if you don't make a go of it you leave my employ."

## FISHING TACKLE



Shakespeare's Level Winding Reel.

Send us your mail orders. Our stock is complete. If you failed to receive our 1904 catalogue let us know at once. We want you to have one as it illustrates our entire line of tackle.

# Miles Hardware Co.

113-115 Monroe Street, Grand Rapids, Mich.

Michigan Agents for

Warren Mixed Paints, "White Seal" Lead, Ohio Varnish Co.'s "Chi Name!" at wholesale

## Autumn Glass

Our fall business must be a "RECORD BREAKER." We bought well and you are to receive the benefit. Our prices to you will be reduced. We carry a complete stock and ship promptly. Our glass has the quality.

ORDERS ORDERS ORDERS  
SEND THEM IN

## Grand Rapids Glass & Bending Co.

Grand Rapids, Mich.

Factory and Warehouse Kent and Newberry Streets

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



# FOSTER STEVENS & CO.

Grand Rapids, Michigan

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

## Use Tradesman Coupons



Brown assented. He changed the advertisements that were running in the papers and put in new and attractive window displays, both of which were things of which he had good and brisk ideas. But it need hardly be said that this was not what turned the tide. The private tip went out from Smithers that the union members were to patronize the Metropolitan Hardware Co. A good many of them had saved up their orders at Smithers' suggestion. The Christmas season was just coming on. The union was launching a large number of couples in private unions of their own.

It happened that Brown's advertising caught on. The consequence was that Rocks had never done such a land office business before. At the end of the month Brown's temporary appointment as manager was made permanent, and he was asked to go out to J. D. Rocks' house to dinner. He went. Three months later he married Thelma and became a partner.

That is the way the lovers' union does business, and that is why Smithers is in a position to think about the purchase of a yacht.

William Macleod Raine.

#### How One Dealer Attracts Attention to His Store.

"I have seen 'animal windows' in the larger cities, off and on, for a number of years," remarked a Western shoe dealer, "but I believe I am the first dealer in the smaller towns of this section to make the experiment, and it has been a good advertisement for me.

"I was on a buying trip to Kansas City, with my eye open, when I passed the store of George Bond, and found one window containing a litter of pups, an object of interest to a big crowd. That put an idea into my head. If a window of that kind would attract attention in a large city, why should it not be a much greater attraction in a city like ours, with about 10,000 inhabitants, where in the country trade is an important item? I went home and fixed the smaller of my two show windows, so it would be a good place for the display of animals, and began with a display of my own pets, which were a thoroughbred Angora cat and her kittens. They were quite a rarity in our part of the country, and I mentioned in my advertisement that they were on display in the window for a week. The experiment was so satisfactory that I kept the cats in the window four weeks. I prepared a window card which gave information about the cats, and under it I placed another, calling attention to the offerings in the other window. The latter I changed every week. This display was followed by one of white rabbits, belonging to the little folks of a neighbor, who were very proud to have their favorites exhibited. The card stated to whom the animals belonged, and I also advertised the window in my regular shoe advertisement. I had the rabbits in the window a couple of weeks, and they

were a good attraction to the country people, who will come in and talk about what interests them, when a city man will merely take in what the sign says and walk on.

"The next two weeks my window was the den of a couple of wolf whelps, which were captured by a farmer's boy living fifteen miles from our town, and who brought them to me, thinking they would be an interesting display. I at once had a card made, stating to whom they belonged, how they were captured, and where, and also mentioned them in my regular advertising space. During the two weeks, which happened to be especially good ones for the country trade, I was informed by at least fifty customers that they were acquainted with the boy who captured the wolves. This proved that my windows were attracting wide attention, and decided me to keep on the good work along the same lines, as I had no objection to my store becoming known as a menagerie if it brought me business, although my competitors were inclined to make light of my exhibits. I discovered in these two months that the animals and my descriptions of them were causing my advertisements to be read, which was, of itself, a gratifying result.

"I followed up these window displays at two week intervals with displays of white rats, rabbits, spotted and white puppies, hens and chickens with feathers dyed purple, etc.; but found that while my windows were a good thing, I would soon have trouble in getting new attractions. About this time a showman came along and in the course of a conversation with him he said I might get animals for next to nothing from the winter quarters of a circus near Kansas City, but that he thought they would not be sent out for merely two weeks. I gave the matter thought, wrote to the address given me, and received a reply that the owners would be glad to have their animals bring them some income through the winter, if I could use them for two or three months at a time, feed according to directions and be responsible for whatever was sent me, paying for lost ones at the prices agreed upon before shipment.

"My next move was to write to a shoe dealer in each of the surrounding cities, explain what I had been doing, and ask if they would care to take up the 'animal window' proposition while the circus was in winter quarters, keeping a cage a couple of weeks, and then sending it to the next one, sharing the expenses, losses, etc. In this way we formed a circuit of eight stores, and I made arrangements with the circus to fix up eight small cages of animals, birds, etc., and send one to each of the stores on the same day. By the time they had made the rounds we had displayed them sixteen weeks. We have now worked together long enough to understand what is expected of each other, and everything runs along smoothly. My next contract was with a bird store, which furnish-

ed me a window full of canaries, the same of blue birds, another of little parrots, a fine aquarium, window of horned toads, etc.

"I am now negotiating with a large importer of birds and animals, and if the deal is carried through we shall have a new cage from them every two weeks, to go the rounds, and shall get them at a price which will be insignificant, by merely mentioning the importers in our cards. This firm wants to get in communication with many persons who want to buy pets.

"Of course, the mere display of animals will not bring customers, but my method, as described, including advertisements, window displays in opposite window, attractive cards, etc., has brought me much trade that I did not get before, and I see no reason why it will not do the same for a store in any other city."—Shoe Retailer.

#### The Eternal Womanly.

"I must have a new gown and coat at once."

"Great thunderation, woman, how can you ask for a gown and coat when you have to testify in my bankruptcy hearing next week?"

"I simply have to have them. Do you think I can face the people in the court room when I am wearing my old clothes?"

Many a man thinks he is getting a corner lot in glory when he puts a dime in the collection that he couldn't pass on the street car.

We manufacture

### RELIABLE HARNESS

And warrant them to give

Absolute Satisfaction

Send for our catalogue

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

### The Kent County Savings Bank

OF GRAND RAPIDS, MICH.

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

**3½ Per Cent.**

Paid on Certificates of Deposit

Banking By Mail

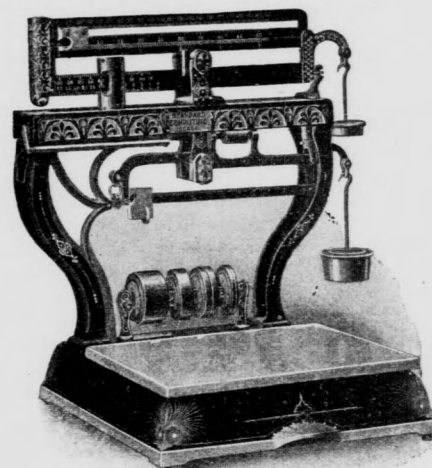
Resources Exceed 2½ Million Dollars

## A Confidence Game Worked

on a leading grocer who was induced to pay more than

**\$39.00 for a Computing Scale**

when this



can be bought at that price.

Every Improvement. Not Sold by the Trust. Write for Particulars. Every wholesale grocer sells them.

**Standard Computing Scale Co., Ltd.**

Manufacturers  
Detroit, Mich.

## SCIENCE OF SALESMANSHIP.

## Comparative Value of the Different Essential Qualities.

When a great and costly building is to be erected the foundation is of such vital importance that no care or expense is spared in digging deep to firm earth or rock that the structure may maintain its position and condition permanently.

In a like manner we may speak of character in salespeople as being equally important, for without the right, and therefore best, foundation the character will be anything but best.

In attempting to discuss and compare the relative quality values in employes of this class a recognized standard must be assumed as in all other cases, or else comparison has little or no merit. This is especially so where so many qualities or characteristics are essential to the highest type of salesmanship, and where the absence or elimination of any one of them reveals imperfection and weakness.

Naturally, in this discussion, we will speak of that quality which is doubtless the superior of all the others and actually includes and comprehends them all.

That quality can be designated as Decisive Integrity, which is defined by Webster as "moral soundness; honesty; freedom from every biasing or corrupting influence or motive; the state of being entire or complete."

Because this standard is so high, and, consequently, so difficult to be attained none should be intimidated from making an honest effort to reach the goal; for its acquisition would theoretically and practically revolutionize all professions and businesses of the world. Many inclusive qualities clamor for the first place under this great general head, but honesty has the preference by all means, for all the others have little or no value if this important quality is lacking; and its possession can not be conceived when its operation does not wholly include persons, property and time. The salesman who knowingly misrepresents the merchandise he is selling that he may effect a sale has done violence to this high and noble quality, and his employer who requires or sanctions this departure from integrity will render himself liable to receive censure, to say the least.

The salesman who is not honest with his customer will possibly avail himself of the same method in respect to the goods and time of his employer, for when conscience has been trifled with it is certain to become capricious, and therefore dangerous.

While strict integrity is rare, there is not room for the wholesale remark, made rashly, that "every man has his price," either large or small, for it is firmly believed that there are many of whom that statement can not be truthfully made.

Industry is possibly the quality next in importance and is in close affiliation with honesty, for the lazy employe is most certainly filching

his employer's time, which is also a commodity of value like money and merchandise. Industry, in its broadest sense, implies more than the simple mechanical application of the hands to the display of merchandise to the customer, or its arrangement in boxes and shelves.

Responsibility along this line is, therefore, not complete without a thoughtful and earnest interest both in the sale and care of the wares committed to his trust; in a proper presentation of them to the customer in a tactful manner, which is the next possible quality for our consideration. There is a large surplus of mechanical or automatic salespeople standing behind the counter, showing goods in a thoughtless, indifferent, don't-care manner, meeting with some degree of success, but small compared with what it might be were they close students of human nature; able to discern the temperaments, moods, needs and wishes of their would-be patrons, who frequently know far less of the qualities, styles and appropriateness than the salesman. The attention of the purchaser, in the hands of the skillful possessor of this most desirable quality, can be wisely, intelligently and honestly directed in selections, which will be of mutual benefit. Tact does not by any means imply imposition or charlatanry, and when the customer by experience and acquaintance has come to place implicit confidence in the salesman and his wares, a close affinity is established, which will constantly grow stronger, and is therefore less likely to be disturbed.

In close association with tact is courtesy, a most necessary adjunct to it, making it the more useful and extensive, and may be considered as an embellishment to it. The most ignorant, uncultured or cranky, as well as the cultured and discreet, yield to courtesy's magic wand as the bits of steel are drawn to the mysterious magnet. Flattery is sometimes mistaken for courtesy, but like counterfeit currency does not circulate without suspicion and frequent rejection.

The quality of enthusiasm should occupy a very prominent place in considering valuable qualities, for it appeals to the purchaser, and not infrequently kindles an interest which may have been almost lifeless or at best but latent in the customer, and brings it again into activity. There is also a certain contagion in the exhibition of it, which operates with rapidity, and leads on to more marked success, for there are occasions when an interest has been awakened in a reasonable manner, which if not kept active may subside and decline into failure.

If there were no effort made to sell goods beyond their being displayed in the windows or on the counter there would be much less need of thoroughly trained salespeople; but so long as so large a proportion of the different kinds of merchandise are sold on sight, and not entirely because of the customer's need; and so long as keen competition prevails in all lines, the salesman



Read  
the  
neck  
band.

Columbia, "The Uncolored Catsup." Made of perfect, selected tomatoes grown on our own farms. Contains no artificial coloring matter.

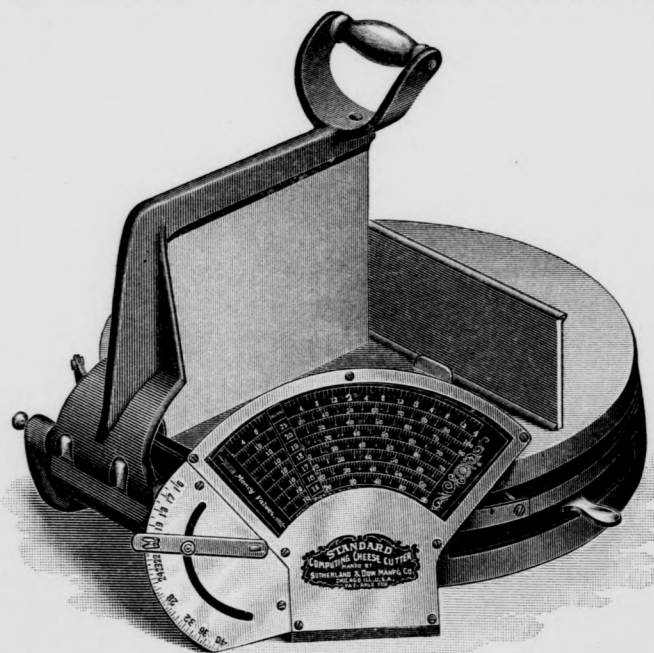
COLUMBIA CONSERVE COMPANY.

**WORDEN GROCER COMPANY**

Distributors

GRAND RAPIDS, MICHIGAN

Yes--This is the One  
**The Standard Computing Cheese Cutter**



The "Merchants' Review," New York, September 30th, says:

"A recent 'demonstration' of the working of the STANDARD COMPUTING CHEESE CUTTER in this city was very convincing. The bystanders were tremendously impressed by the precision and simplicity of the cutter. The machine in operation is almost uncanny in its seeming intelligence. It weighs and figures the cost of the cheese. All it needs to do is to make change and say, 'Thank you,' and then it will be able to keep store."

Write for catalogue, testimonials, etc. Salesmen wanted.

**SUTHERLAND & DOW MANUFACTURING CO.**

84 Lake St., Chicago, Illinois



must be alert with all his skill and energy to obtain the desired result—the sale.

If patience, another rare attainment, has not been largely developed, by endeavoring to cultivate the foregoing necessary qualities, the salesman has failed to improve his opportunity, and must suffer the consequences.

He should not grow weary in displaying merchandise, while awaiting what may be a slow decision, because any display of impatience is sure to reveal itself in look or action to the customer, who is usually a close observer of any impatience or lack of interest. Unfortunately remarks may be made which will irritate the buyer and dampen the ardor; or the customer also may speak disparagingly of the goods, which will have the tendency to provoke retaliation, resulting in a complete failure in sale and a possible mutual dislike, preventing future friendly relations with the salesman or house, and it may also become so marked as to be spread broadcast among friends and thus be the means of materially injuring the reputation of both house and salesman. Because of the extreme sensitiveness of trade the greatest of care must be exercised by every employe, who is a recognized representative of the house wherever he is.

The splendid quality of cheerfulness will never be at a discount in any kind of business, for it stimulates the same in others and makes merchandising much less disagreeable. It is not necessary that one should wear a broad grin to effect this most admirable quality, for that is only skin deep and is but a counterfeit of the genuine expression. It is a drawing card to have salespeople who have this much desired quality, which is the better if natural and spontaneous, but not by any means worthless if the result of careful study and exercise. It certainly has a winning influence upon all classes of people whether rich or poor, ignorant or learned, and can be used under all circumstances, insuring the best of results. Another rare quality to be possessed is one that is sadly lacking in a considerable number of salespeople, and this lack is not by any means confined to the young and inexperienced, but is frequently observed in those who have long been serving the public in the capacity of salespeople, and who should by reason of this long experience have gained possession of it, because of its inestimable worth and the unlimited opportunities for its exercise. This quality is none other than judgment, which is to some extent a natural gift, but can be acquired by study, observation and experience. Without its possession, to a considerable degree, blunders and failures will mar the success of the otherwise desirable salesman, who every day will be called upon to use it in even the most trivial affair, as well as in the greater and more complex ones.

Judgment has for its foundation memory and experience; hence the

more vividly he remembers the methods of operation and their results the more cautious and certain will be the action. Since conditions seldom repeat themselves, even in the same individual, how accurately one must analyze the various circumstances in order to arrive at just conclusions from given data. Jumping at conclusions, either by impulse or inaccurate reasoning, will impair the value of any salesman in the estimation of both patron and proprietor. These qualities which have been outlined are by no means all that might be properly named and considered, but they seem the more salient ones. There is a general condition that is reasonably sure to obtain where these numerous qualities have been sought after and possessed to a greater or less degree, and that condition is one of loyalty to the employer and his business; a necessary adjunct or result. This spirit will enable the salesman to become as much interested in the business as if he were a partner in it or the owner of it. When it blends the foregoing qualities into a harmonious whole, conspiracy, intrigue or even indifference are not likely to have existence and growth. The cold, calculating competition which ignores the individuality and personality of either employer or employe may coin dividends and wages, but unless there are a more complete affiliation and co-operation by the cultivation and practice of the qualities discussed; and unless the spontaneous spirit of loyalty completely permeates all relationships the business of the world will, at a time not far distant, be mechanical and almost soulless. We have now honesty for the corner and foundation stones, and loyalty for the capstone of our imaginary building of commercial character.

Other qualifications could be mentioned, such as acquiring a very general knowledge of the different kinds of merchandise dealt in. This is almost invaluable to the salesman, but the more particularly so in the event of his becoming a purchaser. To be able to converse intelligently with a customer concerning the material and manufacture of the merchandise he is called upon to sell can be made both interesting and instructive and assist much in the sale of the commodity.

Further kindred phases of this extensive subject might be presented, and those already touched upon can be largely expanded by any who are particularly interested, but enough has probably been said to give a general outline for thought, consideration and application.

E. C. Higbee.

#### Why the Left Shoe Wears First.

"Did you ever notice that people are right-footed?" asked the proprietor of a shoe store. "Watch my clerks and you will see that invariably my customers will put out their right foot when going to be fitted. Now watch that woman going to sit down over there." The woman took a seat, lifted her curtain of black veiling and as the

clerk approached her she poked her right foot from beneath an expanse of skirt.

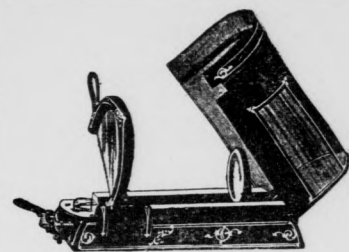
"It's always the case and I don't believe I ever knew it to fail. The shoe manufacturers evidently are wise to this fact, as in the cartons the right shoe is always packed on top. Once I had a lot of shoes come to me with the left shoe on top and it caused me so much annoyance that I wrote to the manufacturer, calling his attention to the matter, so that it would not happen again. The majority of people are right-handed, yet a left-handed person has the right-foot habit. The right hand is larger than the left, as it is used more, and consequently develops the muscles to a greater extent. On the other hand, the left foot is larger than the right in most persons. The difference is so slight that we seldom have trouble in fitting shoes, however. It is the left shoe that wears out before the right, and probably for this reason."

#### Debt, Dirt and the Devil

Are three bad things, and while the latter, serpentlike, may wriggle in, the former two may be kept out by hard work, honesty and scrubbing brushes.—Spurgeon.

When a girl promises to be a sister to you, don't be ungrateful enough to pay her back by being a brother to her.

Those who try to make the best of everything generally get the best of everything.



### Long Horn Cheese Cutter

Takes place of cheese case, cutter and computer. By use of this machine, you are able to neatly and correctly cut any amount of cheese, at any price desired, off of any weight long horn or 10 inch brick cheese. Write for prices and terms.

MANUFACTURED BY

#### Computing Cheese Cutter Co.

621-23-25 N. Main St. ANDERSON, IND.

BUY OF YOUR JOBBER

ONLY \$3.75

WARRANTED ACCURATE

WEIGHS 2 LBS BY 1/2 OZS

**"IMPERIAL" COMPUTING SCALE**

SAVES TIME & MONEY

COMPUTES COST OF CANDY FROM 5 TO 60 CENTS PER LB

BEAUTIFULLY NICKEL PLATED THROUGHOUT

PELOUZE SCALE & MFG. CO.

118-132 W. JACKSON BOULEVARD, CHICAGO.

ATTRACTIVE CATALOGUE 30 DIFFERENT KINDS OF SCALES

Saves Oil, Time, Labor, Money  
By using a

### Bowser Self Measuring Oil Outfit

Full particulars free.  
Ask for Catalogue "M".

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

## Sell Ceresota

### And Your Flour Troubles Will be Over

We have been selling CERESOTA FLOUR since April 1896 with increased sales every year. The brand at that time was new in this state, but we satisfied ourselves that it was the best flour money could buy and we so guaranteed it to our customers.

Our opinion has never changed

Our confidence in it is greater now than ever

It has stood the test and proved the best

We don't ask you to take our word for it, but you may safely rely on the testimony of those who use CERESOTA. Buy a few barrels and if it suits your trade, buy more.

### Judson Grocer Company

The Northwestern Consolidated Milling Company

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



### Observations on Shoe Selling Based on Experience.

If you are laying out a new department try and plan for the future rather than for the present, and give as much space as you feel you can possibly afford. Of course, it may be necessary for you to start your department in a small space and grow. If you are going to carry a small stock to begin with, it may be well to do so and then enlarge as the success of the project warrants; but it is a mistake to crowd the department either in the matter of shelf room or of space for convenience of clerks and customers. If you have only room for one or two customers, and there are half a dozen there at once, you are likely to lose business. There should be plenty of room for the waiting customer to be comfortable, and, again, if business does increase you will have saved time in alterations by having provided plenty of room in the first place.

In a department of this kind in the average store there is no particular objection to having more space than is necessary, and certainly there are grave objections to having too little. And as regards wall space for stock, it is much preferable to have all the shelving within reach of the salesmen and spread out horizontally than to use less wall space and build the shelving higher. In the one case enlargement is easily made by adding to the height of the shelving. In the other an entirely new arrangement must be made.

Probably you may decide that it is better to get trained shoe salesmen to attend your shoe department, but if you do, see that they are well trained. You are doing a specialty business in this department to a greater or less extent. You do not propose to carry shoes at a dozen different prices. You will cater to only certain classes of trade, and you want to take it for granted that all the customers who come in are those who belong to that class.

In the general shoe store the salesman is too apt to go to an extreme in endeavoring to find out just what a customer wants. If a man comes in the untrained salesman is apt to ask him too many questions—what kind of a shoe? high or low? what size? what width? what kind of leather? and what price he wants to pay? By the time a man has answered all these questions he has made up his mind that the salesman is talking too much and not showing goods enough. The good salesman must size up his customer quickly—must at least show him something to get his attention before he goes through any such catechism; and it will be good policy for you to watch your clerks and to instill into them the fact that the salesman who can size up a customer quickly and get him interested before asking more than one or two questions

is the man who is likely to be most popular with the customers. An acute salesman can tell pretty near what a man wants by what he already wears. He can at least decide whether he wants good, broad, comfortable toes or very stylish, narrow ones. He can make a fairly good estimate as to size, and in that way get the customer interested at once.

And speaking about sizes, some stores devoted to specialty shoes make it a point to measure every foot on the size stick, regardless of whether the man knows his size or not. Get the man seated and one shoe off, then take the size stick and let that decide what you will try on. In this way there is instilled into the mind of the customer the idea that you are very careful to give a correct fit. So even although you know at once that he needs a 7 D, if you make a show of careful measurement he will be confident that the first shoe you show him is a perfect fit. Do not, however, let this confidence of his prevent your assuring yourself that the shoe is long enough and fits properly, so that the man will not regret your choice and his snap judgment the next day.

The shoe styles are being shown for next spring, and salesmen are already on the road. It is not too early to be thinking of what you shall use for next season. It depends greatly on your trade whether you use the extremes of style; but whether you do or not, you should be posted on what the market affords and what manufacturers are showing. The very general tendency is toward a continuance of the flat last, which seems to give the stamp of exclusiveness in style. There is a tendency, however, to a higher box at the toe, it having been found that many people can not wear the flat last unless room is thus provided. Shoes are shown with an almost straight line on the inside and a considerable swing on the outside. There will be many blucher oxfords worn next year and tans will be very popular. Black kid shoes will also be worn to a considerable extent, and the reign of patent leather is by no means over.

There are a large number of freak designs shown, some of which may be worth considering, while others would be of but very little use, excepting as window attractions. There are fastenings of straps with buckles of gold or nickel. There are shoes with blind eyelets and with stitched eyelets, and black and colored shoes with white or red eyelets. These will do to exhibit, but other than that are likely to prove poor investments. The toes, as a rule, are narrower. If one has a college trade or fashionable young men's trade, it would be well to examine all the different lines possible. Although it may not be policy for you to handle all these various styles, it is always worth while to keep well posted as to what is being shown to the trade.

Our opinion has been asked as to whether it would pay the average furnishing goods store to put in a line of boys' shoes in connection with their men's shoe department. This

depends almost entirely upon individual circumstances. The high-class furnisher is likely to have but a minimum number of boy customers, while the clothing store will find a very large share of its trade in boys' garments. Such being the

case it would hardly pay the men's furnisher to put in a stock of boys' shoes until his shoe department is so well established that it has a steady run of men customers, who might later bring their boys there for their footwear.—Clothier and Furnisher.

## Of Course

no one will know the true merits of the **Banigan Rubbers** until they have been worn. Many families in your immediate locality and elsewhere—people who demand and have the best of everything—are users of



### Banigan Rubbers

Why not acquaint your customers with the fact that you carry them, too, by ordering at once? A postal will bring either our illustrated catalogue or a salesman, or you can mail us your order and we will execute the "Johnny on the Spot" act.

**GEO. S. MILLER, Selling Agent**

131-133 Market St., Chicago, Ill.



**It will pay you  
and pay you well  
to look over our  
Spring Line**

It contains every kind of shoe you are liable to have calls for during next season's sale.

Every shoe we offer is the best value for the price asked in style, fit, wear and finish that it is possible to produce.

Just the quality and style value you are looking for in everything from a child's shoe to a river boot. Also Boston and Bay State rubbers. We go everywhere for business.

**Rindge, Kalmbach, Logie & Co., Ltd.**

**Grand Rapids, Mich.**



**Findings Case a Substantial Source of Revenue.**

Shoe findings can be used to good advantage in window displays, and several Chicago shoe retailers always give up a part of their window space to the findings department. Shoe laces, rubber heels, shoe trees and many other articles can be scattered throughout the display and used in many ways for window trimming. Besides adding to the window decorations, a display of findings might often attract a passer-by into the store to purchase an article in that line, and eventually lead to the sale of a pair of shoes and gain a new customer.

With the advent of cold weather the demand for fall and winter findings, such as leggings, over-gaiters, insoles, etc., comes on very suddenly and it pays to be prepared. As a gentle reminder that the chilly weather is near at hand, it might pay the shoe retailer to bring these articles to the front, as the average customer will wait until the season is well started before making purchases which would save him considerable discomfort, if made a little in advance.

Rubber heels are more popular than ever and they are selling well right now. They are an important part of the findings department and shoe retailers should keep a good stock of the different sizes continually on hand. They make nice, clean work in the repair department, as they are much easier and quicker to put on than a new leather lift.

Shoe polish outfits are always in demand. There are many different kinds of brushes, of bristle, felt, and other materials, a novelty being a polish mitten which is worn like a glove. Polishes for black and tan shoes, patents and even white cleaning compositions for canvas shoes, are carried in stock in a great many different brands. The average customer wants an outfit that is simple, and does not include too many articles. Traveling outfits are very popular, not only with traveling men, but with the general public.

Shoe retailers operating repair departments are buying blocks and taps freely now, an indication that many persons are having their old shoes put in condition for a new season of wear. This is in keeping with the reports received from various sections concerning the slow trade in footwear. As the demand for bottom stock has not been large during the past few months and cutters have not been operating their factories extensively there is a probability, according to makers of these materials, of higher prices. However, finders are disposed to the opinion that the supply will prove equal to the demand and that any considerable advance in prices is unlikely.

Shoe retailers are beginning to realize the importance of keeping a good stock of shoe findings on hand. Next in importance is a good display of the great variety of useful articles which come under the head of findings, and retailers who have not already done so will find it a good idea to put in a substantial case, with

shelving arranged to show the goods to the best advantage. Handsome glass cases can be obtained at moderate cost and will more than pay for themselves in a short time.—Shoe Trade Journal.

**Organizations in the Retail Shoe Trade.**

A very little investigation will serve to demonstrate to any retail shoe dealer that the trade is suffering from lack of organization. There never was a time in the history of the world when association and co-operation exerted such a munificent influence, and it is well understood that almost every branch of trade is to some extent, at least, availing itself of the advantages of organization. There have been attempts at various times to create national organizations among shoe retailers, but the country is so large that a national organization is impracticable, unless it is composed of delegates from local associations scattered through the country.

It does not appear practical to attempt a national organization, but retail dealers in every town would find it greatly to their advantage if they could get together to form local associations. Successful business men everywhere are realizing that a vast amount of good can be accomplished by co-operation. The up-to-date merchant no longer considers every one engaged in the same line of business as his mortal enemy. There are many ruinous phases of competition that could be eliminated by the formation of local associations of shoe retailers in all sections of the country. These associations could send delegates to their state organizations, which in turn could be represented at a national meeting to be held annually.—Shoe Trade Journal.

**Reorganization of the Rodgers Shoe Co.**

Toledo, Ohio, Nov. 10.—The shoe jobbing and manufacturing business of the Rodgers Shoe Co. has been sold to the Thomas-Briggs Shoe Co., a new Toledo corporation with the following officers: William A. Jones, President; J. S. Rodgers, Vice-President; J. E. Thomas, General Manager, and Myron C. Briggs, Secretary-Treasurer. These gentlemen, with Karl A. Flickinger, constitute the Board of Directors. The consideration involved is said to be something over \$100,000. The Rodgers Shoe Co. was incorporated for \$200,000, with \$133,000 reported paid in. It is said the capital will be increased, and a shoe manufacturing plant erected at Toledo, besides making additions to the Northville, Mich., factory, which latter now has a capacity of 200 pairs a day of men's and boys' heavy McKay sewed and standard screw shoes.

The world could worry along with a good deal less smartness in stock if only it might carry a heavier line of sympathy and a simple neighborliness.

The man who discharges all his religious obligations by going to church never had enough religion to bother any man.

**Button Shoes More Popular.**

Men's button shoes seem to be holding their own in many of the factories. The button shoe has been made now for the past few years to a fair extent, but this style of fastening has been a popular one only on high price or medium lines. Very many of the shoes that have been going through of late are made with

a dull top and patent vamp. This vamp and top is popular in many styles of shoes as well as in men's button. It is a vamp and top popular in many of the women's shops.—Superintendent and Foreman.

The church is not at all sacred when it thinks that the street is wholly secular.

## 5 and 5 Per Cent.

Below prevailing trust prices have made our stock of Lycomings, Woonsockets and Keystones go some the past week. A good assortment left. Speak quick if you are looking for genuine bargains. Terms 30 days.

As we are now State Agents for the Celebrated

## Hood Rubbers

We will close out all our stock of  
**Lycomings, Woonsockets and Keystones**  
At Once

Hustle in your orders and get them filled while  
our stock is large.

**Geo. H. Reeder & Co., Grand Rapids, Mich.**

Our store is on the way to Union Depot and we are always pleased  
to see our friends and customers.

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

## HARDWEAR SHOE FOR MEN

We Guarantee  
Every Pair



This Shoe is  
meant for just  
what its name  
implies, viz.:

**HARDWEAR**

Made from a  
heavy first-class  
upper stock with  
two full Soles  
and Tap.

**Price \$2.00**

**HIRTH, KRAUSE & CO., GRAND RAPIDS, MICH.**

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

### Salesmen Must Have Character, Tact and Politeness.

There can be such a thing as a successful salesman who is not a thorough shoeman in every respect. Many may think this is impossible, but I think I can clearly demonstrate that I am right, just by drawing a little picture from real life which came directly under my observation. There was at one time a salesman in our city who, as a salesman and a shoe fitter, was considered second to none. He had an argument and an answer for everything, and when once he sold a pair of shoes to a customer you could gamble that he had pleased him in every way. I have seen a ruralite stroll into the store with an air about him that seemed to say, "I don't care whether I buy shoes or not," and this salesman would meet him at the door with a cheery, "How d'ye do?" and at the same time would be sizing him up for fair. Mr. Ruralite would move the full length of the store with Mr. Salesman after him, the latter not breathing a word about shoes, but rather talking about the weather, the crops, the war in the Far East, and other current topics, and after they had taken a swing or two around the store Mr. Salesman would extend the invitation to be seated. So they would both sit down, still chatting. All of a sudden he would slip a shoe into the countryman's hands. He has skillfully changed the subject to that of shoes and in a few minutes he has made the sale and the rest of the crowd would be wondering how he did it. If he had attempted to hurry this customer he would never have sold him a cent's worth.

I have seen a woman laden with bundles rush into the store and exclaim that she wanted a pair of shoes for herself and that she wanted them in a great hurry as her car for Summerville left in five minutes. This salesman would look at the clock and find that she had a half hour. He would then proceed to show her different styles, telling her that she had plenty of time. Soon the woman would forget that she even had a home and while she was thus lost he would complete the sale and in ample time. If he had rushed around things would have become all mixed up and in consequence there probably would have been no sale.

The salesman of whom I am speaking could tell a shoe from end to end; he could tell just how they were made; he could size his customer up in a jiffy and could tell a person's size and width with but a casual glance, and get both right nine times out of ten. He was only happy when he was fitting and selling shoes. Still, that was all there was of him. He had no taste for window trimming, for store arrangement, he was the first out at closing time and the last one in in the morning. He could not keep stock straight to save his life, and I don't believe he knew what a duster was.

In telling what I have seen this salesman do I have stated only what in his case made a successful sales-

man. With him it was tact, ability to read character and alertness to meet the requirements of every occasion. To be a successful shoeman—not simply a successful salesman—so as to win a higher position in the business, one must pay strict attention to the little things. He must be alert and possess an ability to think faster than he can work. He must work as if the store belonged to him and its success depended upon his labor. A person thus possessed, with the attainments of the successful salesman of whom I have spoken, would make a most successful shoeman. If every salesman could be impressed with the individual responsibility that rests upon him he would be more valuable in the store. Every salesman should look sharply to the duty imposed upon him and constantly bear in mind the fact that his work must not be neglected in any way.

If a shoe salesman would look at his position as his only possession, of the art of selling shoes as his only talent and his only means of gaining a livelihood, it would not only help but would gain for him the distinction of being one of the most successful salesmen. A salesman who wishes to attain a higher position must have a head for the smallest details; he must remember that it is the little things that sometimes require the most attention. He must be looking ahead for the morrow constantly, at the same time remembering what transpired yesterday—that is, recall the tactics he was obliged to use to land some hard customer, and the other little features that were of help to him in his daily work. He must keep his eye on the older clerks and profit by their good example and eliminate from his own work that which is not well done by them.

Therefore, my definition of the most successful salesman is a person who is capable of conducting a business for himself or for anyone else who might wish to engage him; one who is capable of buying; one who is a master of details and a student of human character; one who is tactful and resourceful; one who is affable and attentive and one who understands all the points of the shoe business. I am positive that such a man would be a successful shoe salesman.—Shoe Retailer.

### Some of the Novelties in Tan Samples.

Many novelties are seen among the tan samples in both men's and women's. One style is a champagne Russia calf, with a figured ooze top of wine and gold. It makes a very striking appearance, and will attract much favorable attention. Another is a patent Russia calf lace high shoe, with russet colored top. A Russia calf blucher oxford, with fancy perforated wing tip, is hard to excel for attractiveness. One sample exhibited was a panel blucher oxford made of Russia calf, with oblong eyelets, in which a wide ribbon-lace is used, while still another was one with a basket cloth inserted top. A very attractive champagne button oxford,

having light buttons to match, is a design shown. Many other patterns are seen with worked button holes and ribbon laces. Gibson and Christie designs are numerous. Strap patterns, which always have a large demand, are very much in evidence, and manufacturers anticipate that pumps will prove to be about as good sellers as any of the other and more staple designs.

### How Goods May Be Distributed.

A crowded street—hats, slippers, suspenders, hose, shirts, overalls, trousers and other merchandise sailing from the roof of a business house into the street, and scores of boys grabbing, wrestling, falling over one another for the goods which fell like manna from heaven—was the unusual sight witnessed at Union City, Tenn., recently, and for twenty minutes the goods, thrown by two employees of the firm, continued to fall into the street. It was an advertising scheme of a large department store, which all the week before had immense posters over all the country with prices unheard of in this section. A competing house was out with prices just as low, and all of last week articles pertaining to the dry goods and notion line were being disposed of at unheard of bargains, and the farmers and neighboring towns people for many miles around were being attracted here by the bargains. The articles thrown from the roof of the building recently went up and down the street as far as they could be thrown, and the scramble of the boys for the goods was far ahead of any minstrel performance that ever struck town.

### A Safe Offer.

Advertising plays such a great part in business to-day that originality counts for more than extensiveness. A shopkeeper recently announced that he would give \$5,000 to anyone who was perfectly contented with his lot. Of course, many people applied for the prize, and each one met with the reply:

"You are not content, for if you were you would not wish the \$5,000."

Is not this the proof that a man is truly great—to have him constantly reminding you by word and deed how little you are?

## Pete the Postman



Pete the postman's pattering feet  
Are patiently pounding the hard paved  
street,  
Therefore as able as any man  
To judge the shoes they call **HARD-PAN**.  
The willing verdict that he has passed  
Is "**HARD-PAN** shoes will always last."

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.

### GRAND RAPIDS FIRE INSURANCE AGENCY

W. FRED McBAIN, President

Grand Rapids, Mich.

The Leading Agency

### A MEAN JOB Taking Inventory

Send now for description of our Inventory Blanks and removable covers.

They will help you.

BARLOW BROS., Grand Rapids, Mich.

### AUTOMOBILES

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

Michigan Automobile Co.  
Grand Rapids, Mich.

### Lycoming

Highest Grade Rubbers. Dealers and consumers fully protected from factory defects on this brand.

### Keystone

Medium Price. Good rubbers for those who do not want the best.

### Woonsocket

Boots and Lumberman's Overs. Price 5% lower than Lycoming but quality strictly first-class. Made in the only exclusive rubber boot factory in the world.

As State Agents for the celebrated Lycoming Rubbers we are in position to fill all orders same day received. Our stock comprises all styles made and is all new and fresh. Net price lists furnished

WALDRON, ALDERTON & MELZE

Shoe and Rubber Jobbers

No. 131-133-135 Franklin St.

Saginaw, Mich.



FIRE INSURANCE.

Business Not as Profitable as in the Past.

"Insurance as a money maker is not what it used to be," said an officer of one of the largest life insurance companies of Connecticut and heavy stockholder in three of the principal fire insurance companies of Hartford, once known as "the home of insurance."

"Time was, and it was not so long ago, either, when the holding of a few shares of fire insurance stock in Hartford companies meant a sure and constant income sufficient for the wants of the man whose tastes were not over luxurious," he said. "My father was one of the pioneers in the business, as he was also in that of life insurance, and the fact that he left pretty snug fortunes to all of his good sized family of children tells that he made no mistake when he decided that there was money to be made in the then new venture."

"Fire insurance, particularly, caught on at once. Rates were stiff, risks scattered and well restricted, expenses slight, as there was no advertising necessary and practically no competition. Such a thing as a manufacturing concern systematically insuring itself was not then heard of, and all was plain sailing for the pioneers."

"The first year of business showed that insurance was a money maker. In one of the companies, in which I still hold the stock my father took, there was a call of 10 per cent. from the original subscribers when the business began. That was for office equipment, printing, incidental expenses, and a small bank account as a starter. There never was a call for the 90 per cent. balance of the stock subscriptions. Yet previous to the big Chicago and Boston fires—the first big setbacks the insurance companies had—there had been returned to the original stockholders of this company several hundred per cent. in dividends. It was the best 'get-rich-quick' scheme that the shrewd Yankees of those days had ever met up with."

"The story of that company is, in effect, the story of four or five more of the Hartford pioneers in the business, although the profits were less, as the elder company got a big share of the business. But there was profit enough for all, especially during the days of the civil war, when the good sized surpluses that had accumulated were available for all sorts of gilt edged investments at such rates of interest as we shall probably never see again—rates that enabled the company managers to double and redouble their surplus while keeping on a conservative insurance business that actually entailed mighty little in the way of risk."

"It was the business that had the touch of Midas in it, and made every one who held stock rich. Money was so scarce and so much needed in the West that it loaned at rates that would now seem absurd, 10, 12 and even 15 per cent., and always with what later proved to be even

better than first class collateral as security."

"Different to-day? I should say so. And it has been different for nearly a quarter of a century. The West is now loaning instead of borrowing money. Hartford for a long time, just after the big fire there, practically had a mortgage on the entire city of Chicago, besides having a similar first call on about half the farms of the country."

"Instead of insurance risks seeking the companies, as then, the companies' agents seek the insurance now, and rates are at such a low ebb that a company that can earn any sort of a dividend and add a little to its surplus is extremely fortunate. Competition became hot after the big fires in Chicago and Boston in two successive years, in which our companies met losses dollar for dollar, without impairing their capital materially, although it wiped out their surplus and wiped out a lot of the small and new and weak companies that had sprung up at the same time."

"But because the older companies stood the loss and came up smiling for another round the English companies concluded that there must be a lot of money in the game here, and came in as competitors, cutting rates and taking most any sort of a risk at first in order to get a foothold. They prospered while the American companies were getting on their feet again, and finally, after years of cut throat business, there was an agreement on rates and all the rest in the way of a business understanding that brought about peace and conservative methods and smaller profits all around, with the absolute necessity for enormous capital and a less liberal distribution of profits and surplus to stockholders."

"The days of 100 per cent. dividends were past, but my sire had been wise enough in his day and generation to get in on the ground floor, and his profits averaged several thousand per cent. on every dollar of his original investment, for in many cases he gave his notes for stock subscription instead of putting up cash. He never had to meet those notes, for the profits were sufficient to not only meet them at maturity, but leave him a handsome margin."

"Mutual insurance, as carried on by the various mill owners and factory proprietors in New England, where the mill managers saw there was a chance for cheaper insurance, has been one of the chief factors in cutting into the profits of the fire insurance companies of recent years, and making the stock of the companies less profitable as an investment than it was. As a rule, manufacturing were pretty good risks, and as rates were high, were one of the best profit producers of the business. They were never overinsured, losses were comparatively infrequent, and as a rule only partial."

"The wideawake mill owners of the cotton and woolen districts saw this and concluded they could save money by mutual insurance as well as contributing to our coffers. This plan is spreading by means of the

Lloyds system. The risks of the 'old line' insurance companies become greater because they must do business in the large cities, where buildings are compactly built and where losses, when they do come, are tremendous, as in the quite recent fires at Baltimore, Paterson and Waterbury, for examples."

"How far this mutual insurance is to spread is a problem that is now causing fire company managers to sit up nights and ruminate. The West has a whole chain of hardware mutual companies operated by or at least under the control of the State Hardware Associations, where there is a system of rebates paid annually to the insured either in cash or in premium dividends."

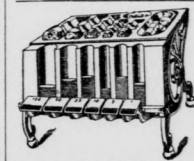
"The actuary of one of the companies in which I am largely interested both as stockholder and officer told me that the average return premium, in the eight state companies whose reports he had examined, was a trifle more than 30 per cent., with a good outlook for its reaching as high as 50 per cent. They insure at the rates established by the regular companies, but these rebates by reducing premiums take the ground out from under our feet, as a matter of course. Down South there is a movement for the establishment of a lot more of these mutual companies for especial lines of business, and the certain growth makes the old time insurance man long for a return of the days of his daddies, when all that came to the mill was grist." Jonas Howard.

Twelve Things to Remember.

1. The value of time. 2. The success of perseverance. 3. The pleasure of working. 4. The dignity of simplicity. 5. The worth of character. 6. The power of kindness. 7. The influence of example. 8. The obligation of duty. 9. The wisdom of economy. 10. The virtue of patience. 11. The improvement of talent. 12. The joy of originating.

Marshall Field.

Life's bric-a-brac makes its biggest burden.



Lamson Coin Cashier

Makes change quickly and accurately. Used by the U. S. Gov't, Banks, Trust Co.s and business houses generally. For sale by principal stationers.

Lamson Con. S. S. Co., Gen. Offices, Boston, Mass.

ELLIOT O. GROSVENOR

Late State Food Commissioner

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

1232 Malestic Building, Detroit, Mich.



This is a picture of ANDREW B. SPINNEY, M. D. the only Dr. Spinney in this country. He has had forty-eight years experience in the study and practice of medicine, two years Prof. in the medical college, ten years in sanitarium work and he never fails in his diagnosis. He gives special attention to throat and lung diseases making some wonderful cures. Also all forms of nervous diseases, epilepsy, St. Vitus dance, paralysis, etc. He never fails to cure piles. There is nothing known that he does not use for private diseases of both sexes, and by his own special methods he cures where others fail. If you would like an opinion of your case and what it will cost to cure you, write out all your symptoms enclosing stamp for your reply. ANDREW B. SPINNEY, M. D. Prop. Reed City Sanitarium, Reed City, Mich.

If you are thinking of improving your store light we can tell you something about the

Michigan Gas Machine

which will be of much value to you. Your name and address on a postal card will bring you our catalogue and prices.

The Michigan Gas Machine Co.

Morenci, Mich.

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

## SECRET OF SUCCESS.

## Saving Money the Foundation Stone of Prosperity.

The demand for workers, good and bad, high and lowly, in all kinds of occupations and in any given community, varies with the prosperity of the community itself. When the country is prosperous there is greater demand for work and for trade of every kind. When the community is burdened with "hard times" all kinds of demand—the demand for labor included—fall.

Now, this great economic truth has a vivid interest for everybody in a community like the United States, where prosperity is steadily increasing and where, with occasional fluctuations, the people have more and more money to spend year after year.

Put in another way, the fact amounts to this: That in this country the demand for talent, ability, and even mere drudge labor of every kind, is continually increasing. No matter what the croakers and the ravens of politics may say about it, the American boy, starting out to win wealth for himself, has a better chance to-day to earn a good living and lay up a competence for himself than he had at any previous time in the history of the country.

Furthermore, it is a fact that for every one man who had a chance in former times to work up to a salary, say of \$10,000 a year, there are a thousand who have that chance to-day. It is the operation of this law that makes the demand for services of every description higher than it ever was, and that accounts for the large increase in the membership of the professions of every kind.

To this peculiar state of prosperity and increasing wealth the big consolidations of capital, called "trusts," have materially contributed. I do not claim to be able to say whether the trusts are good or bad when viewed from the standpoint of the politician or the statesman. The question is one upon which the foremost professors of economic science in this country seem to disagree. But nobody, who uses his thinking apparatus for a few consecutive moments, will deny that the big corporations have indefinitely multiplied the chances of the average man to get moderately rich and to provide for himself a comfortable home, a bank account, and an opportunity of living in good style and of giving his children a good education.

Whenever I hear a man kicking against the trusts because he fancies that the trusts prevent him and his friends from becoming millionaires, I know that I have spotted a man who would never have been a millionaire if such a thing as a trust had never been heard of. The young American who starts out to get rich does not object to trusts; and the chances are ten to one that he will be drawing a salary of from \$5,000 to \$25,000 a year as a servant of some big corporation when the chronic kicker will be losing money keeping a notion store. Which of the two, I ask, is the more successful man of business? The fellow with the big

salary or the "proprietor" who can scarcely pay his rent and just keep his head above water?

In this country, however, the big corporations are by no means the entire thing. They partake in the general prosperity and help it along because they are better able to compromise with union labor and pay higher wages on demand, thus preventing strikes, than was the smaller capitalist of the old days. The old strikes in coal, railroad, iron and steel, packing, and general industry were terribly hurtful compared with our largest strikes in these days.

In this way industry is now more steady, wages are higher, the public has more money to spend in the small stores, and the average family can afford to wear better clothes, indulge in small luxuries, and patronize the doctor, the lawyer, the music teacher, etc., more freely than ever before. Bearing all these things in mind, it will be seen that the young American's chances are better to-day than ever before, no matter what line he takes up.

Of a given number of boys who enter the service of a railroad or of a big industrial company, there will, of course, be a few who will rise rapidly and in a few years will have salaries larger than the net income of many a prosperous merchant in the wholesale trade. The others will be earning fair salaries—much higher, on the average, than that of the average salaried employe of thirty or forty years ago.

In the old days we used to hear about the office boy who, on rare occasions, grew up, was "taken in partners," and married the daughter of his chief. In these days any salaried employe who cares to do it can become a partner (if he works for a trust or a big company) by buying stock. He can also buy stock in other corporations, can speculate in stock, and, if he is lucky, become a millionaire. He does not have to marry the daughter of the chief, and he is a thousand times as free as was his rarely found predecessor of the old days.

Of course, every man can not accomplish these things. But for one that could do it years ago a thousand can do it now. For one man that had a chance of making a million in this country forty years ago, a thousand can make a million to-day. And observed facts bear out this statement. To-day, when you point to a man and say he is worth a million, nobody looks at him the second time. To make a stir a man has got to be worth a good deal more than a million. And the same argument applies clear down the line to \$100,000 or less.

These facts go to show that the total wealth of the country has enormously increased, and that everybody is richer than was everybody a few years ago. Of course, you can find some men kicking because they have not a quick chance to become millionaires like Andrew Carnegie; but, then, I am not writing for that kind of people. I am writing a moral for young Americans who wish, not

to become millionaires, but to succeed; and they, I hope, will see the application of the above facts.

Making money is one of the easiest things in the world if a man goes about it with dogged persistence. Luck enters largely into the quick making of fortunes; but luck has little or nothing to do with fortunes, or competences, made slowly, by years of close labor and care. Andrew Carnegie tells of an employe in the old Carnegie works who refused to become a partner in the concern, preferring a large salary. I always sympathized with that man, because he seemed to prefer a sure salary to possible fluctuations in business. But all this aside, the first principle of the salaried man should be—to save.

The late Collis P. Huntington once told a story about his early life, which implied, he said, the basis on which he built up his millions. He one day found himself, as a young man, without a penny. He went without food that day; and during his hunger he swore to himself that come what would he would begin saving the moment he received the first dollar in the future, and that never again would he allow himself to be without a single cent of money.

I know from practical experience that it is hard to save; but it can be done, and the only way to do it is to keep a written account of your income and your expenditures. The man with a salary of \$100 a month can save more, by keeping accounts, than the man who has \$200 a month and who does not know how he spends his money. The boy getting a salary of \$10 a week can profitably keep accounts; a cash book if no more. The business man who would attempt to run his business without books would be doomed to rapid failure. The same is true of the salaried man; failure, in his case, meaning failure to save. If at the end of the year the salaried man has nothing saved, his year has been a failure—he has made no "profits" on his business.

The American boy of to-day—on the average—has a better opportunity of becoming independent than any other boy in the world. Millions of American workers squander their money—they do not save. But that fact does not prove that Collis P. Huntington was unwise when he said that his determination to save was the bottom rock of his success. He was right.

It makes no difference what line a man may be engaged in. He may be a doctor, a lawyer, a tradesman, or an employe of any kind; he has a good chance to-day to lay up a competence in twenty years if he saves. And this is practically true of every man who labors, with the sole exception of the comparatively few men who do unskilled labor of the cheapest and roughest kind and who earn just enough to keep them strong enough to continue working. That class of men are not fortunate even in America; but fortunately for the country they are comparatively scarce.

G. F. Tyrone.

## DOLLS AND TOYS.

## Some Clever Novelties for the Holiday Trade.

A clever toy to retail for a quarter comes in the form of mechanical fiddlers. There are a monkey and a clown playing on fiddles, both of the figures highly colored. The space above their heads is brought to the attention by the antics of a couple of heads which wave frantically about in time to the music. As a twenty-five cent proposition it is a winner, and orders are piling up. The heads come assorted, either animal or human figures.

The game of "Sherlock Holmes" is one of the best games of the season. The manufacturers are sparing no expense to make it one of the most extensively advertised, and as the game is a good one the resulting sales should be something tremendous. Every store which carries a game which is advertised gets the results from the advertising. The play of the game is very simple and exciting. The thought is entirely new, much different from the numerous card games of the past season, and is likely to interest people who do not care for games as a usual thing. Any number of people, from three to eight, can play, and, of course, the more the merrier. The object of the game is to capture as many "Burglars," "Robbers" and "Thieves" as possible. All players play at once, and there is not a dull moment. The fun is greatly increased by the turning up of the "Sherlock Holmes" card, upon which the opponents cards are seized. A good, clean game and one which is bound to sell.

There is a radical improvement in the punching bag line. Hitherto these bags have been hung from a stationary strap. This season the swivel top has been introduced, and is being well received. The thongs which are used to suspend the bag formerly were subject to great wear, but with this swivel top there is little wear on them, and they will last a long time. The bags are fully protected by patents, and the best material is used in their construction.

A new doll dressmaking outfit is something which will be sure to please all the little girls and some of the older ones, perhaps, as well. It consists of one jointed doll, one detachable dress and hat and patterns and materials for making five additional dresses and hats. Each outfit is put up in a paper envelope, and two dozen envelopes with assorted outfits come packed in a box.

Every boy has an inherent desire to "play Indian," and get out in the woods and live in a tent. In the city boys are still the same creatures as their ancestors years and years ago, and they like the tent life. Perhaps the easiest way for a parent to gratify this longing on the part of the youthful offspring is to purchase a wigwam, which comes neatly put up for either outdoor or indoor use. The poles are jointed, and the whole thing can be folded up into a remarkably small space when



it is not in use, and is so easily put together that any boy enjoys it. The retail prices range from a dollar and a half up to as high as ten dollars. Few children would be content to simply have the wigwam without the Indian fixings, and so the demand is supplied by suits and hoods made in the regulation Indian style, which can be retailed at reasonable prices. A display of these goods would be sure to attract attention among the children, and is easily arranged.

It is up to the buyer who has not placed his orders on children's automobiles to place them at once if he wants to be certain of receiving the goods when he needs them. One factory which makes a fine line of these goods has been obliged to announce that goods could not be delivered within four weeks, as the orders have been coming in so rapidly.

The innovation of making toy balloons in this country has met with ready favor among the people who use these goods. Fine goods of this description are made in several different styles.

Electric motors and dynamos are now to be had in miniature. These are really able to make quite a bit of power, and can be had with the little telegraph instruments.

Imported roller-coasters made of card-board come in flat boxes, and are to be set up by the purchaser. These come in fairly large sizes, and have a little auto made of the same material. There is an elevator which works on the same principle as the tin elevators.

An innovation in dolls' hats comes in the shape of the regulation straw for men. These are of white straw, with a black band, and can be retailed for low prices, something like fifteen cents.

For the other sex there are delightful little hats with wide brims. The straw is mixed, showing several different colors, like the straws of some of the children's hats of this season. A wide gauze ribbon is tied around the crown of the hat, finishing it at one side with a large bow. These retail for about a quarter.

### The Union Label.

Mr. Joseph M. McGinnis was for unions all the way; He favored large wages and a somewhat shorter day. A walkout always pleased him, although he didn't have a cent. And when the delegates said "Strike!" McGinnis always went. He did the shopping for his wife, because he liked to know. That taught save union articles were purchased with his dough. "Has it got the union label?" McGinnis used to say; "Has it got the union label?" Show it to me if you're able; If it hasn't got the label Take the blooming thing away!" Now Joseph M. McGinnis was a man of good repute. Who went to church on Sunday in his union tailored suit. Like many other union men, he lived a blameless life. And when he died the neighbors said: "The blow will kill his wife." He reached the pearly gates on time, as upright spirits do; "Welcome!" was Peter's greeting. "I have a harp for you!" "Has it got the union label?" McGinnis had to say; "Has it got the union label?" Show it to me if you're able; If it hasn't got the label Take the blooming thing away!"

He who sows happiness reaps an unending harvest.

## Hardware Price Current

AMMUNITION				
Caps				
G. D., full count, per m.	40			
Hicks' Waterproof, per m.	50			
Musket, per m.	75			
Ely's Waterproof, per m.	60			
Cartridges				
No. 22 short, per m.	2 50			
No. 22 long, per m.	3 00			
No. 32 short, per m.	5 00			
No. 32 long, per m.	5 75			
Primers				
No. 2 U. M. C., boxes 250, per m.	1 60			
No. 2 Winchester, boxes 250, per m.	1 60			
Gun Wads				
Black Edge, Nos. 11 & 12 U. M. C.	60			
Black Edge, Nos. 9 & 10, per m.	70			
Black Edge, No. 7, per m.	80			
Loaded Shells				
New Rival—For Shotguns				
No.	Drs. of Powder	oz. of Shot	Size Shot	Gauge
120	4	1 1/2	10	10
129	4	1 1/4	9	10
128	4	1 1/8	8	10
126	4	1 1/2	6	10
135	4 1/4	1 1/8	5	10
154	4 1/2	1 1/8	4	10
200	3	1	10	12
208	3	1	8	12
236	3 1/4	1 1/8	6	12
265	3 1/2	1 1/8	5	12
264	3 1/2	1 1/8	4	12
Discount, one-third and five per cent.				
Paper Shells—Not Loaded				
No. 10, pasteboard boxes 100, per 100.	72			
No. 12, pasteboard boxes 100, per 100.	64			
Gunpowder				
Kegs, 25 lbs., per keg.	4 90			
1/2 Kegs, 12 1/2 lbs., per 1/2 keg.	2 90			
1/4 Kegs, 6 1/4 lbs., per 1/4 keg.	1 60			
Shot				
In sacks containing 25 lbs				
Drop, all sizes smaller than B.	1 85			
Augurs and Bits				
Snell's	60			
Jennings' genuine	25			
Jennings' imitation	50			
Axes				
First Quality, S. B. Bronze	6 50			
First Quality, D. B. Bronze	9 00			
First Quality, S. B. Steel	7 00			
First Quality, D. B. Steel	10 50			
Barrows				
Railroad	15 00			
Garden	33 00			
Bolts				
Stove	70			
Carriage, new list	70			
Flow	50			
Buckets				
Well, plain	4 50			
Butts, Cast				
Cast Loose Pin, figured	70			
Wrought, narrow	60			
Chain				
1/4 in 5-16 in. 3/8 in. 1/2 in.				
Common	7 75			
BB	8 1/4			
BBB	8 3/4			
Crowbars				
Cast Steel, per lb.	5			
Chisels				
Socket Firmer	65			
Socket Framing	65			
Socket Corner	65			
Socket Slicks	65			
Elbows				
Com. 4 piece, 6in., per doz.	net. 75			
Corrugated, per doz.	1 25			
Adjustable	40 & 10			
Expansive Bits				
Clark's small, \$18; large, \$26.	40			
Ives' 1, \$18; 2, \$24; 3, \$30	25			
Files—New List				
New American	70 & 10			
Nicholson's	70			
Heller's Horse Rasps	70			
Galvanized Iron				
Nos. 16 to 20; 22 and 24; 25 and 26; 27, 3				
List 12 13 14 15 16 17				
Discount, 70.				
Gauges				
Stanley Rule and Level Co.'s	60 & 10			
Glass				
Single Strength, by box	dis. 90			
Double Strength, by box	dis. 90			
By the light	dis. 90			
Hammers				
Maydole & Co.'s new list	dis. 33 1/2			
Yerkes & Plumb's	dis. 40 & 10			
Mason's Solid Cast Steel	30c list 70			
Hinges				
Gate, Clark's 1, 2, 3	dis. 60 & 10			
Hollow Ware				
Pots	50 & 10			
Kettles	50 & 10			
Spiders	50 & 10			
Horse Nails				
Au Sable	dis. 40 & 10			
House Furnishing Goods				
Stamped Tinware, new list	70			
Japanned Tinware	70 & 10			

Iron	
Bar Iron	2 25 rate
Light Band	3 00 rate
Knobs—New List	
Door, mineral, Jap. trimmings	75
Door, Porcelain, Jap. trimmings	85
Levels	
Stanley Rule and Level Co.'s	dis.
Metals—Zinc	
600 pound casks	7 1/2
Per pound	8
Miscellaneous	
Bird Cages	40
Pumps, Cistern	75 & 10
Screws, New List	85
Castors, Bed and Plate	50 & 10
Dampers, American	50
Molasses Gates	
Stebbins' Pattern	60 & 10
Enterprise, self-measuring	30
Pans	
Fry, Acme	60 & 10
Common, polished	70 & 10
Patent Planished Iron	
"A" Wood's pat. plan'd, No. 24-27	10 80
"B" Wood's pat. plan'd, No. 25-27	9 80
Broken packages 1/2 c per lb. extra.	
Planes	
Ohio Tool Co.'s fancy	40
Sciota Bench	50
Sandusky Tool Co.'s fancy	40
Bench, first quality	45
Nails	
Advance over base, on both Steel & Wire	
Steel nails, base	2 25
Wire nails, base	2 10
20 to 60 advance	Base
10 to 16 advance	5
8 advance	20
6 advance	30
4 advance	45
3 advance	50
Fine 3 advance	50
Casing 10 advance	15
Casing 8 advance	25
Casing 6 advance	35
Finish 10 advance	25
Finish 8 advance	35
Finish 6 advance	45
Barrel 1/2 advance	85
Rivets	
Iron and tinned	50
Copper Rivets and Burs	45
Roofing Plates	
14x20 IC, Charcoal, Dean	7 50
14x20 IX, Charcoal, Dean	9 00
20x28 IC, Charcoal, Dean	15 00
14x20 IC, Charcoal, Allaway Grade	7 50
14x20 IX, Charcoal, Allaway Grade	9 00
20x28 IC, Charcoal, Allaway Grade	15 00
20x28 IX, Charcoal, Allaway Grade	18 00
Ropes	
Sisal, 1/2 inch and larger	9 1/2
Sand Paper	
List acct. 19, '86	dis. 50
Sash Weights	
Solid Eyes, per ton	28 00
Sheet Iron	
Nos. 10 to 14	3 60
Nos. 15 to 17	3 70
Nos. 18 to 21	3 90
Nos. 22 to 24	4 10
Nos. 25 to 26	4 20
No. 27	4 30
All sheets No. 18 and lighter, over 30 inches wide, not less than 2-10 extra.	
Shovels and Spades	
First Grade, Doz	5 50
Second Grade, Doz	5 00
Solder	
1/4 @ 1/2	21
The prices of the many other qualities of solder in the market indicated by private brands vary according to composition.	
Squares	
Steel and Iron	60-10-5
Tin—Melyn Grade	
10x14 IC, Charcoal	10 50
14x20 IC, Charcoal	10 50
10x14 IX, Charcoal	12 00
Each additional X on this grade, \$1.25	
Tin—Allaway Grade	
10x14 IC, Charcoal	9 00
14x20 IC, Charcoal	9 00
10x14 IX, Charcoal	10 50
14x20 IX, Charcoal	10 50
Each additional X on this grade, \$1.50	
Boiler Size Tin Plate	
14x56 IX, for Nos. 8 & 9 boilers, per lb	13
Traps	
Steel, Game	75
Oneida Community, Newhouse's	40 & 10
Oneida Com'y, Hawley & Norton's	65
Mouse, choker, per doz. holes	1 25
Mouse, delusion, per doz.	1 25
Wire	
Bright Market	60
Annealed Market	60
Coppered Market	50 & 10
Tinned Market	50 & 10
Coppered Spring Steel	40
Barbed Fence, Galvanized	2 55
Barbed Fence, Painted	2 25
Wire Goods	
Bright	80-10
Screw Eyes	80-10
Hooks	80-10
Gate Hooks and Eyes	80-10
Wrenches	
Baxter's Adjustable, Nickeled	30
Coe's Genuine	40
Coe's Patent Agricultural, Wrought	70 & 10

## Crockery and Glassware

STONEWARE	
Butters	
1/2 gal. per doz.	48
1 to 6 gal. per doz.	6
8 gal. each	56
10 gal. each	70
12 gal. each	84
15 gal. meat tubs, each	1 20
20 gal. meat tubs, each	1 60
25 gal. meat tubs, each	2 25
30 gal. meat tubs, each	2 70
Churns	
2 to 6 gal. per gal.	6 1/2
Churn Dashers, per doz	84
Milkpans	
1/2 gal. flat or round bottom, per doz.	48
1 gal. flat or round bottom, each	6
Fine Glazed Milkpans	
1/2 gal. flat or round bottom, per doz.	60
1 gal. flat or round bottom, each	6
Stewpans	
1/2 gal. fireproof, bail, per doz	85
1 gal. fireproof bail, per doz	1 10
Jugs	
1/2 gal. per doz.	60
3/4 gal. per doz.	45
1 to 5 gal., per gal.	7 1/2
Sealing Wax	
5 lbs. in package, per lb.	2
LAMP BURNERS	
No. 0 Sun	31
No. 1 Sun	38
No. 2 Sun	50
No. 3 Sun	50
Tubular	50
Nutmeg	50
MASON FRUIT JARS	
With Porcelain Lined Caps	
Pints	Per gross 4 25
Quarts	4 40
1/2 gallon	6 00
Fruit Jars packed 1 dozen in box.	
LAMP CHIMNEYS—Seconds	
Per box of 6 doz.	
No. 0 Sun	1 60
No. 1 Sun	1 72
No. 2 Sun	2 54
Anchor Carton Chimneys	
Each Chimney in corrugated carton	
No. 0 Crimp	1 70
No. 1 Crimp	1 90
No. 2 Crimp	2 90
First Quality	
No. 0 Sun, crimp top, wrapped & lab. 1	91
No. 1 Sun, crimp top, wrapped & lab. 2	00
No. 2 Sun, crimp top, wrapped & lab. 3	00
XXX Flint	
No. 1 Sun, crimp top, wrapped & lab. 3	25
No. 2 Sun, crimp top, wrapped & lab. 4	10
No. 2 Sun, hinge, wrapped & labeled 4	25
Pearl Top	
No. 1 Sun, wrapped and labeled	4 60
No. 2 Sun, wrapped and labeled	5 30
No. 2 hinge, wrapped and labeled	5 10
No. 2 Sun, "small bulb," globe lamps	80
LaBastie	
No. 1 Sun, plain bulb, per doz	1 00
No. 2 Sun, plain bulb, per doz	1 25
No. 1 Crimp, per doz	1 35
No. 2 Crimp, per doz	1 60
Rochester	
No. 1 Lime (65c doz.)	3 50
No. 2 Lime (75c doz.)	4 00
No. 2 Flint (80c doz.)	4 60
Electric	
No. 2 Lime (70c doz.)	4 00
No. 2 Flint (80c doz.)	4 60
OIL CANS	
1 gal. tin cans with spout, per doz.	1 20
1 gal. galv. iron with spout, per doz.	1 28
2 gal. galv. iron with spout, per doz.	2 10
3 gal. galv. iron with spout, peer doz.	3 15
5 gal. galv. iron with spout, per doz.	4 15
3 gal. galv. iron with faucet, per doz.	3 75
5 gal. galv. iron with faucet, per doz.	4 75
5 gal. Tiltng cans	7 00
5 gal. galv. iron Nacefas	9 00
LANTERNS	
No. 0 Tubular, side lift	4 65
No. 2 B Tubular	6 40
No. 15 Tubular, dash	6 50
No. 2 Cold Blast Lantern	7 75
No. 12 Tubular, side lamp	12 60
No. 3 Street lamp, each	3

## DRY GOODS

### Weekly Market Review of the Principal Staples.

**Ginghams**—Have sold to better advantage this week than before during the fall. Buyers have evinced deeper interest in the spring lines than for goods for spot delivery. It has been stated in the trade that mills were sold up on spring lines to a safe point. This was not generally the case up to the first of the month, however, for the initial ordering for the spring season was held down to narrow limits. The reduction of standard ginghams to 5c, the low price applying to well-known tickets as it did to inconspicuous brands, failed to induce buyers to take goods in free quantities. As the early fall approached buyers felt confident that by deferring their purchases for sixty days they would get lower prices offered them by mills. Facts show that the market is as strong to-day as in September, and it is the buyer who now has to worry about delivery. Stocks of staple ginghams are being marked down to a safe level, and as mill production is limited the statistical position of these goods is regarded as strong. Fine dress ginghams are quoted at 8¼@10½¢. In the current demand popular tickets command top prices, where shipments can be made at once.

**Silks**—Piece goods agents are experiencing a far more favorable demand for general lines than has been the case in several seasons. Business for the past two months shows a marked increase over the corresponding period of last year. In several instances agents report that the production of the various mills they represent has been sold up for spring, 1905, particularly where special fabrics have been put on the market, and have taken well with the buying fraternity. Since the demand has started in earnest prices have attained and are now holding a much firmer level. With the possibility of price reductions practically eliminated for the present, at least, buyers have displayed a greater willingness to place good orders for future wants. The jobber in this city who started out with the very lightest initial order possible has been steadily duplicating and re-ordering, owing to favorable reports and orders from representatives on the road. With the exception of the recent silk auction sale the trade has been entirely free from such events, which goes to prove the healthy condition of stocks. The success of the above sale also further emphasizes this. High prices for raw silk have given additional firmness to the price situation on piece goods and the buyer, both wholesale and retail, is to-day well assured that he is not taking goods which later on will be obtainable at lower prices. In current de-

mand, as well as for next spring, tafetas are well in the forefront. Black is naturally the leader, but changeable colors are strong favorites, while the new chiffon taffeta has been heavily purchased by buyers from all sections. Rough weaves, which attained such prominence last spring, are again in demand for next season, as well as the shantung, which has almost become a staple fabric. In addition to these fabrics, soft sheer goods are especially desirable, and embrace mousselines, soft failles, chiffon, tafetas and similar combinations. Satin foulards and foulards without the satin finish are in favor again, while warp prints are considered by some agents excellent property. The spring season points to a strong revival of plaids and neat check effects for shirtwaist suits.

### New Features Shown by the Trade This Season.

The "Dolly Varden" bag is one of the new bags for the holiday trade. It is a high-class bag, and the fittings are first-class. There may be either three or four pieces, as the buyer elects, although there is more demand for the three-piece fittings. The shape is entirely novel, being somewhat on the order of the popular "Peggy" bag, but modified, and made more conservative in form. The linings are of the best quality and the whole bag shows merit.

The "Safety" bag is still in great favor. This bag seems to appeal to women who have real use for bags and withal it is a sensible style bag. This bag comes in various grades so that several grades can be carried and in this manner the demands of trade easily satisfied.

There is a slight revival of the netsuke, in conjunction with other lines of Japanese goods, but it is so slight that it is hardly worth mentioning. These goods are considerably lower in price than formerly, and they sell to a different class of trade than formerly.

The leather covered frame is quite the real thing this season, and the quiet dignity seems to meet the approval of buyers. There is also the leather inlay frame, and this also is selling readily. This is claimed to be the coming frame this season, and it is said that it will take its place in the front rank of favorites. Where all metal is used for the frames the size is very small, and the finish is usually of matt gilt or silver devoid of any ornament.

Every manufacturer has a different opinion as to what will be the handle which the best trade demands. Each man of course bases his opinion upon what he is selling, but it is hard for the buyer to decide between the braided effects and the straps and small stiff handles. For certain classes of trade undoubtedly the braided handles are the proper things, while other classes would utterly reject them, not only on account of their bulk, but also on account of the apparent quality of the stiff handles.

The vogue of extreme novelties is still alive, and the more extreme the

novelty the better some buyers are satisfied. Each manufacturer is showing some exclusive creation and to tell the truth some of these things as novelties would help any department. The buyer who wishes to have an up-to-date leather goods department not only must keep up with the various novelties as they appear, but he must also pass upon their merits, a thing which sometimes requires pretty clear judgment.

The most of the changes during the past month have been in the fittings, size, handles and such minor considerations, although one or two special features have been sprung on the trade. The plain hand bag is easily in the lead, and the Vanity is having a run for popularity.

The Vanity type has been changed in some of the small details, the sizes have been made somewhat larger, and the bags have been thickened somewhat.

The Duplex bag is much in favor with the goods trade, possessing features which it has been the desire of manufacturers to achieve for some time. These bags come in all styles of leather and are sensible bags for the holiday trade.

The Military bag which has won such success abroad is now made up in popular-priced goods in this country. The firm which manufactures it prides itself upon always having the best of the new styles, and anything which is selling in Paris as novelty can be easily found in their own products.

The "Bordeaux" is a new shade in the leather goods line. This shade is exactly the same as the new fall color by the same name, and is intended for high-class goods.

Men's goods play an important part in the leather goods department. Cigarette and cigar cases are made of

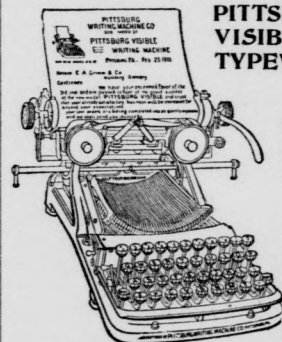
the handsomest grades of leather and the corners are usually ornamented with handsome designs in wither silver or dull gold. Classic designs are much in favor, while the Indian head, which has been rather overdone in other lines, is one of the greatest favorites in this line.

The new burnt orange shade is selling well. This meets the demand for an extreme novelty bag, and the woman who does not mind paying a fancy price for a fine bag can find about what she wants in this line.

Japanese frog-skin bags have been

### BEAT THE TRUST

#### PITTSBURG VISIBLE TYPEWRITER



Does as good work as any.  
Price \$60

We want AGENTS in EVERY TOWN.

Write for catalog anyway.

THE COOMER CO., Saginaw, Mich.  
State Agents. 112 North Hamilton St.

### Attention, Merchants

The Rapid Sales Company can reduce or close out your stock for spot cash without loss; we prove our claims by results; shelf-stickers, slow-sellers and undesirable goods given special attention; our salesmen are experts. Address  
Rapid Sales Co., 609, 175 Dearborn St., Chicago

### Percival B. Palmer & Company

Manufacturers of

Cloaks, Suits and Skirts

For Women, Misses and Children

197-199 Adams Street, Chicago

## New Goods For Spring

Don't place your order for wash goods until you have seen our line.

A. F. C. Ginghams, Amoskeag Seersuckers,  
Red Seal Ginghams, Dimities,  
Everett Classics, Organdies,  
Bates' Seersuckers, White Goods,  
Lawns and Voiles, in plain and fancy weaves.

Ask our agents to show you their line.

### P. STEKETEE & SONS

Wholesale Dry Goods

GRAND RAPIDS, MICH.

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

## PAPER BOXES

OF THE RIGHT KIND sell and create a greater demand for goods than almost any other agency.

WE MANUFACTURE boxes of this description, both solid and folding, and will be pleased to offer suggestions and figure with you on your requirements.

Prices Reasonable.

Prompt Service.

Grand Rapids Paper Box Co., Grand Rapids, Mich.



selling beyond expectations of the makers. The first supply, which was thought to be ample for a single season's requirements, has already been exhausted, but another lot is ready for delivery of goods this month.

Buffed alligator is among the ready sellers in the line of fine hand bags. This comes in a variety of handsome shades, and is receiving favorable comment from buyers.

#### Some Novelties Seen in Belts and Buckles.

During the summer there was not as much necessity for handsome dress belts as there is in the winter with fine suits. The fine fabric belts of the season range through all the popular colors, and anywhere from the narrow styles of a few years ago, with modifications, to the broad belts, the same width all around. The day of a certain accepted style in the belt world has passed, and as a result the market is flooded with belts which are neither well made nor well designed. There is no excuse for their existence and as soon as buyers begin to look for other things besides price these poor goods will be flooded out.

Brown is an exceptionally good item this fall and it appears in all kinds of goods. The fabric belts in the tone that is a warm rich brown please the women and have such a fine appearance that the buyer has no trouble in disposing of them, in fact, as soon as they are shown they are sold. The buckles are rather smaller than formerly and show value.

A particularly handsome white belt for evening wear was shown with a clasp which would please and captivate any woman. The clasp itself was only the merest apology for the purpose, and only served to show off a very handsome lot of rhinestones. These stones were set in regular settings, and had a much stronger life and glow than are usual in such stones.

One can not always be certain just what style belt is soon to take the public eye. At the opening of the season the demand was almost entirely for belts which fitted closely to the figure, while now the manufacturers seem to glory in putting lots of shirrings and rings on them.

Everything in certain lines is known under the name of Mexican so that now we have belts in this decided style. They are really made of Oriental silk and right handsome it is, too. The colors, which are claimed to the life, are in the light tones.

Coque de Roche is extremely popular this year. It has already proved the one color of the season which is extreme in tone, and which has run the entire list of fancy goods. Leather in this new shade is especially good, and belts made of this leather are selling in great quantities. Other belts in the fabric and velvet come in the richest tones imaginable of this color, and buyers are snapping at them greedily.

This season cut steel is much in favor. This is used in various ways, some of the handsomest belts being

shown with the entire back studded with the steel. Buckles of the fine cut steel are much in demand. It does not pay to buy a cheap grade of this steel for the simple reason that cut steel is always staple and can always be disposed of readily.

Green is to be a good color. There are various shades which are much in favor, but perhaps the most popular shades are the pea greens and the myrtle greens. Belts, both of leather and fabric, are to be found in these colors and the buckles carry out the tone nicely. Fine pearl buckles with the green tones are about the handsomest buckles for this color.

Snake skin makes a high-class novelty belt. Every woman likes to have a handsome belt of snake skin, and it is bound to attract attention. The cost is not very low, either, so that for that reason they will never be common. As a fine show belt scarcely anything will surpass a fine snake skin, and as they are so pliable they fit the figure perfectly. Extreme widths are not made of this skin as the skin is too often not wide enough.

Handsome fabric belts have their place now in every woman's wardrobe. Time was when odd belts were tabooed by Fashion, but now times have changed, and the most fashionable dressers are often seen with extremely odd belts. A wide range for fancy is displayed in the designs of the season, and to a certain extent the belt industry is in its infancy, manufacturers feeling the pulse of the public as it were, and anxious to cater to its slightest whim.

Art nouveau buckles which come over from the other side show radical changes. To examine a complete line would be the only way of passing comment upon the new styles. The floral design is gaining in popularity, and the animal is by no means out of the running. We shall probably have the curious effect of two distinct styles during the season, the animal heads as well as the floral designs. Either one is pretty and such effective results have been obtained by their use that buyers are unwilling to abandon either.

Velvet belts are especially good this year. The crush velvet in the different shades is quite the proper thing for fine belts. Some of these velvet belts can be retailed for as low as fifty cents, and are exceedingly good value.

#### Able to Go Alone.

The angular, hard featured, self-possessed matron was picking her way across the crowded street when the policeman with the large waist undertook to assist her.

She whacked him across the face with a big umbrella.

"You have no right to grab a lady by the arm, sir!" she said. "Besides, my vaccination is taking!"

The rainbow of love always looks best against the black clouds of hate.

Compassion knows nothing of condescension.

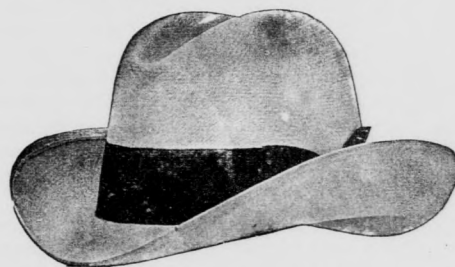
## A \$2 Corset Retailing at One Dollar



The sooner you get away from the idea that **Price Represents Value** the more money you will make and the greater satisfaction you will give your trade.

**PURITAN CORSET CO.**  
KALAMAZOO, MICH.

## Have You a Good Line of Soft Hats?



If not, then look over our line. We have several styles in blacks at \$4 50, \$9.00, \$12 00 and \$18 00 per dozen, also seal, side nutria, pearl and navy at \$4 50 per dozen. We show the cowboy hats in two grades, \$4 50 and \$6.00, and in two colors, greys and browns. We also have a fine line of winter caps for men's and boys' wear. Prices range from \$2 25 to \$13 50 per dozen. Give us a trial order.

**Grand Rapids Dry Goods Co.**

Exclusively Wholesale  
**GRAND RAPIDS, MICH.**

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



Michigan Knights of the Grip.  
President, Michael Howarn, Detroit;  
Secretary, Chas. J. Lewis, Flint; Treas-  
urer, H. E. Bradner, Lansing.

United Commercial Travelers of Michigan  
Grand Counselor, L. Williams, De-  
troit; Grand Secretary, W. F. Tracy,  
Flint.

Grand Rapids Council No. 131, U. C. T.  
Senior Counselor, S. H. Simmons; Sec-  
retary and Treasurer, O. F. Jackson.

### PLEASING PERSONALITY.

#### Cardinal Virtue on Which Real Suc- cess Depends.

In the race of the present genera-  
tion toward material success no qual-  
ification in the young man exceeds in  
worldly value the possession of a  
pleasing personality. This thing called  
personality has been overlooked in  
a great measure in the last twenty-  
five years, and now, just before a  
reaction logically is to be expected,  
the young man of to-morrow should  
prepare and be prepared to get into  
line.

That thing called personality has  
had several causes assigned to its  
waning. Chief of these is that mis-  
taken and exaggerated idea that when  
a man has made a certain degree of  
success in life he need have no care  
what the world thinks or says. This  
sentiment has grown up largely with-  
in the last generation. It seems to  
have been associated closely with the  
aggregation of working capital into  
great institutions where, under an  
incorporated name and with a maze  
of complex organization, the direct-  
ing hand in the policy of the concern  
has no individuality and no personal  
responsibility. Perhaps if under  
some community stress he is forced  
to appear in the substance for a mo-  
ment it is with the philosophic com-  
ment, "The public be —."

Virtually there is no worldly suc-  
cess in any degree in life that does  
not cost the winning one some of  
the things that he cherishes. Brown-  
ing has expressed the idea in verse  
when, counting his successes and  
looking among them for the tribute  
that he would lay at the feet of  
Love, he finds all to have been un-  
worthy; he would have had some-  
thing that had not cost him so  
much in ideals—that had not been  
won at such cost to his own inner  
consciousness.

While this is the poet's view and  
may be overdrawn for a bread and  
butter world, it is certain that no man  
ever lived who could afford to gain  
success at the price of his personality.  
It is dead sea fruit in his hands; ashes  
and the dust of ashes.

It can not be ignored that a man's  
personality in a great measure de-  
termines his occupation; his form and  
feature, his voice and accent may be  
determining factors in the thing that  
he adopts as a life work. Recogniz-  
ing this as a fact, the preparation for  
his life work rests with the parents,  
perhaps, before the boy is old enough  
to consider bearing of manner and  
mood.

The entity called man can not be  
held responsible for face and feature  
and form to any marked degree, but  
granting him parents who rise to  
their responsibilities of parenthood,  
and that man may be held accounta-  
ble to the last degree for his per-  
sonality. How frequently it is heard  
that some one is "dreadfully home-  
ly," but that some way she is a  
sweet character and lovable to the  
whole world around her. Lincoln,  
homeliest and awkwardest of men  
among his fellows, caused these  
handicaps to fall away from his won-  
derful personality until even his crit-  
ics in his presence forgot his ungain-  
liness of form in the symmetry of  
character.

There are thousands of young men  
who are experts in certain lines of  
work and who would be hard to  
replace if for any reason they were  
to leave their places of employment.  
Yet their employers are looking up-  
on them askance and giving them  
advancements, perhaps, while at the  
same time admitting that "there is  
something about that fellow that I  
don't like." On the other hand, there  
are thousands of other young men  
who, judged by their quality of brain  
and work, would have been at the  
foot of the ladder in life if it had  
not been for the saving grace of a  
pleasing personality. To give one of  
these experts the personality of one  
of these young men of the other type  
would be to put that young man in  
a place where nothing would be im-  
possible to him.

The making of a personality begins  
with the cradle. Sometimes under  
the misdirecting tutelage of parents  
who are overfond, the spoiling of a  
personality may have been accom-  
plished before the boy has adopted  
long trousers. But at the same time  
there are thousands of young men in  
the world who are awake to the sug-  
gestion of taking the twists out of a  
misshapen personality.

If you are a young man of good  
sense and feel that your employer  
and office associates do not regard  
you kindly, it is worth more than  
anything else in your horizon for  
you to stop and ask yourself, "Why?"  
There will be a reason for the merest  
shade of indifference, and if you will  
realize the importance of discovering  
what it is, a little personal laboratory  
work will determine the cause. Your  
greatest blinder in the search will be  
your egotism, perhaps. Cast out this  
devil and look at yourself as you can  
imagine the man across the street  
looking, and between the two of you  
if you have a degree of tact and in-  
tuition you ought to discover where  
the trouble lies. It may shock you,  
indeed, when you have brought your-  
self facing your weakness.

It is needless to say that the one  
supreme qualification in personality  
is honesty. It is almost an impossi-  
bility for an honest bearing to be  
offensive. Your worst enemy who  
declares that you are hopelessly  
wrong in a point of view will respect  
that point of view to the degree that  
you stand for it and by it in all hon-  
esty. Nobody, not even a fool, will

consider a hypocritical bearing and  
evasive, effusive manner as more than  
a sycophantic bid for something not  
to be had in honest openness. The  
time is long past when a man in busi-  
ness has to play Dr. Jekyll and Mr.  
Hyde to church, politics or state.  
Never was the world more willing in  
its heart to give a man his person-  
ality, and yet never has man seemed  
less disposed to avail himself of the  
privilege.

Link your personality with your  
business or profession. Make your  
personality the index of your work.  
When you have associated the two  
for yourself, depend upon it that the  
public in its relation with you will  
have discovered the sign. To the  
extent that you recognize your per-  
sonal responsibility in your relations  
with the world, social and economic,  
to that extent you will have a never  
relaxing monitor prompting to suc-  
cess that shall be worthy of the  
name.

John A. Howland.

#### Value of the Sunday School.

It is obvious that the Sunday  
school, with its definite moral pur-  
pose and its grip upon practically the  
entire juvenile population, is a  
mighty factor in the building of the  
national character, and so worthy of  
the serious attention of all thought-  
ful persons. Within its walls are  
fixed ideals, which later are wrought  
out in the events of commerce, poli-  
tics, science, and the fine arts. There-  
fore, the development of the Sunday  
school is a matter which concerns  
not merely the thousands who are

actively engaged in its service, but  
also the wide public of informed  
men and women who are interested  
in all that makes for human progress.  
—Philadelphia Press.

#### Traveled a Hot Pace.

Godfrey—I am sorry to hear that  
Squallop is in a bad way financially.  
What is the cause of it?

Scorjel—As nearly as I can learn  
he has been trying to maintain an  
automobile position in society on a  
bicycle income.

One tallow dip is worth a bushel  
of dead lamps.

## LIVINGSTON HOTEL

The steady improvement of the  
Livingston with its new and unique  
writing room unequaled in Michigan,  
its large and beautiful lobby, its ele-  
gant rooms and excellent table com-  
mends it to the traveling public and  
accounts for its wonderful growth in  
popularity and patronage.

Cor. Fulton and Division Sts.  
GRAND RAPIDS, MICH.

## Gas or Gasoline Mantles at 50c on the Dollar

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

## Don't Forget

Holidays and Candy are about the same thing.  
To enjoy one you must have the other.

We are ready to supply you with the best  
goods in that line at reasonable prices.

**Straub Bros. & Amiotte**  
Traverse City, Mich.



## Putnam's Menthol Cough Drops

I packed 40 five cent Packages in Car-  
ton. Price \$1.00.

Each carton contains a certificate, ten  
of which entitle the dealer to ONE FULL  
SIZE CARTON FREE when returned to  
us or your jobber properly endorsed.

PUTNAM FACTORY National Candy Co.  
Makers  
Grand Rapids, Mich.



**Gripsack Brigade.**

Will Mayo, for several years on the road for E. E. Hewitt, has transferred himself to the Vinkemulder Company, covering the same territory as heretofore.

Wm. J. Barker, the Lake Odessa traveling salesman, who has made an excellent record with the Osborne Co., has engaged to cover Michigan and Wisconsin for the John Strootman Shoe Co., of Buffalo. Mr. Barker is a painstaking and successful salesman.

A Hillsdale correspondent writes as follows: George B. Jones, who has conducted the Keefer House here since August, 1903, has sold his interest in that popular hostelry to Levinus L. Stock, of Chicago, who took possession of the place on Thursday of last week. He says he proposes to keep the Keefer House up to its past standard of popularity.

C. S. Kelsey, the long-time traveling man of Battle Creek, is in the city for a few days for the purpose of inaugurating a campaign for the creation of a fund to enable him to face death with fortitude. Mr. Kelsey has been a sufferer from locomotor ataxia for several years and is now incapacitated to conduct any kind of severe mental or manual labor. He proposes to sell \$1,000 accident insurance policies for \$1 each and give with each policy a ticket entitling the holder to one chance on his famous oil painting, Custer's Last Charge, which will be on exhibition at the Morton House for several days. It is confidently expected that the response to this appeal will be prompt and generous, as Mr. Kelsey was always noted for his generosity under similar circumstances in the days when he was in good health.

**The Mainspring of Commerce Keeps Business Moving.**

Let those who affect to condemn the "drummer" ask how goods would be sold? How would our factories be kept going? And if these were closed down, how would millions of our people live?

But the "drummer's" life is not the happy-go-lucky life as some suppose. You see him sitting around the hotels (and there are a great many of him), smoking, or reading the papers, but—well, he may have taken enough orders to keep some factory in a small town going for a month. That means wages for scores of men and women, themselves and their families, while the "drummer" himself may be a victim of discomfort at some out-of-the-way hotel.

The work people may often envy the "drummer" for his supposed high life at hotels, while he in turn longs for the quiet and rest of home where he can get acquainted with his wife and children.

The "drummer" is the real and true agent of commerce.

There are odd phases in the "drummer's" life.

Absorbed in business he will travel miles through the grandest of scenery with scarcely a thought of the beauty around him.

A man of practice, he has little time

for the theories of doctrinaires, hence few care to read the lengthy dissertations of professional (?) philosophers.

"Business is business," he will tell you. And he is right. Where dollars and cents are involved, value and price are stronger factors than sentiment and personality.

This sharpens business instincts and leads to competition, each manufacturer striving to give the best value for the least cost, and the "drummer" knows his customers understand values as well as he himself does.

Again, what of the "drummer's" evenings? Theaters, balls, socials, entertainments?

Well, hardly.

If he has had a good day he must make up his report, enter his order, etc. If a poor day he too often has the "blues" to enjoy any diversion.

And then the long zig-zag trips he makes. When the stay-at-home is about to make a journey of a couple of hundred miles or so, he talks about it and plans for days and weeks beforehand.

But the "drummer"—well, he packs his samples, tucks away somewhere in his grips a change or two of necessary underwear, a couple of mileage books in his pockets, and with a "good-bye" to wife and a "so-long" to a friend, boards the express for Harrisburg, then to Elmira, Rochester, Cleveland, Pittsburg, Cincinnati, Norfolk, Washington, Baltimore and home, thus reeling off mile after mile, the tireless servant of trade.

What the mainspring is to a watch, the drummer is to commerce.

**The Boys Behind the Counter.**

Mancelona—P. Medalie has engaged A. I. Kramer, of Holland, as manager of his general store.

Ann Arbor—Julius Ungerer, who has been with the firm of Schairer & Millen about seven years, has tendered his resignation to enter the employ of the new firm of Koch & Nichols in April. His resignation will take effect in January. With the new firm Mr. Ungerer will be connected with the dry goods department, in which line of work he has had several years' experience.

Coldwater—H. B. Cate has resigned his position in the Hawley drug store to enter the employ of E. R. Clarke & Co. His position in the Hawley store will be filled by Mr. Barrington, of Detroit.

Bellaire—Rolin Woodward, a graduate of the School of Pharmacy at Detroit, now occupies the position of chief dispensator in the drug store of J. L. Flower.

Hudson—G. C. Lowe bought the interest of Hiel Bennett in the Hudson Furniture and Undertaking Co. and subsequently sold an interest in the business to Clarence Bray, of Ypsilanti, who will come here next week, when he will enter upon an active business life in Hudson. The business will be conducted under the name of the Hudson Furniture and Undertaking Co., the same as it has been since the consolidation a year and a half ago, and the proprietors will be G. C. Lowe, Charles S. Brown and Clarence Bray.

**Petoskey Business Men Going After Outside Trade.**

Petoskey, Nov. 14—It is a matter of considerable satisfaction to the general run of people in the city, as well as to the merchants themselves, that the question of business men's excursions has been definitely settled, and that, too, in the proper manner. The final arrangements have been made whereby people who come from the outside to trade with Petoskey institutions will have their railroad fare paid one or both ways, according to the amount of their purchases on that trip.

In working out this proposition the officers of the Board of Trade have followed a system that would be hard to beat. They have taken a complete census of the territory tributary to the railroads running into the city within a radius of fifty miles. This means to Mackinaw City on the north, to South Boardman on the south, down the Pere Marquette as far as Central Lake, and out into the country some distance on either side of the railroads, where it will be expedient for the people to come here.

The result of this canvass is that the Board of Trade has a list of families numbering over 8,000, to whom circular letters will be mailed every month setting forth the advantages offered by the new plan. The first circular is to be sent out next week, and the deal will go into effect on Monday, Nov. 21, and every day thereafter our visitors to the city will come free of charge on these stated conditions.

With the monthly circulars there will be sent to these people a certificate bearing their name and postoffice address and they are to bring this with them when they come to trade. When they buy anything, no matter what the amount, the name of the firm and the amount of the sale are endorsed on the back of the certificate and when through trading any of the merchants will redeem the certificate by paying the holder his railroad fare either one or both ways, according to the grand total, on the following basis:

	Amt. for one way	For r'd trip
10 miles or less.....	\$ 5 00	\$10 00
10 to 20 miles.....	10 00	20 00
20 to 25 miles.....	12 50	25 00
25 to 30 miles.....	17 50	35 00
30 to 35 miles.....	22 50	45 00
35 to 40 miles.....	30 00	60 00
40 to 50 miles.....	37 50	75 00

The expense of the rebate of railroad fares is divided up among the merchants making sales, according to the amount taken in by each. The Secretary of the Board of Trade will collect the coupons once a month, from which he will estimate the percentage of expense and collect the same from each.

This is probably one of the best matters that the Board of Trade has worked up. Thirty-five or more of the best business houses of the city have become interested in the movement, which will no doubt result in making Petoskey the trade center of this northern section of Michigan.

They are being assisted in their efforts to gain this end by the railroads. The G. R. & I. now has a train coming in from the south before noon, thus giving ample time for trading before the afternoon train goes south, and the regular train from the north gives from 9:35 until 2:50 in the city. A committee from the Board of Trade recently spent two days with the Pere Marquette officials in Detroit and there is every reason now to believe that a train on that road will soon be started that will give people south equal advantages with those on the other road.

**Detailed Review of the Grain Market.**

The wheat market was very strong early in the week, principally due to dry weather and damage to the growing winter wheat crop by fly, lighter world's shipments and probable increase in export demand, but the past day or two has seen a decided change in the situation. Option markets have sold off 3c per bushel from top, and the bulls of a few days ago have turned to the bear side. Really there has been no material change in the wheat situation from ten days ago. Markets are now practically the same. Flour did not follow the sudden advance in future grain, so that the miller, to a certain extent, has been suffering a whip-saw market.

The movement of cash grain continues liberal and the demand from the milling and storage elevator trade is sufficient to absorb all offerings without bearing the market.

Corn has suffered a decline the past week. The Government crop report shows a crop of 2,453 million bushels and quality promises to be first class. We must not lose sight of the fact, however, that old corn is practically out of the market, having been used up at high prices, and in the face of a light export demand. Some new corn has appeared in Michigan markets, but the quality is poor and green, unfit for grinding.

Oats continue to come forward freely, with a slightly lower tendency in the market. The price is about 1/4c per bushel less for the week.

L. Fred Peabody.

Marshall—M. Davidson, Jr., of Flint, has purchased the stock of W. J. Blood in the Borough & Blood Buggy Co., in this city. Mr. Davidson is a practical buggy man and will remove to this city and take charge of the works. He will succeed Mr. Blood as Secretary of the company.

Allegan—I. A. Brown has leased the Dryden building and will engage in the hardware business under the style of the Allegan Hardware Supply Co. Mr. Brown has been at the head of the hardware department of the Grange Store for the past seven years.

Battle Creek—The Smith-Benriter Co., Ltd., dealer in books, stationery and wall paper, will hereafter be known as the Benriter Co., Ltd.



**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.

**Michigan State Pharmaceutical Association.**

President—W. A. Hall, Detroit.  
Vice-Presidents—W. C. Kirchgessner, Grand Rapids; Charles P. Baker, St. Johns; H. G. Spring, Unionville.  
Secretary—W. H. Burke, Detroit.  
Treasurer—E. E. Russell, Jackson.  
Executive Committee—John D. Muir, Grand Rapids; E. E. Calkins, Ann Arbor; L. A. Seitzer, Detroit; John Wallace, Kalamazoo; D. S. Hallett, Detroit.  
Trade Interest Committee, three-year term—J. M. Lemen, Shepherd, and H. Dolson, St. Charles.

**Advantages of Window Cards.**

Many druggists do not appreciate the advantage to be derived from the proper use of window cards. The time was when an equal number paid no attention to window decoration of any sort, but keener competition and the prevalence of more up-to-date methods has forced them into line. The use of show cards and neat price tickets has not been forced on them yet, but it probably soon will be, and they will accept them, as they have accepted other changes in business methods, with a protest, and then will tell about the good old times when they were not compelled to put forth so much effort and when they could make 100 per cent. on all goods sold. This is all true, but we must accept things as we find them; and the man who is hanging back, trying to stop the onward march of the times will never get the good things that those do who are always in the lead. People like progress, they want to be going ahead, even although they travel in a circle, and the merchant who appreciates that fact and is always seeking to gratify that desire will get the cream, while the laggard must be contented with the skimmed milk.

There is good reason for the use of show cards, both in window and interior displays. Many persons will stop to look at a neatly trimmed window and admire the goods shown and will have no thought of buying, but the show card will call their attention to some particular attractive quality of the goods or make some comment that they can not forget.

**Confectionery as a Side Line.**

Although the necessity of carrying side lines may be deplored by some druggists, these are, nevertheless, most important factors in swelling the returns derived from the sale of drugs pure and simple. What the side lines to be carried by each druggist may be depends, of course, on where he is located, on the class of customers he already has, and is likely to attract in the future, and on the space at his disposal.

Where it is possible to have a soda fountain and give good service, this will prove a very paying investment, but it is absolutely necessary that the service be good and all the ap-

pointments clean and up-to-date. Next to the fountain in point of catering to the palate, and a line that sells well all the year round, is that of confectionery, which also has the merit of being easily and quickly handled, and is likely to appeal to many who enter the store to purchase other articles, provided that the candy is kept in a prominent place where it can be readily seen, and the contents are tastefully displayed. And in this connection it may be remarked that it is a mistake to heap up the trays too much, or to mix two or three varieties on one tray. Keep your stock well in hand, so that there will not be any danger of its becoming stale; there will then be no difficulty in making sales both of your bonbons in boxes and those displayed loose, for the latter of which children will be very largely purchasers, if only in small quantities at a time.

**Carbolic Acid To Be Restricted.**

Severe condemnation of the practice of selling carbolic acid without taking adequate precautions is set forth by the records of the New York Health Department, showing the frequency of suicide by the use of carbolic acid. Commissioner Darlington believes druggists as a rule do not take enough care in learning from buyers of carbolic acid the use that is to be made of it and in refraining from selling the poison to persons who are practically unknown to them. If the present law governing the sale of poisons is not stringent enough to keep carbolic acid from those who would destroy themselves, he favors having the law made more drastic.

Carbolic acid in its full strength ought not to be in homes, Dr. Darlington claims, and especially in homes where those who are handling it are ignorant of its danger. If diluted so that there is perhaps a quarter of a teaspoonful to a quart of water there would be no harm.

But only with the greatest precaution ought a druggist to sell carbolic acid at all, and the frequency with which we read of deaths due to that poison is evidence that there must be many who are not as careful as they should be.

**Japanese Pharmacy.**

Japanese doctors and druggists are said to have reached a higher standard than the world has given them credit for.

Japanese druggists are of two classes, the one certificated and qualified to compound medicines, the other dealing in drugs and sundries. The native doctors for the most part dispense their own medicines, although a few write prescriptions only, these latter, for the most part, having studied in Germany and holding a university degree. The metric system is used for both weights and measures. There is a considerable popular demand for household remedies, and many of these correspond exactly with those which have here long since fallen into disuse. Thus snakes, lizards, frogs, crabs and

other animals are kept in a dried condition in the native drug stores, and enjoy more or less repute as medicinal agents.

Face paints and powders and various dentifrices are much in vogue, and plasters to relieve headache and neuralgia are largely employed. Massage is used in rheumatism and in nervous affections, and is to a large extent in the hands of the blind. The manufacture of mineral waters is carefully supervised by the authorities, and fines are inflicted in any case where the official standard of purity is departed from.

**How to Estimate Profits on Prescriptions.**

The other day I was called on for a copy of a prescription which specified a proprietary stuff to be put into capsules. I told the enquiring druggist that I charged 75 cents for it. I could see how his hair stood on end, although he is as bald as I am. But I explained first of all that I had to send my boy five blocks to the house to get the prescription, put it up, then deliver it—so that, all told, it took my help three-quarters of an hour's time, besides the cost of material, which was at least 40 cents, and I did not figure 35 cents profit more than an adequate reward for my time.

Look at my last plumber's bill. The hydrant was leaking; I sent for the plumber; he looked at it, 25 cents; went to the shop, 25 cents; came back 25 cents; then turned the monkeywrench, 25 cents; brought a helper along to look at him, 50 cents; solder and borax, which he did not use at all, 35 cents; total, \$1.85 for the job.

Are we paid for our time at that rate? Is our time worth less? Does the plumber have to go through college? No—but, by the eternals, he charges stiff margins and spends his evenings in the bosom of his family, while we have to live like owls!

Wm. Bodeman.

**Bad Writing of Physicians.**

Indecipherable chirography on the part of physicians is nothing new to druggists, but for the daily paper to "feature" the subject is unusual, to say the least. A Western paper did the druggists of its city a good turn by devoting a full page to an illustrated article with a very "scary" head, on the danger to the lives of the people on account of illegible prescriptions. Unlike most sensational articles on similar subjects, it did not "jump on" the druggist. On the contrary, it showed some of the prescriptions which were found on file in a local pharmacy, and remarked that the fact that they had been filled and no death had resulted was highly creditable to the knowledge, experience and intuition of the dispenser. Just how the doctors felt about the exposure of their slovenliness, which in some cases amounts almost to criminal carelessness, it is not for us to undertake to report.

**An Arduous Task.**

Once upon a time a bee, after mature thought, concluded that his fel-

low-bees worked too hard and needed more rest and recreation, and he started a reform movement based on these views. After a while a friend met him.

"How are you getting along?" asked the friend.

"Say!" said the reformer, "they're so busy they won't listen to me. However, there's one consolation. I was always fond of hard work myself and the hardest work I ever tackled is trying to get bees to take a vacation."

**Two Special  
PERFUMES**

**DOROTHY VERNON**

Distinctively new in character.  
Standard demand.  
Sold by the leading drug houses.

**Alsation  
Roses**

This new rose odor is now having a splendid sale. The advertising is effective. Order one pint bottle Alsation Roses with samples and rose art plates, also window display, all packed in box for shipment. The Yards Roses, Basket Roses and Art Plates Roses will make a handsome window trim for the holiday line. Place your order at once. H. & P. Drug Co. carry stock of Alsation Roses.

**The JENNINGS PERFUMERY CO.**

**GRAND RAPIDS**

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

**Election is Over  
Now for Business**

If you have not visited our

**Holiday Sample Room**

there is yet time, as our lines are still complete.

The best assortment to be seen. Druggists' and Stationers' Fancy Goods, Novelties, Albums, Leather Goods, Books, Stationery, China, Bric-a-Brac, Perfumery, Xmas Cards, Dolls, Toys and Games. A liberal expense allowance will be made on your holiday purchase. All goods in stock for prompt or later shipment. Terms liberal.

**Valentines**

Complete sample line now ready  
The best ever

**FRED BRUNDAGE**

Wholesale Druggist

32-34 Western Ave. Muskegon, Mich.



## WHOLESALE DRUG PRICE CURRENT

Advanced—  
Declined—

Acidum		Evechthitos		Tinctures	
Aceticum	6@ 8	Erigeron	1 00@1 10	Aconitum Nap'sR	50
Benzoicum, Ger.	70@ 75	Gaultheria	1 00@1 10	Aconitum Nap'sF	50
Boric	7@ 17	Geranium	2 40@3 60	Aloes	50
Carbolicum	26@ 29	Gossypii Sem gal	50@ 60	Aloes & Myrrh	50
Citricum	38@ 40	Juniper	40@1 50	Assafoetida	50
Hydrochlor	3@ 5	Lavender	40@1 20	Atrope Belladonna	50
Nitrosum	8@ 10	Limonis	90@2 75	Aurant Cortex	50
Oxalicum	10@ 12	Mentha Piper	4 25@4 50	Benzoin	50
Phosphoricum, dil.	12@ 15	Mentha Verid	5 00@5 50	Benzoin Co	50
Salicylicum	42@ 45	Morhuac gal	1 50@2 50	Bosma	50
Sulphuricum	13@ 15	Myrcia	3 00@3 50	Cantharides	50
Tannicum	75@ 80	Olive	75@3 00	Cardamon	50
Tartaricum	38@ 40	Picis Liquida	10@ 12	Cardamon Co	50
Ammonia		Picis Liquida gal	@ 35	Catechu	50
Aqua, 18 deg	4@ 6	Ricna	90@ 94	Cinchona	50
Aqua, 20 deg	6@ 8	Rosmarini	@ 100	Cinchona Co	50
Carbonas	13@ 15	Rosae oz	5 00@6 00	Columba	50
Chloridum	12@ 14	Succini	40@ 45	Cubebae	50
Aniline		Sabina	50@1 00	Cassia Acutifol	50
Black	2 00@2 25	Santal	2 25@4 50	Cassia Acutifol Co	50
Brown	80@1 00	Sassafras	85@ 90	Digitalis	50
Red	45@ 50	Sinapis, ess, oz	@ 65	Ergot	50
Yellow	2 50@3 00	Tigill	1 10@1 20	Ferri Chloridum	50
Bacca		Thyme	40@ 50	Gentian	50
Cubebae	15@ 18	Thyme, opt	@ 60	Gentian Co	50
Juniperus	5@ 6	Theobromas	15@ 20	Guaiac	50
Nanthoxyllum	30@ 35	Potassium		Guaiac ammon	50
Balsamum		Bi-Carb	15@ 18	Hyoscyamus	50
Copaiba	45@ 50	Bichromate	13@ 15	Iodine	75
Peru	@ 1 50	Bromide	40@ 45	Iodine, colorless	75
Terabin, Canada	60@ 65	Carb	12@ 14	Kino	50
Tolutan	35@ 40	Chlorate	12@ 15	Lobelia	50
Cortex		Cyanide	34@ 38	Myrrh	50
Abies, Canadian	18	Iodide	05@3 10	Nux Vomica	50
Cassia	20	Potassa, Bitart pr	30@ 32	Opil	50
Cinchona Flava	18	Potass Nitras	7@ 10	Opil, camphorated	50
Buonymus atro	30	Potass Nitras	6@ 8	Opil, deodorized	1 50
Myrica Cerifera	20	Prussiate	23@ 26	Quassia	50
Prunus Virginis	12	Sulphate po	15@ 18	Rhatany	50
Quillaia, gr'd	12	Radix		Rhei	50
Sassafras	12	Aconitum	20@ 25	Sanguinaria	50
Ulmus	40	Althae	30@ 33	Serpentaria	50
Extractum		Anchusa	10@ 12	Stromonium	50
Glycyrrhiza Gla.	24@ 30	Arum po	@ 25	Tolutan	50
Glycyrrhiza, po	28@ 30	Calamus	20@ 40	Valerian	50
Haematox	11@ 12	Gentiana po	15 12@ 15	Veratrum Veride	50
Haematox, 1s	13@ 14	Glycyrrhiza pv	15 16@ 18	Zingiber	20
Haematox, 1/2s	14@ 15	Hydrastis, Canada	1 75	Miscellaneous	
Haematox, 1/4s	16@ 17	Hydrastis, Can po	@ 2 00	Aether, Spts Nit 3f	35
Ferru		Hellebore, Alba	12@ 15	Aether, Spts Nit 4f	38
Carbonate Precip	15	Inula, po	18@ 22	Alumen, grd po 7	3@ 4
Citrate and Quina	2 00	Ipecac, po	2 00@2 10	Annatto	40@ 50
Citrate Soluble	55	Iris plox	35@ 40	Antimoni, po	4@ 5
Ferrocyanidum S	40	Jalapa, pr	25@ 30	Antipyrin et po T	40@ 50
Solut. Chloride	15	Maranta, 1/4s	@ 35	Antipyrin	@ 25
Sulphate, com'l	2	Podophyllum po	15@ 18	Antifebrin	@ 20
Sulphate, com'l, by	70	Rhei	75@1 00	Argent Nitras oz	@ 48
bbl, per cwt	7	Rhei, cut	1 00@1 25	Arsenicum	10@ 12
Sulphate, pure	7	Rhei, pv	75@1 00	Balm Gilead buds	60@ 65
Flora		Spigella	30@ 35	Bismuth S N	2 20@2 30
Arnica	15@ 18	Sanguinari, po 24	@ 22	Calcium Chlor, 1s	@ 9
Anthemis	22@ 25	Serpentaria	50@ 55	Calcium Chlor, 1/2s	@ 10
Matricaria	30@ 35	Senega	85@ 90	Calcium Chlor, 1/4s	@ 12
Folia		Smilax, off's H	@ 40	Cantharides, Rus	@ 18
Barosma	30@ 33	Smilax, M	@ 25	Capsel Fruc's af	@ 20
Cassia Acutifol	15@ 20	Scilla po 35	10@ 12	Capsel Fruc's po	@ 22
Cassia, Acutifol	25@ 30	Symplocarpus	@ 25	Capi Fruc's B po	@ 15
Salvia officinalis	18@ 20	Valeriana Eng	@ 25	Caryophyllus	25@ 28
1/4s and 1/2s	18@ 20	Valeriana, Ger	15@ 20	Carmin, No. 40	@ 4 25
Uva Ursi	8@ 10	Zingiber a	12@ 14	Cera Alba	50@ 55
Gummi		Zingiber j	16@ 20	Cera Flava	40@ 42
Acacia, 1st pkd	@ 65	Semen		Crocus	1 75@1 80
Acacia, 2nd pkd	@ 45	Anisum po. 20	@ 16	Cassia Fructus	@ 35
Acacia, 3rd pkd	@ 35	Apium (gravel's)	13@ 15	Centraria	@ 10
Acacia, sifted sts	@ 28	Bird, 1s	4@ 6	Cataceum	@ 35
Acacia, po	45@ 65	Carul po 15	10@ 11	Chloroform	47@ 57
Aloe, Barb	12@ 14	Cardamon	70@ 90	Chloro'm, Squibbs	@ 35
Aloe, Cape	@ 25	Coriandrum	12@ 14	Chloral Hyd Crst 1	25@ 25
Aloe, Socotri	@ 45	Cannabis Sativa	5@ 7	Cinchonidine P-W	38@ 48
Ammoniac	55@ 60	Cydonium	75@1 00	Cinchonide Germ	38@ 48
Asafoetida	35@ 40	Chenopodium	25@ 30	Cocaine	05@4 25
Benzoinum	50@ 55	Dipterix Odorate	80@1 00	Corks list d p et	@ 75
Catechu, 1s	@ 13	Foeniculum	@ 18	Cresotum	@ 45
Catechu, 1/2s	@ 14	Foenugreek, po	7@ 9	Creta	@ 2
Catechu, 1/4s	@ 16	Lini	4@ 6	Creta, bbl 75	@ 5
Camphorae	78@ 80	Lini, grd, bbl 2 1/2	3@ 6	Creta, prep	@ 5
Euphorbium	@ 40	Lobelia	75@ 80	Creta, precip	9@ 15
Galbanum	@ 100	Pharlaris Cana'n	9@ 10	Creta, Rubra	@ 8
Gamboge	25@1 35	Rapa	5@ 6	Crocus	1 75@1 80
Guaiacum	35@ 45	Sinapis Alba	7@ 9	Cudbear	@ 24
Kino	45@ 60	Sinapis Nigra	9@ 10	Cupri Sulph	4@ 8
Mastic	@ 60	Spiritus		Dextrine	7@ 10
Myrrh	@ 45	Frumenti W D	2 00@2 50	Emery, all Nos	@ 8
Opil	3 00@3 10	Frumenti	1 25@1 50	Emery, po	@ 6
Shellac	60@ 65	Juniperis Co O T	1 65@2 00	Ergota	60@ 65
Shellac, bleached	65@ 70	Juniperis Co	1 75@2 00	Ether Sulph	70@ 80
Tragacanth	70@1 00	Saccharum N E	1 90@2 10	Flake White	12@ 15
Herba		Sot Vini Galli	1 75@6 50	Galla	@ 23
Absinthium oz pk	25	Vini Oporto	1 25@2 00	Gambler	8@ 9
Eupatorium oz pk	20	Vina Alba	1 25@2 00	Gelatn, Cooper	@ 60
Iobella	25	Sponges		Gelatn, French	35@ 40
Maforum	25	Florida Sheeps' wl	3 00@3 50	Glassware, fit box	@ 70
Mentha Pip oz pk	25	Nassau sheeps' wl	3 50@3 75	Less than box	@ 70
Mentha Ver oz pk	39	carriage	@ 2 00	Glue, brown	11@ 13
Rue	22	Velvet extra shps'	@ 2 00	Glue, white	15@ 25
Tanacetum V	22	wool, carriage	@ 1 25	Glycerina	16@ 20
Thymus V oz pk	25	Extra yellow shps'	@ 1 25	Grana Paradisi	@ 25
Magnesia		wool, carriage	@ 1 25	Humulus	25@ 55
Calcined, Pat	55@ 60	Grass sheeps' wl	@ 1 25	Hydrarg Ch Mt	@ 95
Carbonate, Pat	18@ 20	carriage	@ 1 00	Hydrarg Ch Cor	@ 90
Carbonate K-M	18@ 20	Hard, slate use	@ 1 00	Hydrarg Ox Ru'm	@ 15
Carbonate	18@ 20	Yellow Reef, for	@ 1 40	Hydrarg Amm'o	50@ 60
Oleum		slate use	@ 1 40	Hydrarg Ungue'm	@ 75
Absinthium	4 90@5 00	Syrups		Hydrargrum	@ 75
Amygdalae, Dule	50@ 60	Acacia	@ 50	Ichthyobolla, Am	90@1 00
Amygdalae, Ama	8 00@8 25	Aurant Cortex	@ 50	Indigo	75@1 00
Anisi	1 75@1 85	Zingiber	@ 50	Iodine, Resubi	4 35@4 40
Aurant Cortex	2 20@2 40	Ipecic	@ 60	Iodoform	4 10@4 20
Bergamli	2 85@3 25	Ferri Iod	@ 50	Lupulin	@ 40
Cajiputi	85@ 90	Rhei Arom	@ 50	Lycopodium	1 00@1 10
Caryophylli	1 40@1 50	Smilax Off's	50@ 60	Macis	65@ 75
Cedar	50@ 60	Senega	@ 50	Liquor Arsen et	@ 25
Chenopadii	@ 2 25	Scilla Co	@ 50	Liq Potass Arsenit	10@ 12
Citronella	40@ 45	Tolutan	@ 50	Magnesia, Sulph	2@ 3
Conium Mac	80@ 90	Prunus virg	@ 50	Magnesia, Sulph bbl	@ 15
Copaiba	1 15@1 25	Syrups			
Cubebae	1 20@1 30	Acacia	@ 50		

Mannia, S F	45@ 50	Sapo, M	10@ 12	Lard, extra	70@ 80
Mentha	3 60@4 00	Sapo, G	@ 15	Lard, No. 1	60@ 65
Morphia, S P & W2	35@2 60	Seidlitz Mixture	20@ 22	Linseed, pure raw	40@ 42
Morphia, S N Y Q2	35@2 60	Sinapis	@ 18	Linseed, boiled	41@ 44
Morphia, Mal	2 35@2 60	Sinapis, opt	@ 30	Neat's-foot, w-str	65@ 70
Moschus Canton	@ 40	Snuff, Maccaboy	@ 51	Spts. Turpentine	60@ 65
Myristica, No. 1	28@ 30	DeVoos	@ 51	Paints	
Nux Vomica po 15	@ 10	Snuff, S'h DeVo's	@ 51	Red Venetian	13@ 15
Os Sepia	25@ 28	Soda, Boras	9@ 11	Ochre, yel Mars	13@ 15
Pepsin Saac, H &	@ 10	Soda, Boras, po	9@ 11	Ochre, yel Ber	13@ 15
P D Co	@ 1 00	Soda et Pot's Tart	28@ 30	Putty, commer'l	21@ 23
Picis Liq N N 1/2	@ 2 00	Soda, Carb	11@ 12	Putty, strictly pr	21@ 23
gal doz	@ 2 00	Soda, Bi-Carb	3@ 5	Vermilion, Prime	@ 15
Picis Liq qts	@ 1 00	Soda, Sulphas	@ 2 60	American	13@ 15
Picis Liq, pints	@ 60	Spts, Cologne	@ 50	Vermilion, Eng	75@ 80
Pil Hydrarg po 80	@ 50	Spts, Ether Co	50@ 55	Green, Paris	14@ 18
Piper Nigra po 22	@ 18	Spts, Myrcia Dom	@ 2 00	Green, Peninsultr	13@ 16
Piper Alba po 35	@ 30	Spts, Vini Rect bbl	@ 7	Lead, red	63@ 7
Pix Burgun	@ 7	Spts, Vini Rect 1/2 b	@ 7	Lead, white	63@ 7
Plumbi Acet	12@ 15	Spts, Vini R't 10 gl	@ 7	Whiting, white S'n	@ 90
Pulvis Ip'e et Opil	30@1 50	Spts, Vini R't 5 gal	@ 7	Whiting, Gilders'	@ 95
Pyrethrum, bxs H	1 00	Strychnia, Crystal	90@1 15	White, Paris Am'r	@ 1 25
& P D Co. doz	@ 75	Sulphur Subl	23@ 4	Whit'g Paris Eng	@ 1 40
Pyrethrum, pv	20@ 25	Sulphur, Roll	21@ 31/2	Universal Prep'd	10@1 20
Quassia	8@ 10	Tamarinds	3@ 10	Varnishes	
Quinia, S P & W	25@ 35	Terebenth Venice	28@ 30	No 1 Turp Coach	1 10@1 20
Quinia, S Ger	25@ 35	Theobromae	45@ 50	Extra Turp	1 60@1 70
Quinia, N. Y.	25@ 35	Vanilla	9 00@9	Coach Body	2 75@3 00
Rubia Tinctorum	12@ 14	Zinci Sulph	7@ 8	No 1 Turp Furni	00@1 10
Saccharum La's	22@ 25	Oils		Extra T Damar	1 55@1 60
Salacin	4 50@4 75	Whale, winter	bbl gal 70@ 70	Jap Dryer No 1 T	70@
Sanguis Drac's	40@ 50				
Sapo, W	12@ 14				

# Freezable Goods

Now is the time to stock

Mineral Waters  
Liquid Foods  
Malt Extracts  
Butter Colors  
Toilet Waters  
Hair Preparations  
Inks, Etc.

**Hazeltine & Perkins**  
**Drug Co.**  
Grand Rapids, Mich.

## GROCERY PRICE CURRENT

These quotations are carefully corrected weekly, within six hours of mailing, and are intended to be correct at time of going to press. Prices, however, are liable to change at any time, and country merchants will have their orders filled at market prices at date of purchase.

## ADVANCED

## DECLINED

## Index to Markets

## By Columns

Col	
A	Axle Grease
B	Bath Brick
B	Brooms
B	Brushes
B	Butter Color
C	Confections
C	Candles
C	Canned Goods
C	Carbon Oils
C	Catsup
C	Cheese
C	Chewing Gum
C	Chicory
C	Chocolate
C	Clothes Lines
C	Cocoa
C	Cocanut
C	Cocoa Shells
C	Coffee
C	Crackers
D	Dried Fruits
F	Farinaceous Goods
F	Fish and Oysters
F	Fishing Tackle
F	Flavoring Extracts
F	Fly Paper
F	Fresh Meats
F	Fruits
G	Gelatine
G	Grain Bags
G	Grains and Flour
H	Herbs
H	Hides and Pelts
I	Indigo
J	Jelly
L	Licorice
L	Lye
M	Meat Extracts
M	Molasses
M	Mustard
N	Nuts
O	Nives
P	Pipes
P	Pickles
P	Playing Cards
P	Potash
P	Provisions
R	Rice
S	Salad Dressing
S	Saleratus
S	Salt Soda
S	Salt
S	Salt Fish
S	Seeds
S	Shoe Blacking
S	Snuff
S	Soap
S	Soda
S	Soused
S	Spices
S	Starch
S	Sugar
S	Syrups
T	Tea
T	Tobacco
T	Twine
V	Vinegar
W	Washing Powder
W	Wicking
W	Woodenware
W	Wrapping Paper
Y	Yeast cake

## 1

## AXLE GREASE

Aurora	55	6 00
Castor Oil	55	
Diamond	50	4 25
Fraser's	75	9 00
IXL Golden	75	9 00
BAKED BEANS		
Columbia Brand		
1 lb. can per doz.	90	
2 lb. can per doz.	1 40	
3 lb. can per doz.	1 80	
BATH BRICK		
American	75	
English	85	
BROOMS		
No. 1 Carpet	3 75	
No. 2 Carpet	2 35	
No. 3 Carpet	2 15	
No. 4 Carpet	1 75	
Parlor Gem	2 40	
Common Whisk	85	
Fancy Whisk	1 20	
Warehouse	3 00	
BRUSHES		
Scrub		
Solid Back, 8 in.	75	
Solid Back, 11 in.	95	
Pointed Ends	85	
Stove		
No. 3	75	
No. 2	1 10	
No. 1	1 75	
Shoe		
No. 8	1 00	
No. 7	1 30	
No. 4	1 70	
No. 3	1 90	
BUTTER COLOR		
W. R. & Co.'s, 15c size	1 25	
W. R. & Co.'s, 25c size	2 00	
CANDLES		
Electric Light, 8s	9 1/2	
Electric Light, 16s	10	
Paraffine, 6s	9 1/2	
Paraffine, 12s	23	
Wicking	23	
CANNED GOODS		
Apples		
3 lb. Standards	75@80	
Gals. Standards	1 90@2 00	
Blackberries		
Standards	85	
Beans		
Baked	80@1 30	
Red Kidney	85@93	
String	70@1 15	
Wax	75@1 25	
Blueberries		
Standard	@ 1 40	
Gallon	@ 5 75	
Brook Trout		
2 lb. cans, Spiced	1 90	
Clams		
Little Neck, 1 lb.	1 00@1 25	
Little Neck, 2 lb.	1 50	
Clam Bouillon		
Burnham's, 1/2 pt.	1 92	
Burnham's, pts	3 60	
Burnham's, qts	7 20	
Cherries		
Red Standards	1 30@1 50	
White	1 50	
Corn		
Fair	85@90	
Good	1 00	
Fancy	1 25	
French Peas		
Sur Extra Fine	22	
Extra Fine	19	
Fine	15	
Moyen	11	
Gooseberries		
Standard	90	
Hominy		
Standard	85	
Lobster		
Star, 1/2 lb.	2 15	
Star, 1 lb.	3 75	
Picnic Tails	2 60	
Mackerel		
Mustard, 1 lb.	1 80	
Mustard, 2 lb.	2 80	
Soused, 1 lb.	1 80	
Soused, 2 lb.	2 80	
Tomato, 1 lb.	1 80	
Tomato, 2 lb.	2 80	
Mushrooms		
Hotels	15@20	
Buttons	22@25	
Oysters		
Cove, 1 lb.	@ 90	
Cove, 2 lb.	@ 1 00	
Cove, 1 lb. Oval	1 00	
Peaches		
Pie	1 10@1 15	
Yellow	1 65@2 00	
Pears		
Standard	1 00@1 35	
Fancy	@ 2 00	
Peas		
Marrowfat	90@1 00	
Mary June	90@1 60	
Mary June Sifted	1 65	

## 2

## Plums

Plums	85
Pineapple	
Grated	1 25@2 75
Sliced	1 35@2 55
Pumpkin	
Fair	70
Good	80
Dunham's	1 00
Gallon	@ 2 00
Raspberries	
Standard	@
Russian Caviar	
1/4 lb. cans	3 75
1/2 lb. cans	7 00
1 lb. can	12 00
Salmon	
Col'a River, tails	@ 75
Col'a River, flats	1 85@1 90
Red Alaska	1 45
Pink Alaska	@ 95
Sardines	
Domestic, 1/4s	3 1/2@3 6
Domestic, 1/2s	5
Domestic, Must'd	6@9
California, 1/4s	11@14
California, 1/2s	17@24
French, 1/4s	7@14
French, 1/2s	18@25
Shrimps	
Standard	1 20@1 40
Succotash	
Fair	95
Good	1 10
Fancy	1 25@1 40
Strawberries	
Standard	1 10
Fancy	1 40
Tomatoes	
Fair	@ 80
Good	@ 85
Fancy	@ 90
Gallons	@ 2 50
CARBON OILS	
Barrels	
Perfection	@ 12 1/2
Water White	@ 12
D. S. Gasoline	@ 14
Deodor'd Nap'a	@ 12 1/2
Cylinder	29 @ 34
Engine	16 @ 22
Black, winter	9 @ 10 1/2
CATSUP	
Columbia, 25 pts	4 50
Columbia, 25 1/2 pts	2 60
Snider's quarts	3 25
Snider's pints	2 25
Snider's 1/2 pints	1 30
CHEESE	
Ace	@ 13
Carson City	@ 12 1/2
Peerless	@ 13 1/2
Elsie	@ 14 1/2
Emblem	@
Gem	@ 14
Ideal	@ 13
Jersey	@ 13
Riverside	@ 13 1/2
Warner's	@ 13
Briek	@ 14
Edam	@ 90
Leiden	@ 15
Limburger	@ 13
Pineapple	40 @ 60
Swiss, domestic	@ 13
Swiss, imported	@ 20
CHEWING GUM	
American Flag Spruce	55
Beeman's Pepsin	60
Black Jack	55
Largest Gum Made	60
Sen Sen	55
Sen Sen Breath Per'e	1 00
Sugar Loaf	55
Yucatan	55
CHICORY	
Bulk	5
Red	5
Eagle	4
Frank's	7
Schener's	6
CHOCOLATE	
Walter Baker & Co.'s	23
German Sweet	31
Premium Sweet	31
Vanilla	35
Cracas	28
Eagle	28
CLOTHES LINES	
Sisal	
60 ft. 3 thread, extra	1 00
72 ft. 3 thread, extra	1 40
90 ft. 3 thread, extra	1 70
60 ft. 6 thread, extra	1 29
72 ft. 6 thread, extra	1 50
Jute	
60 ft.	75
72 ft.	90
90 ft.	1 05
120 ft.	1 50
Cotton Victor	
50 ft.	1 10
60 ft.	1 35
70 ft.	1 60

## 3

Cotton Windsor	
50 ft.	1 30
60 ft.	1 44
70 ft.	1 80
80 ft.	2 00
Cotton Braided	
40 ft.	95
50 ft.	1 35
60 ft.	1 65
Galvanized Wire	
No. 20, each 100 ft long	1 90
No. 19, each 100 ft long	2 10
COCOA	
Baker's	38
Cleveland	42
Colonial, 1/4s	23
Colonial, 1/2s	23
Edpe	42
Huyler	45
Van Houten, 1/4s	13
Van Houten, 1/2s	20
Van Houten, 1s	40
Webb	71
Wilbur, 1/4s	41
Wilbur, 1/2s	42
COCOANUT	
Dunham's	26
Dunham's 1/4s & 1/2s	26 1/2
Dunham's 1/2s	27
Dunham's 1/4s	28
Bulk	13
COCOA SHELLS	
20 lb. bags	2 1/2
Less quantity	3
Pound packages	4
COFFEE	
Rio	
Common	11 1/2
Fair	13
Choice	15
Fancy	18
Santos	
Common	12
Fair	13 1/2
Choice	15
Fancy	18
Peaberry	18
Maracalbo	
Fair	15
Choice	18
Mexican	
Choice	16 1/2
Fancy	19
Guatemala	
Choice	15
Java	
African	12
Fancy African	17
O. G.	25
P. G.	31
Arabian	
Package	21
New York Basis	
Arbuckle	13 50
Dilworth	13 00
Jersey	13 50
Lion	13 50
McLaughlin's XXXX	
McLaughlin's XXXX sold to retailers only. Mail all orders direct to W. F. McLaughlin & Co., Chicago.	
Extract	
Holland, 1/2 gro boxes	95
Felix, 1/2 gross	1 15
Hummel's foll. 1/2 gro.	85
Hummel's tin, 1/2 gro.	1 43
CRACKERS	
National Biscuit Company's Brands	
Butter	
Seymour Butters	6
N Y Butters	6
Salted Butters	6
Family Butters	6
Soda	
N B C Sodas	6
Select	8
Saratoga Flakes	13
Oyster	
Round Oysters	6
Square Oysters	6
Faust	7 1/2
Argo	7
Extra Farina	7 1/2
Sweet Goods	
Animals	10
Assorted Cake	10
Bagley Gems	8
Belle Rose	8
Bent's Water	16
Butter Thin	13
Chocolate Drops	16
Coco Bar	10
Cococanut Taffy	12
Cinnamon Bar	9
Coffee Cake, N. B. C.	10
Coffee Cake, Iced	10
Cococanut Macaroons	18
Cracknels	16
Currant Fruit	10
Chocolate Dainty	16
Cartwheels	9
Dixie Cookie	8
Fluted Cococanut	10
Frosted Creams	8
Ginger Gems	16
Ginger Snaps, N. B. C.	10
Grandma Sandwich	10
Graham Crackers	8
Honey Fingers, Iced	12
Honey Jumbles	12
Iced Happy Family	11
Iced Honey Crumpet	10
Imperial	8
Indiana Belle	8
Jersey Lunch	12
Lady Fingers	12
Lady Fingers, hand md	25

## 4

Lemon Biscuit Square.....	8
Lemon Wafer.....	14
Lemon Snaps.....	13
Lemon Gems.....	19
Lem Yen.....	10
Marshmallow.....	16
Marshmallow Cream.....	16
Marshmallow wanut.....	16
Mary Ann.....	8
Malaga.....	10
Mich Coco F'd honey.....	12
Milk Biscuit.....	8
Mich Frosted Honey.....	12
Mixed Picnic.....	11 1/2
Molasses Cakes, Scl'd.....	8
Moss Jelly Bar.....	12
Muskegon Branch, Iced.....	10
Newton.....	12
Oatmeal Crackers.....	8
Orange Slice.....	16
Orange Gem.....	10
Penny Assorted Cakes.....	7
Pilot Bread.....	15
Pineapple Honey.....	15
Ping Pong.....	9
Pretzels, hand made.....	8
Pretzelettes, hand m'd.....	8
Pretzelettes, mch. m'd.....	7
Revere.....	14
Rube Sears.....	8
Scotch Cookies.....	10
Snowdrops.....	16
Spiced Sugar Tops.....	8
Sugar Cakes, scalloped.....	8
Sugar Squares.....	15
Sultanas.....	15
Spiced Gingers.....	8
Urchins.....	10
Vienna Crimp.....	8
Vanilla Wafer.....	16
Waverly.....	9
Zanzibar.....	9
CREAM TARTAR	
Barrels or drums.....	29
Boxes.....	30
Square.....	32
Fancy caddies.....	35
DRIED FRUITS	
Apples	
Sundried.....	@
Evaporated.....	5 1/2 @
California Prunes	
100-125 25 lb. boxes.....	2 3/4 @
90-100 25 lb. bxs.....	2 1/4 @
80-90 25 lb. bxs.....	2 1/4 @
70-80 25 lb. bxs.....	2 1/4 @
60-70 25 lb. boxes.....	2 1/4 @
50-60 25 lb. bxs.....	2 1/4 @
40-50 25 lb. bxs.....	2 1/4 @
30-40 25 lb. bxs.....	2 1/4 @
1/4 c less in bu. cases.....	
Corsican.....	@ 15
Citron	
Currants	
Imp'd. 1 lb. pkg.....	@ 7 1/2
Imported bulk.....	6 @ 7 1/2
Peel	
Lemon American.....	12
Orange American.....	12
Raisins	
London Layers 3 cr.....	1 9/16
London Layers 3 cr.....	1 9/16
Cluster 4 crown.....	2 6/16
Loose Muscatels, 2 cr.....	5 1/2
Loose Muscatels, 3 cr.....	5 1/2
Loose Muscatels, 4 cr.....	5 1/2
L. M. Seeded, 1 lb. 6 1/2 @ 7 1/2	
L. M. Seeded, 1/2 lb 5 @ 7 1/2	
Sultanas, bulk.....	8
Sultanas, package.....	8 1/2
FARINACEOUS GOODS	
Beans	
Dried Lima.....	5
Med. Hd. Pk'd.....	2 00 @ 2 1/2
Brown Holland.....	2 50
Farina	
24 1 lb. packages.....	1 75
Bulk, per 100 lbs.....	3 00
Hominy	
Flake, 50 lb. sack.....	1 00
Pearl, 200 lb. sack.....	4 00
Pearl, 100 lb. sack.....	2 00
Maccaroni and Vermicelli.....	
Domestic, 10 lb. box.....	6 00
Imported, 25 lb. box.....	2 50
Pearl Barley	
Common.....	2 60
Chester.....	2 75
Empire.....	3 50
Peas	
Green, Wisconsin, bu.....	1 25
Green, Scotch, bu.....	1 35
Split, lb.....	
Rolled Oats	
Rolled Avena, bbls.....	4 25
Steel Cut, 100 lb. sacks.....	2 00
Monarch, bbl.....	4 00
Monarch, 10 lb. sacks.....	1 90
Quaker, cases.....	3 10
Sago	
East India.....	3 1/2
German, sacks.....	3 1/2
German, broken pkg.....	4 1/2
Tapioca	
Flake, 110 lb. sacks.....	4 1/2
Pearl, 130 lb. sacks.....	4 1/2
Pearl, 24 lb. pkgs.....	6
Wheat	
Cracked, bulk.....	3 1/2
24 2 lb. packages.....	2 60
FISHING TACKLE	
1/2 to 1 in.....	1 1/2
1 1/4 to 2 in.....	1 1/2
1 1/2 to 2 in.....	1 1/2
2 to 2 1/2 in.....	1 1/2
2 1/2 to 3 in.....	1 1/2
3 in.....	1 1/2



6

<b>LYE</b>	
Condensed, 2 dz	1 60
Condensed, 4 dz	3 00
<b>MEAT EXTRACTS</b>	
Armour's, 2 oz	4 41
Armour's, 4 oz	8 26
Liebig's, Chicago, 2 oz	2 16
Liebig's, Chicago, 4 oz	4 50
Liebig's, Imported, 2 oz	4 55
Liebig's, Imported, 4 oz	8 50

<b>MOLASSES</b>	
<b>New Orleans</b>	
Fancy Open Kettle	40
Choice	35
Fair	25
Good	22

<b>Half barrels 2c extra</b>	
<b>MINCE MEAT</b>	
Columbia, per case	2 75
<b>MUSTARD</b>	
Horse Radish, 1 dz	1 75
Horse Radish, 2 dz	3 50
Boyle's Celery, 1 dz	2 10

<b>OLIVES</b>	
Bulk, 1 gal kegs	1 00
Bulk, 3 gal kegs	95
Bulk, 5 gal kegs	90
Manzanilla, 7 oz	80
Queen, pints	2 35
Queen, 18 oz	4 50
Queen, 28 oz	7 00
Stuffed, 5 oz	7 90
Stuffed, 8 oz	1 45
Stuffed, 10 oz	2 30

<b>PIPES</b>	
Clay, No. 216	1 70
Clay, T. D., full count	85
Cob, No. 3	85

<b>PICKLES</b>	
<b>Medium</b>	
Barrels, 1,200 count	6 50
Half bbls., 600 count	3 75
<b>Small</b>	
Barrels, 2,400 count	8 00
Half bbls., 1,200 count	4 75

<b>PLAYING CARDS</b>	
No. 90, Steamboat	85
No. 15, Rival, assorted	20
No. 20, Rover enameled	60
No. 572, Special	1 75
No. 98, Golf, satin finish	2 00
No. 808, Bicycle	2 00
No. 632, Tourm't whist	25

<b>48 cans in case</b>	
Babbitt's	4 00
Penna Salt Co.'s	3 00

<b>PROVISIONS</b>	
<b>Barreled Pork</b>	
Mess	13 00
Back fat	15 00
Fat back	15 00
Short cut	14 00
Pig	18 00
Bean	12 50
Brisket	16 50
Clear Family	12 50

<b>Dry Salt Meats</b>	
Bellies	9
S P Bellies	9 3/4
Extra Shorts	9 3/4

<b>Smoked Meats</b>	
Hams, 12 lb. average	11
Hams, 14 lb. average	11
Hams, 16 lb. average	11
Hams, 20 lb. average	11
Skinned Hams	11 1/2
Ham, dried beef sets	13 1/2
Shoulders, (N. Y. cut)	11
Bacon, clear	11 @ 12
California Hams	12 1/2
Flattie Boiled Ham	12 1/2
Roasted Hams	17
Berlin Ham pr'd	8
Mince Ham	10

<b>Lard</b>	
Compound	6 1/4
Pure	8 1/4
50 lb. tubs, advance	7 1/2
50 lb. tubs, advance	7 1/2
50 lb. tubs, advance	7 1/2
50 lb. tubs, advance	7 1/2
50 lb. tubs, advance	7 1/2
50 lb. tubs, advance	7 1/2
50 lb. tubs, advance	7 1/2

<b>Sausages</b>	
Bologna	5 1/2
Liver	6 1/2
Frankfort	7 1/2
Pork	8
Veal	8
Tongue	9 1/2
Headcheese	6 1/2

<b>Beef</b>	
Extra Mess	10 00
Boneless	11 00
Rump, new	11 00

<b>Pig's Feet</b>	
1/2 bbls.	1 10
1/2 bbls., 40 lbs.	1 80
1/2 bbls.	3 75
1 bbls.	7 75

<b>Tripe</b>	
Kits 15 lbs	7 1/2
1/2 bbls., 40 lbs.	1 65
1/2 bbls., 80 lbs.	3 00

<b>Casings</b>	
Hogs, per lb.	26
Beef rounds, set	15
Beef middles, set	45
Sheep, per bundle	70

<b>Uncolored Butterine</b>	
Solid, dairy	10 @ 10
Rolls, dairy	10 1/2 @ 11 1/2

<b>Canned Meats</b>	
Corned beef, 2	2 50
Corned beef, 14	17 50
Roast beef, 2 @	2 50
Potted ham, 1/4s	45
Potted ham, 1/4s	45
Deviled ham, 1/4s	45
Deviled ham, 1/4s	45
Potted tongue, 1/4s	45
Potted tongue, 1/4s	45

<b>Central City Soap Co.</b>	
Jaxon	2 85
Boro Naptha	4 00
<b>Johnson Soap Co.</b>	
Silver King	3 65
Calumet Family	2 75
Scotch Family	2 85
Cuba	2 35

<b>J. S. Kirk &amp; Co.</b>	
American Family	4 05
Dusky Diamond	50 80z. 3 80
Dusky D'nd., 100 60z.	3 80
Jap Rose	3 75
Savon Imperial	3 10
White Russian	3 10
Dome, oval bars	2 85
Satinet, oval	2 15
Snowberry	4 00

7

<b>RICE</b>	
Screenings	@ 2 1/4
Fair Japan	@ 3 1/4
Choice Japan	@ 4
Imported Japan	@ 4 1/4
Fair Louisiana hd.	@ 3 1/4
Choice La. hd.	@ 4 1/4
Fancy La. hd.	@ 5 1/4
Prime at fancy	@ 6 1/4

<b>SALAD DRESSING</b>	
Columbia, 1/2 pint	2 25
Columbia, 1 pint	4 00
Durkee's, large, 1 doz.	4 50
Durkee's, small, 2 doz.	5 25
Snider's, large, 1 doz.	2 35
Snider's, small, 2 doz.	1 35

<b>SALERATUS</b>	
Packed 50 lbs. in box	3 15
Arm and Hammer	3 15
Dewitt's	3 00
Dwight's Cow	3 15
Emblem	2 10
L. P.	3 00
Wyandotte, 100 3/4s	3 00

<b>SAL SODA</b>	
Granulated, bbls	85
Granulated, 100 lb cases	1 00
Lump, bbls.	75
Lump, 145 lb. kegs	95

<b>SALT</b>	
<b>Common Grades</b>	
100 3 lb. sacks	1 95
60 5 lb. sacks	1 85
28 10 1/2 sacks	1 75
56 lb. sacks	30
28 lb. sacks	15

<b>Warsaw</b>	
56 lb. dairy in drill bags	40
28 lb. dairy in drill bags	20

<b>Solar Rock</b>	
56 lb. sacks	22

<b>Common</b>	
Granulated, fine	80
Medium fine	85

<b>SALT FISH</b>	
<b>Cod</b>	
Large Whole	@ 6 1/2
Small Whole	@ 6
Strips or bricks	7 1/2 @ 10
Pollock	@ 3 1/2

<b>Hallibut</b>	
Strips	14 1/2
Chunks	15

<b>Herring</b>	
Holland	25 @ 9 25
White Hoop, 1/2 bbls	25 @ 5 00
White Hoop, keg	57 @ 70
White Hoop mchs	@ 75
Norwegian	3 60
Round, 100 lbs	3 60
Round, 40 lbs	2 00
Scaled	18

<b>Trout</b>	
No. 1, 100 lbs.	7 50
No. 1, 40 lbs.	3 25
No. 1, 10 lbs.	90
No. 1, 8 lbs.	75

<b>Mackerel</b>	
Mess, 100 lbs.	13 00
Mess, 40 lbs.	5 70
Mess, 10 lbs.	1 60
Mess, 8 lbs.	1 34
No. 1, 100 lbs.	11 50
No. 1, 40 lbs.	5 10
No. 1, 10 lbs.	1 50
No. 1, 8 lbs.	1 25

<b>Whitefish</b>	
No. 1, No. 2 Fam	3 50
100 lbs.	4 50
50 lbs.	2 10
10 lbs.	1 00
8 lbs.	82

<b>SEEDS</b>	
Anise	15
Canary, Smyrna	7 1/2
Caraway	8
Cardamon, Malabar	1 00
Celery	10
Hemp, Russian	4
Mixed Bird	4
Mustard, white	8
Poppy	8
Rape	4 1/2
Cuttle Bone	25

<b>SHOE BLACKING</b>	
Handy Box, large, 3 dz	2 50
Handy Box, small	1 25
Bixby's Royal Polish	85
Miller's Crown Polish	85

<b>SNUFF</b>	
Scotch, in bladders	27
Macanby 15 lbs	85

<b>SOAP</b>	
<b>Central City Soap Co.</b>	
Jaxon	2 85
Boro Naptha	4 00
<b>Johnson Soap Co.</b>	
Silver King	3 65
Calumet Family	2 75
Scotch Family	2 85
Cuba	2 35

<b>J. S. Kirk &amp; Co.</b>	
American Family	4 05
Dusky Diamond	50 80z. 3 80
Dusky D'nd., 100 60z.	3 80
Jap Rose	3 75
Savon Imperial	3 10
White Russian	3 10
Dome, oval bars	2 85
Satinet, oval	2 15
Snowberry	4 00

<b>Young Hyson</b>	
Choice	30
Fancy	36

<b>Oolong</b>	
Formosa, fancy	42
Amoy, medium	25
Amoy, choice	32

8

<b>Lautz Bros. &amp; Co.</b>	
Big Acme	4 00
Acme, 100-3 lb. bars	2 85
Big Master	4 00
Snow Boy P'dr. 100 pk.	4 00
Marselles	4 00

<b>Procter &amp; Gamble Co.</b>	
Lenox	2 85
Ivory, 6 oz	4 00
Ivory, 10 oz	6 75
Star	3 10

<b>A. B. Whiskey</b>	
Good Cheer	4 00
Old Country	3 40

<b>Soap Powders</b>	
Central City Soap Co.	4 00
Jackson, 16 oz	2 40
Gold Dust, 24 large	4 50
Gold Dust, 100-5c	4 00
Karkine, 24 4lb.	3 90
Pearline	3 75
Soapine	4 10
Babbitt's 1776	3 75
Roseine	3 50
Armour's	3 70
Wisdom	3 80

<b>Soap Compounds</b>	
Nine-O-Clock	3 35
Kub-No-More	3 75

<b>Scouring</b>	
Enoch Morgan's Sons	9 00
Sapolo, gross lots	9 00
Sapolo, half gross lots	4 50
Sapolo, single boxes	2 25
Sapolo, hand	2 25
Scourine Manufacturing Co.	1 80
Scourine, 50 cakes	1 80
Scourine, 100 cakes	3 50

<b>SODA</b>	
Boxes	5 1/2
Kegs, English	4 1/2

<b>SOUPS</b>	
Columbia	3 00
Red Letter	90

<b>SPICES</b>	
<b>Whole Spices</b>	
Allspice	12
Cassia, China in mats	12
Cassia, Canton	16
Cassia, Batavia, bund.	28
Cassia, Saigon, broken	40
Cloves, Saigon, in rolls	55
Cloves, Amboyna	20
Cloves, Zanzibar	25
Mace	55
Nutmegs, 75-80	45
Nutmegs, 105-10	35
Nutmegs, 115-20	30
Pepper, Singapore, blk.	15
Pepper, Singp. white	25
Pepper, shot	17

<b>Pure Ground in Bulk</b>	
Allspice	16
Cassia, Batavia	28
Cassia, Saigon	48
Cloves, Zanzibar	23
Cloves, African	18
Ginger, Cochiri	18
Ginger, Jamaica	25
Mace	65
Mustard	18
Pepper, Singapore, blk.	17
Pepper, Singp. white	28
Pepper, Cayenne	20
Sage	20

<b>STARCH</b>	
<b>Common Gloss</b>	
1 lb. packages	4 @ 5
3 lb. packages	4 1/2
6 lb. packages	5 1/2
40 and 50 lb. boxes	3 @ 3 1/2
Barrels	@ 3

<b>Common Corn</b>	
20 lb. packages	5
40 lb. packages	4 1/2 @ 7

<b>SYRUPS</b>	
<b>Corn</b>	
Barrels	22
Half Barrels	24
10 lb cans 1/2 oz in case	1 55
10 lb cans 1/2 oz in case	1 55
5 lb cans 2 1/2 oz in case	1 60
2 1/2 lb cans 2 1/2 oz in case	1 70

<b>Pure Cane</b>	
Fair	16
Good	20
Choice	25

<b>TEA</b>	
<b>Japan</b>	
Sundried, medium	24
Sundried, choice	32
Sundried, fancy	36
Regular, medium	24
Regular, choice	32
Regular, fancy	36
Basket-fired, medium	31
Basket-fired, choice	38
Basket-fired, fancy	43
Siftings	22 @ 24
Fannings	12 @ 14

<b>Gunpowder</b>
------------------

## SPECIAL PRICE CURRENT

## AXLE GREASE



Mica, tin boxes .75 9 00  
Paragon .55 6 00

## BAKING POWDER

**JAXON**

1/4 lb. cans, 4 doz. case 45  
1/2 lb. cans, 4 doz. case 55  
1 lb. cans, 2 doz. case 60



## Royal

10c size. 90  
1/4 lb. cans 135  
6 oz. cans 190  
1/2 lb. cans 250  
1 lb. cans 275  
1 lb. cans 480  
5 lb. cans 2150

## BLUING

Arctic 4 oz. ovals, p. gro 4 00  
Arctic 8 oz. ovals, p. gro 6 00  
Arctic 16 oz. r'd, p. gro 9 00

## BREAKFAST FOOD

Walsh-DeRoo So.'s Brands



Sunlight Flakes  
Per case . . . . . \$4 00  
Wheat Grits  
Cases, 24 2 lb. pack's. \$2 00

## CIGARS



G. J. Johnson Cigar Co.'s  
Less than 500. . . . . \$3 00  
500 or more. . . . . \$2 00  
1,000 or more. . . . . \$1 00

## COCOANUT

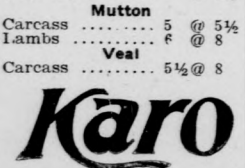
Baker's Brazil Shredded



70 1/4 lb. pkg. per case. 2 60  
35 1/2 lb. pkg. per case. 2 60  
35 1/4 lb. pkg. per case. 2 60  
16 1/2 lb. pkg. per case. 2 60

## FRESH MEATS

**Beef**  
Carcass. . . . . 4 @ 7 1/2  
Forequarters. . . . . 4 @ 5 1/2  
Hindquarters. . . . . 5 @ 8  
Loins. . . . . 7 1/2 @ 12  
Ribs. . . . . 7 @ 10  
Rounds. . . . . 5 1/2 @ 6 1/2  
Chucks. . . . . 4 @ 4 1/2  
Plates. . . . . 4 @ 3 1/2  
**Pork**  
Dressed. . . . . 5 1/2 @ 5 1/2  
Loins. . . . . 4 @ 9 1/2  
Boston Butts. . . . . 4 @ 8 1/2  
Shoulders. . . . . 4 @ 7 1/2  
Leaf Lard. . . . . 4 @ 7 1/2  
**Mutton**  
Carcass. . . . . 5 @ 5 1/2  
Lamb. . . . . 6 @ 8  
**Veal**  
Carcass. . . . . 5 1/2 @ 8



## CORN SYRUP

24 10c cans. . . . . 1 34  
12 25c cans. . . . . 2 30  
4 50c cans. . . . . 3 20

## 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-  
inaw; Meisel & Gieschel  
Bay City; Godsmark, Du-  
rand & Co., Battle Creek  
Fielbach Co., Toledo.



## CONDENSED MILK

4 doz. in case  
Gail Borden Eagle. . . . . 6 40  
Crown . . . . . 5 90  
Champion . . . . . 4 52  
Daisy . . . . . 4 70  
Magnolia . . . . . 4 00  
Challenge . . . . . 4 40  
Dime . . . . . 3 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 measure . . . . . .90  
1/2 bu. measure. . . . . 1.80  
12 1/2 lb. sack Cal meal. . . . . 39  
25 lb. sack Cal meal. . . . . 75  
W. O. B. Plainwal. Mich.

## SOAP

Peaver Soap Co.'s Brands



100 cakes, large size. . . . . 6 50  
50 cakes, large size. . . . . 3 25  
100 cakes, small size. . . . . 3 85  
50 cakes, small size. . . . . 1 95

## Tradesman Co.'s Brand



Black Hawk, one box. 2 50  
Black Hawk, five bxs. 2 40  
Black Hawk, ten bxs. 2 25

## TABLE SAUCES

Halford, large . . . . . 3 75  
Halford, small . . . . . 2 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

## Last Call

— If it's this year's  
Holiday Profits you want

Already the experienced eye notes  
here and there the signs that Holi-  
day trade this year will be large  
and begin early.

Holiday time is the year's one  
period of profits big and easy to  
get, if you're really ready when  
the rush begins.

Getting ready right takes time.  
The 1904 period of easy busine:s  
ends in 40 days.

The longer you postpone buying  
the more likely you are to be  
disappointed.

Small lines of Holiday goods have  
begun to break. Large lines will  
show gaps before the end of  
November.

Even our line, vast as it is, must  
break before the terrific buying  
onslaughts now being made upon  
it.

Of course we dare to carry the  
largest stock complete long after  
the drummer's season is over be-  
cause we sell by catalogue only.  
But—buy now and be surely safe.

Our current catalogue lays before  
you every new or old thing that  
sells and at the lowest net prices.

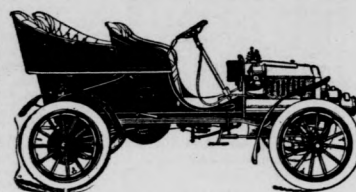
For merchants only, and free to  
all who mention Catalogue No.  
J520.

## Butler Brothers

Who'salers of Everything  
By Catalogue only

New York Chicago St. Louis

## 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 de-  
livery wagon, \$850.

## Adams &amp; Hart

12 and 14 W. Bridge St., Grand Rapids, Mich.

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



We get cash  
out of  
your goods

Cost out of "un-  
desirables" and  
a profit out of  
better goods, by  
our

## NEW IDEA SALE

C. C. O'NEILL & CO.

270-272-274-276 Wabash Ave.

CHICAGO.

"Oldest and most reliable in the line."

## Make Your Own Gas

From Gasoline

one quart lasts 18 hours giving  
100 candle power light in our  
BRILLIANT Gas Lamps

Anyone can use them. Are bet-  
ter than kerosene, electricity or  
gas and can be run for  
less than half the ex-  
pense. 15 cents a  
month is the average  
cost. Write for our M.  
T. Catalogue. Every  
lamp guaranteed.

Brilliant Gas Lamp Co.

42 State St., Chicago, Ill.



100 Candle Power



# 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.

**Will Sell**—A good flouring mill and business in live town, fine location, 18 miles to nearest mill, Northern Indiana. Now making \$100 per month. Can be easily doubled. Price right. Might exchange for up-to-date stock merchandise or good farm. A. W. Howe, Dansville, Mich. 13

**Groceries**—A No. 1 clean stock. Good cash business. Best town in the State. Owner wishes to change business. Address Lock Box 24, Hart, Mich. 11

**For Sale**—Stock of dry goods, fixtures, lease. Best location in Dayton, Ohio, or will sell lease and fixtures without stock. Location suitable for any kind of business. Atlas Dry Goods Co., Dayton, Ohio. 14

**Wanted**—Experienced laundryman with \$2,000 cash to take half interest in steam laundry and manage the same. Address Snow Flake Laundry, Lebanon, Ohio. 16

**Offer For Sale**—The well-known Dibble House property of Flint, Mich. Owned and operated by the present owners for over twenty years. This hotel has been remodeled and kept up-to-date; is doing business at full capacity of the house. It is situated on a corner lot and paved streets, being centrally located one block from opera house, two blocks from city hall and two blocks from postoffice. Hotel is a three-story brick of fine construction; it has 35 rooms and a seating capacity in the dining room of 120. Would consider part exchange for other property. Address C. B. Dibble, Proprietor, Flint, Mich. 15

**Farm of 80 or 120 acres in Shiawassee Co., Mich.** Will trade for stock. Address No. 20, care Michigan Tradesman. 20

**For Sale**—Furniture store and new home—net profits \$100 to \$150 per month. Part time given if desired. Located in small manufacturing town—Central Michigan. No competition. Address for particulars, 426 W. 7th, Traverse City, Mich. 19

**For Sale**—A good clean stock of hardware with tin shop in connection in a town of 1,500 population. Good surrounding farming country. A bargain for the right man. Address A. K. 7, Michigan Tradesman, Grand Rapids, Mich. 17

**For Sale**—\$4,500 stock of groceries and meats. Illinois town of 8,000. Doing profitable business of \$45,000 a year. Good location. Address No. 998, care Michigan Tradesman. 998

**Wanted**—To buy clean stock general merchandise. Give full particulars. Address No. 999, care Michigan Tradesman. 999

**For Sale**—New York Racket Store. One of the best businesses in Saginaw, of its size. Reason for selling, poor health. 810 Genesee St., Saginaw, Mich. 1

**For Rent**—The best located store in a good Upper Peninsula town. No grander chance for a hustling hardware or grocery man. Address No. 2, care Michigan Tradesman. 2

**For Sale**—Shoe store, all new goods. Location the best. Write or see John Gysie, Columbus, Indiana. 976

**Will pay cash for general or bazaar stock, with established trade in good town.** Address No. 977, Care Michigan Tradesman. 977

**For Rent**—In Battle Creek, large second floor store in best location, on main street, in city. Used for Credit Clothing business. Will be vacated shortly. A. E. Poulsen, Battle Creek, Mich. 986

**For Sale**—Clean and complete general stock inventorying about \$6,000, located at Silverwood. Old established business, enjoying a profitable and gradually increasing patronage. There is no better farming community in Michigan than this part of Tuscola county. This is an excellent opportunity for the right man, because I find it impossible to conduct two stores. I. S. Berman, Kingston, Mich. 997

**For Sale**—Good stock food business, good stock, a money maker. Address Box 312, Flint, Mich. 993

**Wanted**—\$2,500 to \$5,000 merchandise or cash. Will put right in a paying business. Twelve miles from competition. Address No. 996, care Michigan Tradesman. 996

**For Sale**—Good paying restaurant in town of 8,000 inhabitants. For particulars address Lock Box 84, Cadillac, Mich. 983

**For Sale**—A clean new stock of clothing, shoes and furnishings in a hustling town of 1,300. Two good factories and a prosperous farming country. Trade last year over \$15,000 cash. Stock will invoice about \$9,000. Ill health the cause of selling and must be sold quick. Cash deal. Address No. 161, care Michigan Tradesman. 961

**For Sale For Cash Only**—Stock of general merchandise with fixtures. Established ten years. Good country trade. Reason for selling, other business. Don't write unless you mean business. C. F. Hosmer, Mattawan, Mich. 959

**200 Ferrets For Sale**—Best stock. Write for price. Lewis DeKleine, Jamestown, Mich. 936

**For Sale**—Stock of hardware, paints and wall paper, invoicing \$1,500. Town 600 population, surrounded by best farming country in the State. Best of reasons for selling. Address No. 969, care Michigan Tradesman. 969

**For Sale**—Foundry and cider mill. Everything in running order. First class location. Harrison & Moran, Chelsea, Mich. 945

**For Sale**—Shoe stock, invoicing \$3,000. Splendid opening in good city. Best of reasons for selling. Address No. 955, care Michigan Tradesman. 955

**For Rent at Holland, Mich.**—Brick store 20x50 inside. Plate glass front; excellent location on main business street. No. 47 East 8th St. Has freight elevator; now occupied by 5 and 10c store. Possession given Nov. 1st. Address C. J. DeRo, Cor. Ottawa and Grand Sts., Lansing, Mich. 928

**A desirable party to invest from \$5,000 to \$20,000 in a business that nets 100 per cent; no chances, no competition.** Address Box 117, Ypsilanti, Mich. 929

**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

**We have some good farm lands for exchange on cash basis for stocks of general merchandise.** C. N. Sonnesyn & Co., Butterfield, Minn. 897

**Sell your real estate or business for cash.** I can get a buyer for you very promptly. My methods are distinctly different and a decided improvement over those of others. It makes no difference where your property is located, send me full description and lowest cash price and I will get cash for you. Write to-day. Established 1881. Bank references. Frank P. Cleveland, 1261 Adams Express Building, Chicago. 899

**For Sale**—A good clean drug business in one of the best towns of Michigan. Good reason for selling. Address No. 873, care Michigan Tradesman. 873

**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**—Farm implement business, established fifteen years. First-class location at Grand Rapids, Mich. Will sell or lease four-story and basement brick building. Stock will inventory about \$10,000. Good reason for selling. No trades desired. Address No. 67, care Michigan Tradesman. 67

**For Sale**—Good up-to-date stock of general merchandise; store building; well established business. Stock will inventory \$5,000. Located in hustling Northern Michigan town. Address No. 744, care Michigan Tradesman. 744

**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**—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

**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**—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**—A 25 horse-power steel horizontal boiler. A 12 horse-power engine with pipe fittings. A blacksmith forge with blower and tools. Shafting, pulleys, belting. All practically new. Original cost over \$1,200. Will sell for \$600. Address B-B Manufacturing Co., 50 Masonic Temple, Davenport, Iowa. 537

**For Sale**—20 shares of 1st preferred stock of Great Northern Portland Cement Co. stock for \$1,200. Address Lock Box 255, Grand Ledge, Mich. 835

## POSITIONS WANTED.

**Wanted**—Position as clerk in general or grocery store. Six years experience. Best of references. Address S. Hamilton, R. F. D. No. 2, Clare, Mich. 8

**Wanted**—Position as experienced salesman in general store or hardware. Would buy interest. Address No. 3, care Michigan Tradesman. 3

**Wanted**—Position in grocery or general store by experienced salesman. Address Box 71, Nashville, Mich. 987

**Wanted**—Position as salesman in retail hardware store. Have had ten years' experience. Address Box 367, Kalkaska, Mich. 466

## HELP WANTED.

**Wanted**—A first-class salesman to solicit orders from established trade. Side line or salary. Address Caledonia Chemical Co., Caledonia, N. Y. 18

**Wanted**—Agents to handle maple syrup as a side line. G. N. Kersten, Flint, Mich. 994

## AUCTIONEERS AND TRADERS

**Merchants**—Are you desirous of closing out your stock or having a reduction sale? We positively guarantee a profit on all reduction sales and 100 cents on the dollar above expenses on a closing out sale. We can furnish you with references from hundreds of merchants and the largest wholesale houses in the West. Write us to-day for further information. J. H. Hart & Co., 242 Market St., Chicago, Ill. 871

**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 us 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 Wabash Ave., Chicago. Reference, Dun's Mercantile Agency. 872

## MISCELLANEOUS.

**10 cents buys Williams' Price Computer;** it tells at a glance how many pounds and ounces to give for a certain sum of money up to one dollar; every grocer should have one. Address Allen Williams, Bloomfield, Ind. 964

**Wanted**—Everyone troubled with Asthma to send 15 cents for a sample bottle of Asthma Remedy. It has never failed to give relief. Address W. S. Widerfelt, Florence, Colorado. 963

**To Exchange**—80 acre farm 3½ miles southeast of Lowell, 60 acres improved, 5 acres timber and 10 acres orchard land, fair house and 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

Want Ads. continued on next page.

## Let Us Act as Your Factory

That is our business. We make nothing of our own for sale. You can make more money selling your product than trying to learn the manufacturing business. "Manufacturing is a Science." You can't afford to experiment. We will furnish exact cost of production. No more pay rolls to worry over. Our plan is unique. Try it. Address

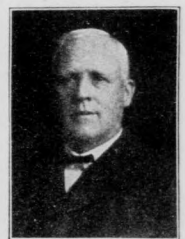
## MICHIGAN NOVELTY WORKS

Cor. Burdick and Rose, Kalamazoo, Mich.

## Modern Money Making Methods



J. S. TAYLOR



F. M. SMITH

## Absolutely Perfect Satisfaction Guaranteed

"Merchants" wishing to reduce or close out entirely their stocks, our up-to-date methods of advertising and selling are unequalled. We leave no "odds and ends," it costs you nothing to ascertain this fact; write us at once for particulars and dates. TAYLOR & SMITH, 53 River St., Chicago. "Bank references."

You should see our line of calendars and get our prices before placing your order. We are the calendar specialists of Michigan.

Tradesman Company  
Grand Rapids

### Movement to Abolish Coupon Schemes.

The following circular letter has been sent out to the wholesale grocery trade of the State by the Michigan Wholesale Grocers' Association:

Saginaw, Nov. 9.—Referring to the Cereta (Money Saving) check: Mr. Hess, representing the American Cereal Co., called on us yesterday and stated that his company was ready to throw out all coupon schemes if their competitors would do the same. He produced evidence to show that the following cereal companies were operating a coupon or check scheme that is practically the same as their Cereta check plan:

Great Western Cereal Co.

Malta-Vita Co.

H-O Company.

Illinois Cereal Co.

Each of these concerns ask the consumer to send in a certain number of checks, coupons or trade-marks and a certain amount of money for the purchase of the premiums which they offer.

While we believe that all coupon or gift schemes are detrimental to the best interests of legitimate merchandising, we are especially opposed to those carrying the necessity on the part of the consumer of sending in money with the coupons, as we believe that this tends to build up the catalogue or mail order method of trading to the injury of the local merchants.

Time and again it has been shown that the regular channel for the distribution of goods from the manufacturer through the jobber and retailer to the consumer, is the most economical and satisfactory, all things considered, but these clever writers for mail order houses, with attractive logic, are doing their best to convince the people to the contrary and these coupon schemes carrying the money remittance provision do exactly the same thing and their arguments are almost identical with those of the catalogue or mail order houses.

Now we believe:

1. That it is not fair to make an issue of this matter with the American Cereal Co. alone when other manufacturers in the same line are doing the same thing and have been for some time.

2. If we make a concerted effort we can bring about a discontinuance of the most objectionable part of these coupon plans, at least.

Mr. Hess of the American Cereal Co., stated for his company that they would be glad to co-operate with the jobbers and retailers for the purpose of modifying or discontinuing entirely the coupon schemes provided other manufacturers in their line would do the same. He said that his company would much prefer to entirely discontinue the use of all such schemes, but could not do so while their competitors employed them.

Please let us know your views on this subject and state whether or not you would be willing to co-operate as suggested. James S. Smart, Pres.

### Manufacturing Matters.

Hudson—Referee in Bankruptcy Davock has declared a dividend of 10

per cent. in the bankruptcy case of the Bean-Chamberlain Manufacturing Co.

McDonald—The McDonald Creamery Association has been organized with a capital stock of \$5,000, of which \$4,800 has been subscribed and paid in.

Detroit—The Home Soap Co. has been organized to manufacture soaps and perfumes. The capital stock is \$15,000, of which \$3,500 has been paid in in cash and \$2,000 in property.

Lansing—The Lansing Manufacturing Co. has been organized with a capital stock of \$50,000, of which \$40,000 has been paid in in property. A. A. Wilbur, A. L. Harlow and A. C. Davis hold all the capital stock.

Jackson—A petition to have the Her Ladyship Corset Co. adjudicated a bankrupt has been filed in the United States District Court at Detroit by Edwin T. Muir, of Detroit, and Frank A. Moore, of Chicago, who present alleged claims amounting to \$1,185 for services and commissions.

Manistique—The Chicago Lumbering Co. has finished the construction of two lumber camps in the Upper Peninsula. They are situated in pine forests which have never been touched by the lumberman's hand. There is enough timber on the land to give employment to about 100 men for four or five years.

Bay City—The Kern Manufacturing Co. has been cutting timber all summer for the Ward estate, the logs coming here by rail. The output will approximate 18,000,000 feet for the year. The lumber cut by this firm is piled in the yard and is mostly handled in the yard trade. One cargo of about 700,000 feet was shipped last week to Tonawanda by boat, the rest of the output for the year being moved by rail in car lots.

Ionia—The Ionia Electric Light Co. has been re-organized and will hereafter be known as the Ionia Motor Power Electric Co. The capital is \$60,000, all paid in, and the officers remain the same—H. R. Wagar, President, and O. S. Wood, Secretary. The work on the dam approaches completion, and the company hope to turn on the incandescents and have all the lines operated from the new power house by Nov. 20.

### Validity of the So-Called Contract Note.

Petoskey, Nov. 15—Is a contract note, given in the purchase of personal property, sufficient to hold title to the property or must there be a chattel mortgage executed and recorded with the city clerk? I have made a sale to one of my neighbors in trade, but he refuses to give a chattel mortgage on the ground that the recording of the mortgage would affect his credit. Please reply in the next Tradesman.

The validity of a contract note has been established by a long chain of decisions by the Michigan Supreme Court, beginning with the case of Couse vs. Tregent, 11th Michigan, page 65, handed down in 1862.

In this decision the Court held that a vendor may reserve title and that

a purchaser from the vendee takes no title until the conditions on which sale is made are fulfilled. These contracts are not chattel mortgages and do not have to be filed with either the city or township clerk to protect the vendor's lien.

Michigan is one of the few states in the Union in which this condition exists. Wisconsin, Illinois and other surrounding states provide for the filing or recording of all documents involving indebtedness in order to protect the rights of the vendor in property sold.

You need feel no hesitation in taking a contract note of this character, because it will be sustained not only by the Circuit Court, but by the court of last resort as well.

### Buffalo Market on Butter, Eggs, Poultry and Beans.

Buffalo, Nov. 16—Creamery, fresh, 22@26c; storage, 20@23c; dairy, fresh, 16@21c; poor, 12@15c; roll, 18@20c.

Eggs—Candled, fresh, 27@28c; cold storage, 20@21c; at mark, 19@20c.

Live Poultry — Chicks, 11@13c; fowls, 10@11½c; turkeys, 18@19c; ducks, 13½@14c; geese, 12@13c.

Dressed Poultry — Turkeys, 18@20c; chicks, 12@13c; fowls, 11@12c; old cox, 9@10c; ducks, 15@16c. Still higher prices are predicted for next week.

Beans—Hand picked marrows, new, \$2.75@2.85; mediums, \$2@2.15; peas, \$1.80@1.90; red kidney, \$2.75; white kidney, \$2.75@3.

Potatoes—Round white, 43@50c; mixed and red, 40@45c.

Rea & Witzig.

### How to Clarify Cider Vinegar.

A good method for handling vinegar is to clarify it with fish glue, one-half ounce to 75 gallons; or, better still, milk, in the proportion of one pound to 30 gallons. The vinegar, after the fining has fairly well settled, should be filtered, bottled and the bottles sterilized at 140 degrees Fahrenheit, in a water bath. In sterilizing, a check bottle, placed in the water bath, should be left open and a thermometer placed inside. The temperature of that thermometer should be watched, and as soon as it reaches 140 degrees the bath should be allowed to cool down gradually before taking the bottles out. The remainder of the bottles should be corked and the corks held in position with a string or other device during the process.

Moorestown—Godfrey Hirzel is erecting a new store building, 24x80 feet in dimensions, which he will occupy with a general stock as soon as the building is completed. The grocery stock at Stittsville, which he recently purchased of the M. E. Stitt estate, will probably be removed to this place.

E. F. Meisel, Jr., meat dealer, Bay City: "I have been a subscriber to the Tradesman for four years and feel no hesitation in stating that it is the best paper for business ever published in the United States."

### Enough Power for Continent.

"Smoke which makes a noise" is the meaning of Zambesi, the South African falls which have five times the power of Niagara or 25,000,000 horsepower, and whose flow of water is double that of Niagara. It is thought eventually these falls will supply power to all of industrial South Africa, thus transforming its immense solitude into a prosperous empire. The most promising field for exploitation is believed to lie in the operation of gold mines, driving the stamps, pumps and other machinery. As is the case in all South Africa Rhodesia is not irrigated naturally, and it will be necessary to introduce artificial irrigation, using the Zambesi for the force and water. Difficulty in constructing high tension lines in the neighborhood of the falls is anticipated on account of the enormous volumes of spray sent up there. This spray attains a height of 500 feet, falling in a fine rain over the surrounding territory. In periods of high water these columns of spray and the noise of the falls can be heard over nine miles. British engineers have already made pioneer developments.

### Simple Fake in Maple Syrup Adulterating.

For the purpose of flavoring glucose and cane syrup to imitate maple table syrups, the sophisticators or counterfeiters use an aqueous extract of guaiac wood. Two processes are in use for making the flavor. In one the wood, shaved or otherwise finely comminuted, is boiled with water and the extract freed of the resinous material taken up in the process by washing with ether or alcohol. In the other an alcoholic extract or tincture is made and water added until the resinous contents are thrown down. The liquid is simply decanted off and is ready for use. Our informant claims to have been employed in one of the largest concerns engaged in the business, and declares that when a mixture of cane sugar and glucose, in proper proportions, is used the imitation can not be told from the genuine.

### BUSINESS CHANCES.

For Sale—Up-to-date stock of staple and fancy groceries in best location in city of 3,600. Business established for over 20 years. Cash sales annually from \$22,000 to \$25,000. Reason for selling, other business from city. Address X. Y. Z., care Michigan Tradesman. 10

For Sale—Good paying stock of general merchandise. Invoice \$5,000. Best location in town of 1,100. Good reason for selling. Price right. Clarence G. Stevens, Flushing, Mich. 21

For Sale—Large new store, best of location for hardware, also improved farms from \$12 to \$20 an acre on easy terms. Jno. W. Curtis, Whittemore, Mich. 22

For Sale—Summer resort. Beautiful lake, hotel, bowling alley. Choice lots, 20 acres. All or any portion of the property on easy terms. Full description on application. H. W. Hagerman, Sturgis, Mich. 23

### HELP WANTED.

Wanted—Salesman for Kentucky and Southern Indiana with established trade, on commission. John Strootman Shoe Co., Buffalo, N. Y. 25

### POSITIONS WANTED.

Wanted—Position as clothing salesman. Several years' experience and the best of references. Address Clothing, care Michigan Tradesman. 24