

MICHIGAN TRADESMAN

Twenty-Second Year

GRAND RAPIDS, WEDNESDAY, AUGUST 2, 1905

Number 1141

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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.

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ELECTROTYPES

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SINGLY OR IN QUANTITY

TRADESMAN CO. GRAND RAPIDS, MICH.

IMPORTANT FEATURES.

2. Window Trimming.
4. Around the State.
5. Grand Rapids Gossip.
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36. Men of Mark.
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VALUE OF A VOICE.

The newspapers of an Eastern State the other day published the announcement of the death of a wealthy man who left a handsome sum of money to his wife. Not many months before, the same papers published the announcement of this man's marriage to a telephone girl. There is no reason for any unfavorable gossip or comment because a rich man sees fit to marry a young lady whose employment is at the switchboard of a telephone company's central office. The point of interest in this particular marriage was that the man was so favorably impressed by the young lady's voice as he heard it over the wire that he fell in love with her before he ever set eyes on her face. He heard it frequently as it repeated the number he gave or said "They don't answer; I am ringing," or "The line is busy. Shall I call you?" Perhaps to the charm of a pleasant voice was not added the fault of forgetfulness and it is fair to presume that the young lady in question remembered and did call up the subscriber when the line was released, as she had promised. That fact, however, was not affirmatively stated in the published reports and is only a reasonable inference, for evidently this was an exceptional girl. Because of her pleasant voice she made a match with a man of means and is now a widow worth more than a hundred thousand dollars.

Aside from the interest which always encircles any romance there is a valuable suggestion in this little story of an Eastern love affair. The man was attracted to the young lady by her voice. Girls and boys, too, for that matter, do not pay the attention that is due to their voices, and by voice is not meant the singing, but the speaking voice. Only those who are musical are able to sing, but it is reasonable to expect that every person will speak in a pleasant and agreeable tone. It is impossible not to let the tone of voice have considerable influence in estimating character. Those high pitched, nasal, rasping voices, al-

though they come from a handsome face, make an exceedingly bad impression. On the other hand, the simpering, silly little voice is equally objectionable. Many a young lady has been set down for less than her real worth because of her manner of talking or the tone of her voice. This is a matter that is entirely and easily susceptible of cultivation. There are voices that it is a pleasure to hear and there are other voices that set one's teeth on edge and one's nerves to tingling. No man with a hundred thousand dollars, more or less, would be attracted by the thought of living within the sound of such a voice for the balance of his life. Young girls do not pay as much attention to this matter as they should. With a little thought, attention and practice any one can acquire a pleasant voice. It need not be musical or melodious, but it can be agreeable. It is worth something to deserve the compliment of being "pleasant spoken," as they say in the country. The raucous, rough or high pitched voice seldom fails to leave a bad impression. The story of the telephone girl and her hundred thousand dollar husband has a very plain moral, well worth heeding.

Gum chewing was commended by one of the speakers at the meeting of the National Dental Association at Buffalo and his opinions were endorsed by others. "I have," he said, "recommended the chewing of spruce gum to several of my patients who were afflicted with weak and loose teeth, with the result that they were greatly benefited by the practice. The trouble is most of us do not use our jaws enough. A majority of us do not know how to eat properly. I agree with the eminent English dentist, who in the course of his remarks on this particular subject a short time ago in London, said there was not a man in the hall of banqueters who could pick up a piece of rye bread and masticate it properly. We dentists are as negligent in our eating as our patients, although we pretend to tell them how to chew their food."

The demand for pianos is reported to be increasing in Japan. Pianos are only found in the homes of prosperous people. They may, of course, be rented or purchased upon the installment plan, but under no circumstances are people who are absolutely poor able to obtain the ownership or use of instruments. So the fact that the Japanese are buying more pianos is an interesting illustration of their economic advance as well as their development as a musical people.

NEW RULE IN NEBRASKA.

Every man who in private business or in public office has the power to appoint subordinates has his own standards of fitness and qualifications for applicants. In public life some demand the endorsement of the machine, a congressman or the chairman of the county committee. Others require proven ability. Gov. Mickey, of Nebraska, has standards of his own that are somewhat unique. He declares that he will appoint no man who either drinks or swears. It does not appear that he recognizes any degrees. If a man drinks once a week he drinks and if he swears once a day he swears and thus becomes ineligible. He is coming in for a good deal of free advertising because of this unusual rule. As he is the sole appointing power it is his privilege to make the standards what he likes and the applicants must conform to them or seek jobs elsewhere.

Even the Governor's severest critic must admit that while some very able men both drink and swear in moderation, they would be better off if they did neither and that furthermore a man who neither drinks nor swears is rather more liable to be a creditable and reliable official than one who does either or both. It is a pretty high standard to exact in public life, but where so many others are low, one high one is refreshing. That Andrew Jackson, Daniel Webster, Franklin Pierce, Tippecanoe and Tyler too both drank and swore does not necessarily help the case. Gov. Mickey is making an experiment which deserves to be discussed with respect and which will be watched with interest. If by the application of this rule he secures more competent and satisfactory incumbents for the several positions in his gift it will indicate the wisdom of the standards. It is entirely possible for a man who neither swears nor drinks to be dreadfully crooked in politics or business, but it is not by the black sheep that any class should be judged. It will take a year anyhow to see how well the plan works and if it succeeds as well as Gov. Mickey expects, perhaps other states will follow the example.

The new census of Kansas shows that the men greatly outnumber the women in several counties. In one county there is a man and seven-eighths to every girl. It is said the girls of this county have developed the haughty eye and marble heart along with the straight front and long stride.

When the average woman is speechless with rage she talks a blue streak.

WINDOW TRIMMING

Simplicity Should Be the Keypoint of Every Trim.

All first-class window embellishers maintain that the less a window has in it the better are its contents displayed. The eye of the observer is not bothered with a mess of stuff and so is focused on the little to be seen, and the impression of that little remains in the mind, which has not to be burdened beyond what is easy of remembrance.

Of course, if there be but one window of a kind in a town the case is entirely different from conditions prevailing in larger places. In the burg there are at the most, a general store, a drug store, a meat market, blacksmith shop and the postoffice—although more generally Uncle Sam's headquarters is under the roof of the first. In the last three mentioned there is nothing to display and the meager evidence in the window of the embryo department store is the only attempt at decoration to be seen.

But, while the village can boast of but one window (or two or so) of its sort, the large city sports hundreds of windows carrying merchandise of such varied description that the eye wearies of the quantity to be assimilated and gladly turns away, and the object sought by the men who arranged the exhibits is frustrated.

The foregoing does not apply to large spaces filled with one kind of goods of a plain nature; for instance, pillows for the sleeping apartment, or divan and porch cushions, or folded comforters and other large articles of this character.

On Division street Winegar's corner window, where the Wealthy avenue and Scribner street car turns, is an example illustrating this principle, where common everyday pillows, piled almost to the ceiling in different groups, compel attention. This is good advertising in that location as nothing but a mass of one kind of wares can be caught by those riding in the cars. Whenever I am on that line, just for curiosity I try to grasp enough of the buzz of conversation going on around me to see if the efforts of this firm's window trimmer have a chance to affect the people sweeping along by the common mode of transit, and invariably I hear voices interrupting each other with a hurried "Oh, look at Winegar's windows! Don't they look nice?" Sometimes the units employed are gay waste paper baskets, sometimes prosaic carpetsweepers hold the floor (literally). Then again immense lamps, many of them electric lighted, serve to proclaim the fact that here is a large assortment to select from, and at the same time they emphasize the stands and tables on which they rest. This week the entire space at the left of the entrance (as large as a couple of ordinary store windows) is devoted to a stage setting of Mission

furniture in weathered oak, suitable for a library. Notwithstanding that there are all the necessary pieces for a good sized reading room (about the dimensions of the handsome one at the Lakeside Club), there is still left plenty of opportunity for a dozen people to walk around, and if they embraced it their feet would sink deep in the pile of two rich-toned velvet rugs which give an air of Oriental luxury. A room fitted out like this invites to dolce far niente.

The Benjamins store, opposite the Morton House (men's furnishings), gives an idea of fine simplicity this week in its neat front. The single elegant suitcase introduced in the center of a vest and necktie trim calls more attention to the circumstance that traveling goods are sold here than if two dozen bags were in sight.

Steketee's people have a unique exhibit of notions. Almost the whole of their east window is given up to these knick-knacks. These are arranged in small bunches on stairs rising some eight feet or so, and, although there may be a thousand separate objects, the thought conveyed is of but a few, for the reason that the little heaps have a dividing space of at least eighteen inches. The wide flight of stairs is entirely covered with white material. An excellent way to dispose this class of household conveniences in a trim, as they are easier of identification by the passerby than if placed with no lines of demarcation.

As a general thing, I admire the Giant's windows. The placards alone are "worth the price of admission," to borrow from circus parlance. Sometimes, however, Mr. Bush gets his exhibits too crowded. If he overcomes this tendency he will improve along a line that is his only fault—except, perhaps, the too frequent repetition of his big bouquet of artificial American Beauty roses. These have bobbed up so many times that he should pass them along—or, rather, pass 'em up!

This week Mr. Gayboy stands in an extremely natural pose, attired in outing clothes (to sell the Golsark trousers). A racquet is gracefully held in his left hand while the right is affectionately clasped by Buster B., scenting fun ahead on the tennis court. Gayboy and Buster are getting chummy these days. They make a combination capable of infinite diversity. But Tige—oh, where is he!

Art in Window Trimming Pays the Workers Well.

A profession of recent development, but one which has already been reduced to a science, is that of window trimming. This work, which less than ten years ago was done by any clerk who had a tendency towards arrangement, artistic or otherwise, is now one of the most important advertising branches of every large retail establishment. In small towns all over the country the merchants employ a man whose work consists of planning and executing window dis-

plays, while metropolitan firms maintain special departments to dress their windows. Window trimming has thus become an excellent business, clean and interesting.

For a boy or young man who wishes to be a window trimmer there are excellent opportunities. It is a profession which pays its followers according to how long they have followed it. A boy may start in a window trimming department, drawing \$5 a week for carrying the stock to the man who does the trimming itself, and by learning the merchandise and the best methods of displaying it raise himself to a position commanding \$60 to \$100 a week.

Most and the best of Chicago's window dressers have learned the business in just such a way, and Chicago window displays are everywhere acknowledged the best in the world. However, this does not necessarily mean that in order to be a good man at the business one must begin as a boy. Almost any young man of artistic tastes and talent, combined with a good memory, is capable of becoming an expert window dresser when once he has learned the stock. Perhaps one of the most important requisites of a good decorator is a possession of knowledge of feminine tastes. The creed of window trimmers in all save men's furnishing stores is "The women do the buying." In addition to feminine ideas of beauty he must possess a knowledge of color. He must instinctively and by rule know what colors associate without friction. An otherwise good display may be absolutely spoiled by the introduction of a color which does not gibe with its fellows. All good trimmers make a point of studying color combinations whenever their work permits. In one State street store the members of the dressing force are required to spend so much time per week at the Art Institute studying just this feature. In all, this study is considered a necessity.

Window trimming is work that can not be done by the clock. The window trimmer must forget the item of time entirely. At times, during a sale, he may have little or nothing to do, and again just before one he may have to work twenty-four hours at a stretch in order to get his work done on time. In the big Chicago stores, which make Monday their big day, the first three days of the week there will be but four or five hours' trimming each day, and on the last three there may be sixteen to be put in daily.

The pay of the window trimmer is above that of the average store worker, and is what is usually considered good pay for men who work in merchandise. It averages about \$25 for the man of experience. A beginner may be paid \$5, he may be paid \$20, entirely according to his ability. But he may rest assured of this. If he is a window trimmer, if he has ability and makes it his business to know the merchandise carried by his firm, he will be found out and his pay raised proportionately. The merchant employing him must do this, for good

trimmers are always in demand. A man has but to give proof of his ability and he will begin to receive offers from other houses. The windows of Chicago stores for a long time have been watched by the entire country for ideas and suggestions.

It must not be thought that a decorator has no troubles. He has. The head trimmer must be a man of tact, or he is sure to clash with buyer and merchandise man. The merchandise man may have one idea on how a certain line should be displayed, the dresser may have another, and the buyer a third. It then becomes the trimmer's business to listen to the other two men, profit by their views, do the job the way he thinks best, and still satisfy his superiors. Often a certain line of goods is bought and does not sell. If the merchandise man is asked why, nine times out of ten he will blame the window display, justly or unjustly. In such cases the trimmer must show that his work is not at fault. Frank Sullivan.

Send Us Your Orders

for

John W. Masury & Son's

Paints, Varnishes and Colors.

Brushes and Painters' Supplies of All Kinds

Harvey & Seymour Co.
Grand Rapids, Michigan

Jobbers of Paint, Varnish and Wall Paper

For 25 Years

We have made Barlows' Pat. Manifold Shipping Blanks for thousands of the largest shippers in this country.

We Keep Copies of Every Form We Print

Let us send you samples printed for parties in your own line of trade—you MAY get an idea—anyway it costs you nothing to look and not much more if you buy.

Barlow Bros.
Grand Rapids, Mich.

Buyers and Shippers of

POTATOES

in carlots. Write or telephone us.

H. ELMER MOSELEY & CO.

GRAND RAPIDS, MICH.

Profiting by the Persecution of Unions.

Battle Creek, July 31 — Some months ago the plant of the Battle Creek Iron Works, on South Jefferson avenue, was closed, not on account of lack of business, but because of some internal trouble in the affairs of the company. The company has a fine new brick building, a very central location and all new machinery. It is announced this week that several Battle Creek capitalists and manufacturers of experience are negotiating for the property, and that it is probable that the plant will again be in operation. The nucleus of the shops was the Hastings Iron Co., which was moved to this city.

Three Battle Creek men, James Baker, Paul F. Cox and L. Johnson, are at the head of a company just organized here for the manufacture of a patent letter sealer, which does away entirely with the nauseating process of licking the glue off envelopes when sealing them. The Johnson Foundry Co. has commenced making the machines, but the company is now negotiating for a building where it will do its own manufacturing.

After raising a good fat sum of money among the citizens for the purchase of the site of the new Grand Trunk depot, and for the new Grand Trunk locomotive works, the Citizens' Committee had \$5,000 left. The subscribers to the original fund have consented that the balance shall be placed in the hands of the Business Men's Association for the purpose of booming the location of manufacturing institutions in this city.

The Compensating Pipe Organ Co., of this city, built an especially fine organ for the Lewis & Clark Exposition at Portland, Oregon, which has been installed in the Festival hall. A duplicate of this organ has been built for the great Chautauqua Assembly at Chautauqua, N. Y., and has been installed for the use of the 2,500 music teachers who are to assemble there in August. They have just put in an organ for the Methodist church at Allegan and the Baptist church at Manistique.

Last week the American Pump Co. cast a monster water cylinder weighing 5,200 pounds for special pump to be used in elevator work in the old Times building in New York. The casting was perfect.

The Buechner Manufacturing Co. has commenced the manufacture of a new farm tool, invented by E. R. Brookbank, of Connorsville, Ind. It is a wheel cultivator, so constructed that the shovels will always enter the ground regardless of its condition and will cultivate the soil at an even depth, whether shallow or deep. The shovel gangs are forward of the operator, so that the corn is always in full view. The weight is also entirely removed from the neck of the horse. There are other improvements over the old style cultivator.

The Verona mill, the oldest grist mill in this section, which has been closed for some time past, is being refurbished with improved machinery,

and will again be started up for the manufacture of flour.

Stephens & Meyers, of Chicago, the largest manufacturers of children's shoes in the West, have been in the city looking over one of the plants of a defunct food factory with a view of establishing a branch here. They make the same complaint as do all the rest of the manufacturing institutions in Chicago: They are tired of the constant labor troubles and desire to locate in smaller cities, where the labor unions do not control the manufacturing concerns.

The Business Men's Association will make an effort greater than ever before, for the coming year, to secure the location of manufacturing institutions in this city. The new officers and Board of Trustees have en-

tered into the discharge of their duties with a vim.

Good Report from Cheboygan.

Cheboygan, July 31—The Cheboygan Pea Canning Co.'s plant, now on its third season's run, is having a very prosperous season. The company has nearly a thousand acres of the finest peas ever raised in this section, the weather conditions during the entire season having been admirably adapted to the culture of this crop.

The capacity of the plant is 60,000 cans per day, using from twelve to fifteen acres of peas. About 100 people are employed. The estimated output for this season is 1,500,000 cans, all of which have been sold, the fine quality of the peas canned dur-

ing the past two seasons resulting in a big demand.

Keeney & Son, who raise peas for seed, are also contemplating a prosperous season, the crop being abundant, and their big seed house will have the longest run since it was built six years ago. This plant employs nearly a hundred pickers for about six months in the year, picking over the peas ready for shipment. These peas are raised largely on contract by the farmers, the soil of this section being so well adapted to pea culture that it is one of the best paying crops for our farmers, some of whom raise as high as \$1,000 worth in a single season.

Nothing lifts one higher than love for the lowly.



**The Blend of Satisfaction
Is Always Found in a
Ben-Hur Cigar**

There is but one difference between a BEN-HUR and other 5c cigars—that is, it's made of better tobacco.

Fact is, that is where any true test must lead to. Artificial blending may stimulate a passing, pleasing aroma, but there's as wide a difference between a cigar made of manipulated leaf and flavor, and a cigar rolled up from time tried natural cured tobacco as there is between a glass of warm, insipid distilled water, and a draft of spring water bubbling up from its cold, pure source.

Dealers find it is business wisdom to never let their case be without them. Its a toc roll of goodness in the "role" of a 5c cigar. All jobbers can supply.



Gustav A. Moebis & Co., Makers, Detroit, Michigan



Movements of Merchants.

Howell—Wm. Porter will open a new clothing store here about Sept. 1.

Ithaca—Fred Brown has purchased the bakery business of H. C. Hill.

South Haven—Durkee & Gish have sold their bakery to Cleveland & Sons.

Cheboygan—Michael Speck succeeds Lucy J. McLeod in the grocery business.

St. Johns—Geo. W. Beamer succeeds F. R. Northwood in the drug business.

Alpena—Edward LaPointe is succeeded by Alfred DeLile in the grocery business.

Sault Ste. Marie—The C. E. Davis Co. will add a line of stoves to its furniture stock.

Atlanta—Frank C. Harper is succeeded in the grocery and hardware business by John Pettinger.

Clare—Lowenburg & Co. will open a dry goods, furnishing goods and shoe store here about Aug. 15.

Cheboygan—Jennie J. Doherty will continue the grocery business formerly conducted by Doherty Bros.

Bay City—Adams & McMullen will continue the grocery business formerly conducted by Orla E. Adams.

Lewiston—Geo. F. Sachs will continue the agricultural implement business formerly conducted by Sachs & Wright.

Bay City—The meat business formerly conducted by Spaulding & Cutler will be continued in future by Spaulding & Boss.

Cass City—Theodore H. Fritz, dealer in drugs, wall paper and books, is succeeded in business by Edward Ryan.

Prescott—Barney Mill, proprietor of the Keystone Milling Co., which conducted a general merchandise business, is dead.

Hartland—Charles P. Adams, of Howell, has purchased the general stock of B. H. Marling and will continue the business.

Lansing—E. E. Allen is moving his stock of cigars, tobacco and candies to Grand Ledge, where he will continue the business.

River Rouge—Undertaker T. P. Sullivan, of Delray, and a cousin, W. J. Sullivan, of Detroit, have entered into partnership and will conduct a furniture store here.

Adrian—The Adrian Lumber Co. has been formed by C. H. Bogue, of Chicago; E. L. Clay, of Maumee, and Mann, Watson & Co., of Muskegon, to engage in the sale of lumber at retail.

Wayland—F. A. Burlington has sold his grocery stock to Mark A. and Arthur Beall, who will continue the business under the style of Beall Bros. Mr. Burlington will continue in the meat business.

Belding—Foster, Ritter & Foster have purchased the remainder of the Staley & Co.'s stock of furniture, art goods, window shades, carpets, pic-

ture mouldings, etc., which they are moving to their store.

Ishpeming—John Cassin, who has had charge of F. C. Maynard's drug store and who was also employed by H. N. Meloche previous to his disposing of his business to Mr. Maynard, will open a drug store here soon.

Charlotte—Miss Minnie Perkins has resigned her position with Geo. J. Barney & Son to enable her to engage in business at Battle Creek with Mrs. John Lane, of that city. The ladies will conduct a millinery establishment.

Pontiac—A corporation has been formed under the style of the Pontiac Iron Co. for the purpose of dealing in real estate. The company has an authorized capital stock of \$50,000, all of which has been subscribed and paid in in property.

Detroit—George A. Corwin is named trustee in a chattel mortgage on the dry goods stock of H. Rozanska. The total of the indebtedness is given at \$9,713, the heaviest creditor being Burnham, Stoepel & Co., whose claim amounts to over \$7,000.

Ishpeming—Joe Lowenstein, of Negaunee, has rented the building at the corner of First street and Cleveland avenue and will open a clothing store there as a branch of his Negaunee business, as soon as necessary improvements can be completed.

Belding—Milan J. Demorest has invented a machine to mix material for concrete work, which is evidently destined to have a large sale. The mixer is the most compact mechanism yet constructed for this purpose and can be economically operated with a half horse power engine.

Pontiac—S. A. Kessell, George W. Dickinson and Andrew W. Dickinson have purchased the clothing stock of G. H. Turk. The new firm will be Kessell, Dickinson & Dickinson. Mr. Turk has been in business eighteen years, during which time Mr. Kessell has acted as his manager.

St. Joseph—Theodore Krieger has withdrawn his interest in the new clothing and dry goods store and will continue in his present position with Shepard & Benning's dry goods store. Mrs. W. J. Dahlke takes the interest that Mr. Krieger was to have and she will have charge of the dry goods department.

East Jordan—Ernest Coye, of Aiden, has purchased the new brick block and retail cigar and news stand of R. F. Steffes. Mr. Coye will enlarge his line by the addition of a bazaar stock. Mr. Steffes retains his cigar manufacturing business, which he will remove to rooms in the new Madison brick block.

Thompsonville—J. W. Slater has engaged H. L. Dawson as manager of his house furnishing business, which position was recently vacated by H. A. Cavanagh. Mr. Dawson has been with Mr. Slater at his Elk Rapids store for some time, and previous to that time was in business for himself at Central Lake.

Muir—Wm. A. McLaren, the grocer, had a close call a few days ago in attempting to steer a barrel of vinegar down the cellar stairs. The

barrel got away, striking him in the side and raking him all the way down. How he escaped with whole bones is a marvel. Late reports indicate blood poisoning and the case may yet prove serious.

Manufacturing Matters.

Hawks—Kunzie & Dillingham are operating a sawmill here, with a bowl factory in connection.

Adrian—The capital stock of the Lion Fence Co. has been increased from \$150,000 to \$200,000.

Ypsilanti—The Ypsilanti Reed Furniture Co. has increased its capital stock from \$75,000 to \$150,000.

Reese—Donaldson & Co. are succeeded in the elevator and flour mill business by Harry D. Hinkley.

Saginaw—The capital stock of the United States Horse Radish Co. has been increased from \$10,000 to \$25,000.

Deerton—The Tioga Lumber Co. has eighty men at work near this place. The sawmill plant will be completed Sept. 1.

Kenton—The Sparrow-Kroll Lumber Co. will start its fourth camp next month, when 100 additional men will be added to the force.

Greenville—The Skinner & Steenman Co., which manufactures furniture, has increased its capital stock from \$100,000 to \$200,000.

Detroit—The Standard Skirt Co., organized to manufacture and sell all kinds of ladies' garments, is capitalized at \$25,000, all paid in.

Rose City—Prescott & Co. are operating a sawmill, formerly the Stevens & Miller mill, near this place, and are cutting 35,000 feet a day of mixed timber.

Vanderbilt—Tolfree & Bartholomew, of West Branch, have purchased 1,800 cords of shingle bolts in this vicinity, which will be shipped by rail to West Branch and manufactured.

West Branch—The Gale Lumber Co. will finish cutting its timber in this locality next spring. Just what the company will do then is not known, but officers have been looking over timber in the Upper Peninsula.

Detroit—The Norseman Cigar Co., capital \$5,000, has filed articles of incorporation. The company proposes to manufacture and sell cigars in Detroit. The stockholders are Hal B. West, Alfred T. Gibson, Delmar E. Meyer.

Escanaba—The Escanaba Woodenware Co. is employing 300 men in its factory and 400 in the woods. More than 6,000 carloads of raw material are received at the plant each year, daily shipments of finished material averaging three carloads.

Salo—A corporation has been formed under the style of the Finnish Farmers Milling Co. for the purpose of carrying on a general milling business. The company has an authorized capital stock of \$5,000, of which \$2,500 is subscribed and \$1,000 paid in in cash.

Lowell—The Lowell Specialty Co. has been incorporated under the same style and will continue its manufacturing and mercantile business. The

corporation has an authorized capital stock of \$40,000, all of which is subscribed and \$1,800 paid in in cash and \$19,050 in property.

Detroit—The manufacturing business of the Standard Skirt Co. has been merged into a stock company under the same style. The new corporation has an authorized capital stock of \$25,000, all of which is subscribed and \$1,707.02 paid in in cash and \$23,292.98 in property.

St. Clair—A corporation has been formed under the style of the St. Clair Brick & Tile Co. for the purpose of manufacturing brick and tile. The company has an authorized capital stock of \$40,000, of which \$20,200 has been subscribed, \$200 being paid in in cash and \$20,000 in property.

Lansing—The A. Simons Brass Foundry Co. has purchased the right to manufacture the Harry J. Newman New Era spark plug, for which a patent has recently been obtained. The factory will be located on the second floor of the foundry on Cedar street until larger quarters can be secured.

Detroit—A copartnership association has been formed under the style of the National Remedy Co., Ltd., which will manufacture and sell medicine. The company has an authorized capital stock of \$25,000, \$15,000 common and \$10,000 preferred stock; \$20,000 has been subscribed and paid in in property.

Ontonagon—The Ontonagon Stave & Veneer Co. has shipped a quantity of staves to Liverpool, England. Only a small consignment was shipped, but if this shall result satisfactorily heavy shipments will follow. The company has bought 350,000 feet of birch logs on Madaline Island from the Wachsmuth Lumber Co., of Ashland, Wis.

Millersburg—E. M. Lewis, lately of the lumber firm of Derry & Lewis, has formulated plans to build a water power plant at the rapids on Oqueoc River, near the Left mill. It is asserted that one of the best water powers to be found in the State can be procured there and the idea is to furnish power for a number of wood-working industries, as well as furnish electric light to a number of small towns in that vicinity.

Properly Introduced.

Margaret is a well-brought-up little girl, who has some knowledge of etiquette. She has been taken to the country this summer to a house where there is a large dog.

"Don't go near the dog, Margaret," said her mother; "he doesn't know you, and he might bite."

But that did not suit Margaret, and she knew how to arrange matters. Going to the dog she made a little curtsy such as she has been taught to make at dancing school and said politely:

"Doggie, I am Margaret Brown." Then, the introduction having been made and the dog having no excuse for not knowing her, Margaret walked up and patted him, while he wagged his tail with much graciousness.

There is no safe place to bury the dead past.



The Produce Market.

Apples—Duchess are in liberal supply at \$1@1.25 per bu.

Bananas—\$1 for small bunches, \$1.50 for large and \$2 for Jumbos. The abundance of other fruits has cut into the banana trade somewhat, and lower figures seem to be needed to make the fruit move as it should.

Beets—18c per doz. bunches.

Blackberries—\$1.50 per 16 qt. crate. The crop is good, both as to size and quality.

Butter—Creamery is steady at 21c for choice and 22c for fancy. Dairy grades are strong at 18c for No. 1 and 14c for packing stock. Renovated is in moderate demand at 20c. There has been a steadily advancing tendency in the butter market for the past week. Practically the whole line is higher by a half a cent a pound. The condition is not abnormal. There is simply a good demand and the supply is just enough below it to make the market a strong one. The storage buyers are keeping up a lively chase after packing stock and they have been instrumental largely in advancing the whole list. Any reasonable quantity of storage stock is taken when offered at a fair price.

Cabbage—Muscatine fetches \$2 per large crate. Home grown has declined to 65c per doz.

Carrots—15c per doz.

Celery—20c per bunch.

Cucumbers—Home grown are in large demand at 20@25c per doz.

Currants—Red fetch \$1 per 16 qt. crate.

Eggs—Local dealers pay 15½c on track for case count shipments, holding candled stock at 17½c. The receipts are just about equal to the demand. Almost invariably of late years the market has advanced during late July and August and this season proves no exception. The shrinkage is naturally large now as the eggs keep very poorly in hot weather, and the difference between candled and case count is spreading.

Green Corn—Has declined to 12½c per doz.

Green Onions—15c per doz. bunches for Silverskins.

Green Peas—\$1 per bu.

Lemons—Californias are strong at \$6 and Messinas fetch \$7@7.25. Reports from New York indicate that the situation there is without precedent. The sudden coming of hot weather found the stocks of lemons short and the demand has cleaned up the supplies very closely. Both the foreign and the California fruit are short, but the former is particularly so. As long as the trade is willing to pay the price, however, there seem to be enough lemons in this market to supply the demand.

Honey—14c per lb. for white clover.

Lettuce—75c per bu.

Onions—\$1 per crate for Bermudas

or Texas; \$1.15 per 70 lb. sack for Louisiana.

Oranges—There is a steady tone to the orange market and prices are about on the same level as last week. The supplies are light, as is usual at this season of the year. Late Valencias constitute the larger part of all the offerings and they will continue to be the chief oranges for the remainder of the season. Present quotations are \$4.60@5.25 per box.

Musk Melons—Rocky Ford cantaloupes are on a basis of \$6.50 per crate of 54 and \$6 per crate of 45 size. Indiana Gems fetch 60c per crate.

Peaches—Elbertas from Georgia fetch \$1 per 4 basket crate or \$1.50 per 6 basket crate.

Pineapples—Floridas fetch \$4.50 per crate of 30 and \$4.75 per crate of 36. The demand is moderate.

Plums—Abundance command \$1.25 per 16 qt. crate.

Potatoes—New stock commands \$1.75 per bbl. or \$1.85 per 3 bu. sack. Pieplant—50c for 40 lb. box.

Pop Corn—90c for rice.

Poultry—The market is strong on broilers. Local dealers pay as follows for live: Broilers, 15@17c; small hens, 5@6c; large hens, 8@9c; roasters, 5@6c; spring ducks (white), 11@12c; No. 1 squabs, \$1.50@1.75; No. 2 squabs, 75c@1; pigeons, 75c@1 per doz.

Radishes—10c per doz. bunches for round and 12c for long.

Spinach—50c per bu.

Summer Squash—60c per basket.

Tomatoes—60c per 4 basket crate. Home grown fetch \$1.75 per ½ bu.

Turnips—12c per doz.

Water Melons—20@25c apiece for Missouri or Indiana.

Wax Beans—The price ranges around \$1 per bu.

Whortleberries—\$1.25@1.40 per bu.

T. U. Hawley, who has had charge of the Kelley and Webber general stores at Lyons for the past six years, will shortly engage in general trade at that place on his own account. The Grand Rapids Dry Goods Co. will furnish the dry goods and the Worden Grocer Co. will supply the groceries. The shoe stock will be supplied by a Milwaukee house.

L. D. Pierce has opened a grocery store in Belding, purchasing his stock of the Judson Grocer Co. and the Worden Grocer Co. He was formerly a member of the firm of Pierce & Henderson.

The confectionery business formerly conducted by Calvin Reed at 210½ West Bridge street will be continued by Martin DeHamer.

Chas. T. Smith & Co. have engaged in the grocery business at Vickeryville. The Judson Grocer Co. furnished the stock.

Clothes do not make the man, but they influence others in sizing him up.

There is nothing like the liniment of another love for a broken heart.

Poor is he who has only rich relation.

The Grocery Market.

Sugar—The demand is very heavy and refined is oversold two weeks, in consequence of which quotations have been advanced 10c per 100 lbs. Reports from abroad are to the effect that the present beet crop will be a large one, but refiners will be unable to realize on the same before the middle of November.

Coffee—Both Lion and Ariosa coffees are up half a cent a pound. The reasons for this are as given last week. The outlook is a very strong one and it has been impossible to buy green coffees even at quotations for some time past. The demand is not unusual for this season of the year.

Tea—The market is without special feature, as is usually the case during midsummer. Anything desirable, however, is steady, by reason of the firmness of the markets in the East, which support our own markets on this side. The Eastern markets are quoted on a slightly higher basis than the markets here. The demand for tea at present is quiet, but as soon as it improves, toward fall, a slight hardening of values will not be unlikely.

Canned Goods—Tomatoes attract considerable attention by the very fact that they have continued firm, with an upward tendency, for some time now, and according to advices from packing centers there is no immediate prospect of a change. Some injury to the growing fruit was reported from the hot weather, although how serious it is no one appears to know in detail. Probably no important damage was done in the short time that the sun was blazing. Corn is without particular feature. The market is a steady one. Numerous reports as to the outlook for the growing crop are in circulation, but they have little influence on the market. Spot peas and beans are in small demand at unchanged prices. Canners are still awaiting the run of Sockeye salmon in the Puget Sound. If the fish do not appear very soon the pack must be an extremely short one. Until the size of the Sockeye pack can be approximated, there will be little done in the other varieties of salmon. Comparatively little interest is yet taken in the California canned fruits by the Northwestern trade. The retail business in these lines is not large on account of the abundance of the fresh supplies, and there is consequently little call on the jobbers by the retailers. The jobbers have not manifested any great desire to purchase these lines, as they have reasonable quantities of the 1904 pack still on hand. Reports from California indicate a stronger feeling in peaches and a slight boosting of the prices. These reports also indicate that the business in the new goods has been rather disappointing so far. The price question has been unsettled since the opening of the season and the trade is a little bit afraid to take hold evidently.

Dried Fruits—Owing to the prospective short apple crop evaporated apples are very high. The market recently opened at 7c, which is 1½c

above last year, and some advances have occurred since the opening. Prunes are strong, so far as the future outlook is concerned. Most packers ask 3¼c basis, although some are still willing to sell at 3c. Buyers' interest even at the latter price, however, is very small. Spot prunes are fairly active at unchanged prices. Peaches are unchanged and in light demand. The market is firm. Currants are firm at the advance noted last week. Seeded raisins are unchanged and in small demand. Loose raisins are scarce, firm and advancing on the coast. Apricots have begun to come forward, but there is no special demand.

Rice—Quiet conditions still prevail. Those who find assortments broken are placing orders for moderate quantity as needs occur. It is perhaps as well that such is the case, as any large general demand would quickly disclose the meagerness of supply at all points of distribution. This is more especially true of the Honduras sorts. Japans are in fair request. Receipts of all kinds are of but little moment, being less than the amount of daily distribution.

Syrups and Molasses—The movement in molasses is small, both in a jobbing and retail way and no great improvement is looked for before the weather turns cooler. Syrups are moving a little better than the heavy goods, although this line is not active.

Provisions—Hams of all grades are wanted at ruling prices. Bellies and bacon are also in good demand at unchanged prices. Both pure and compound lard are also active at ruling quotations. Dried beef shows improvement in demand, but no change in price. Barrel pork is unchanged and in good demand. Canned meats steady and fairly active at unchanged prices.

Fish—Cod, hake and haddock are quiet, but the market is rather firmer than was expected. The receipts have been and still are large, but the Gloucester market seems to be taking everything at pretty high prices, and the outlook is not so weak as it was. Salmon shows no change for the week. The run of Sockeye salmon is still extremely small, and although the season lasts until August 25, which allows some weeks yet, it is now certain, even if the fish run largely from now on, that the pack will be much below expectations. As the Columbia River pack is small also, the outlook is for a firm market on red Alaska salmon, with possible advances. It is expected that prices on new Sockeye salmon will be named in about two weeks. Herring are unchanged and in fair demand. Lake fish and whitefish are unchanged and quiet. There has been no actual change in mackerel during the past week, although the market is extremely firm, particularly on shore fish. The receipts during the week have been fairly large, but everything has gone into consumption, apparently, and the situation has shown no relief whatever. Sardines are unchanged.

CARD MAKING.

Practical Method of Preparing Artistic Designs.

Written for the Tradesman.

There was a time when almost any sort of a sign card would do, but this time has passed. The merchant or the manufacturer is as particular about the form, design and general appearance of his advertising and indexing cards to-day as he is of the plan of his store or office ar-

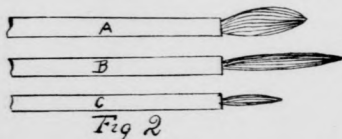
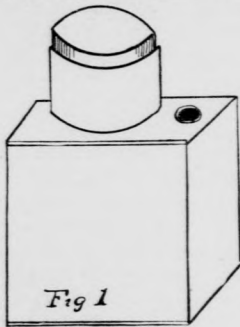


Fig 3



Fig 4

angement. The shabby, hastily-made card is no longer scribbled in ink and palmed off on the goods in the show window or the counter. In office work, also, there are occasions in which evenly and neatly worded signs are appropriate. We exhibit in the accompanying illustrations some modes of using the common black varnish which can be obtained at any paint store ready mixed and in condition for immediate use. The lamp-black varnish is likewise employed. The cans of either sort are bought in 25 cent sizes, as a rule, like that shown in figure 1. There is either a stopper or screw top to the can as the paint must be kept closed up, owing to its drying qualities. The brushes selected should vary in numbers, as represented in figure 2. A is a full brush for the bold-face and heavy work, while B is the long, line-making brush, suitable also for flourishes, etc. The smaller pointed brush C is for the striping and for fine lettering. These three sizes are enough to start with.

The process of lettering may be followed out according to the dia-

grams. The idea is to get a full face, bold, plain letter. These plain letters are preferred, as a rule, to the fancy scrolls, flourishes and angles often seen in lettering. The object is to have the card read easy, instead of having it showy, with the reading portion buried in scrolls and artistic finishes. Many good signs are spoiled by the fact that the readers can not interpret the meaning readily. The process of producing the character of letters exhibited in figure 3 is by outlining the letters, first in pencil and then drawing them out in blocks with rule. Then the lines may be filled in with the black paint. It is a good plan to purchase a few sheets of regular designing paper. The kind used by carpet designers is ready ruled in blocks for this service. The squarings are most convenient in making the shape of the letters correct and uniform. The common black faced letter is the

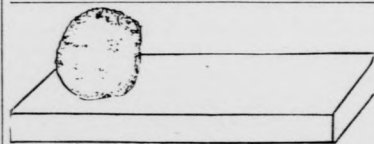


Fig 5



Fig 6

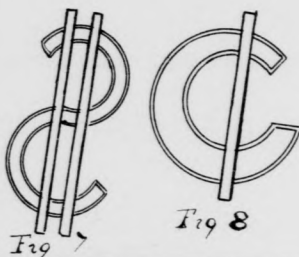


Fig 7

Fig 8



Fig 9

most popular, but, of course, can be touched up some and made to be more attractive in appearance without actually losing its general plainness, as represented in figure 4. This consists merely in outlining the letters with the hair-line effect. The block letter can be changed from its plain, set pattern to the more easy design in a very ready manner by using this plan. This letter will be found in service in many of the card effects used in stores, work-rooms, etc.

The clerk or the salesman of the work-room, the office or the store is frequently required to do some mixing when he attempts to produce the kind of lettered cards shown. The processes of mixing are accomplished with best results if the tablet of stone

or marble is used as exhibited in figure 5. The stone is a flat section, about ten inches long and about half as wide. The upper surface is supposed to be very smooth and flat. There is a putty-like ball of lamp black stuff used often, and this ball is shown on the stone ready for rolling out. This ball mode of retaining the coloring is used in some places. The clustered material is rolled flat when desired for use and then some varnish is added, and by working the two together some very dark, in fact, jet black, paint stuff results, which is suitable for the making of the letters. Some prefer the putty-ball system of using the color to the varnish cans, shown in figure 1. The mixing knife which is used in connection with the stone is shown in figure 6. This knife can be purchased for 25 cents in any paint goods store. The mixing knife, with its flexible and wide blade, can be used to good advantage in stirring the color and making it ready for use.

In figures 7 and 8 we show the methods of producing the ordinary designs of dollar and cent marks. These are made in hair-line effects, as shown, or the white grounds can be filled in solid and therefore result in plainer presentation. After a little practice one can make these characters quite readily, even in the free hand order, but at first it is best to use plenty of assistance in the way of rulers, scrolls, forms, and the like, all of which may be obtained at the stores dealing in artists' materials. Some elaborate effects can be worked

out to good advantage, as in figure 9, and still rendered very plain. The word signs are spelled out as shown and, although somewhat characterized, do not lack plainness. In fact, the artistically-inclined clerk can originate an endless variety of these signs and cards for service in the store or office. They are convenient for display anywhere in the factory, giving notice to employes about rules, etc. George Rice.

Points About a Watermelon.

To plug is to let air into the melon, causing withering and decay around the edges of the whole, no matter how carefully the plug is replaced. To plunk does no harm. Down on your knees over a fine, large one shining green amid the vines of the patch; lean over and press one hand on each side—a quick, sharp squeeze—an ear inclined to hear the sound. Does it crackle in response? Does a sound come forth like a ripping of the heart within—a breaking down of those walls of solid juiciness? Then it has plunked, then it is ripe, then it is fit for the gods to eat.

To-Morrow Never Comes.

Although yesterday to-day was to-morrow, and to-morrow to-day will be yesterday, nevertheless yesterday to-morrow would be the day after to-morrow, because to-day would be to-morrow yesterday, and to-morrow will be to-day to-morrow, or would have been the day after to-morrow yesterday.

We Sell the Following Goods Advertised in the Tradesman:

- | | |
|--------------------|---------------------|
| Baker's Chocolate | Royal Baking Powder |
| Eagle Brand | Ballou Baskets |
| Condensed Milk | Sapolio |
| Quaker Oats | Grandpa's |
| Jennings' Extracts | Wonder Soap |
| Dutch Rusks | Yeast Foam |
| Karo Corn Syrup | Lion Coffee |
| S. C. W. Cigars | Ben-Hur Cigars |
| Tradesman Coupons | Beech-Nut |
| Jackson | Sliced Bacon |
| Baking Powder | Baker's |
| | Brazil Coconut |

WORDEN GROCER COMPANY

Grand Rapids, Michigan

Demand for Builders' Hardware Increasing.

While there is no marked increase in the volume of business in general hardware which is now being booked in the East and West, the fact that trade continues even moderately active at this season of the year is regarded as very satisfactory by most manufacturers, jobbers and retailers. The business in builders' hardware shows no signs of abating, as new construction is under way in almost every prominent city in the country. The demand for fall goods is fair and is already considerably larger than usual at this time. Axes and scoops are selling well in the Chicago district but stove pipe, elbows, hods and stove boards have not yet begun to move freely, although it is expected that the demand for these articles will be greatly increased next month.

The only distinctly disappointing feature of the entire market so far this summer has been the dullness in pipe, garden hose and other supplies usually in demand during dry weather. It is hoped, however, that the expected dry period, which usually accompanies the month of August, will enable the leading sellers of these goods to book enough orders to make their sales average as large as those of last year.

There is some weakness in the undertone of the wire and cut nail markets and concessions are being made by the smaller mills to dispose of stocks. Many mills have closed this month, but the stocks are undoubtedly accumulating in the hands of some manufacturers. Other wire products, such as barb wire and smooth fence wire, are more firmly held, although there is also some disposition on the part of smaller manufacturers to cut prices in order to secure immediate shipment of their stocks.

The business in builders' hardware is growing daily and one local hardware firm, which makes a specialty of this class of goods, is now negotiating with building contractors for more than \$50,000 worth of hardware for several structures which are nearing completion.

Many large manufacturers believe that in accumulating goods for stock they will be in a better position in the fall to supply their customers promptly and thus save themselves the annoyance of belated shipments and disappointed buyers.

Wild Beauty in the Side Yard.

There are many city yards in which the sun only peeps at morning or late afternoon, and which seem to lovers of flowers a failure, so far as a garden is concerned. Yet a West Philadelphian, who had a most unpromising side yard, which, in addition to being at the side of the house, had the fatal fault for a garden of having a northern exposure, has transformed it into a miniature woods, in which wild flowers not only grow, but thrive as in their native habitat. This interesting experiment—a garden where a garden ought to be a failure—has been made by Dr. Henry Kraemer, Professor of

Botany and Pharmacognosy in the Philadelphia College of Pharmacy, who has transformed the side yard of his residence, 424 South Forty-fourth street, into a thing of natural beauty.

The flower-bed is about 60 feet long and varies in width from 17 inches to 2 feet 7 inches. In this wonderful little garden, which is a woods in miniature, Prof. Kraemer has 114 different species of plants and about 500 separate specimens. Next to the wall, where the garden is most shaded, the ferns, hepaticas, violets and podophyllum are planted. In the middle are arranged, at intervals of five or six feet, a spice bush; black snakeroot or blue cohosh, at intervals of two or three feet; maple or other young trees, elder or euonymus. These are the "giants" of the miniature woods. In front of them are found columbine, wild geranium or wild ginger. In between are ferns, Jack-in-the-pulpit, violets. Among others are the Burch flower, American white hellebore, the red lily, Indian cucumber, lily of the valley, slender blue flag, stemless ladies' slipper, and Northern rattlesnake plantain, which are of the Orchidaceae group; alum root, meadow rose, American senna, yellow meadow parsnip, American or mountain laurel and white wood aster.

These are only a few of the more interesting wild plants in the collection. Many, especially among the ferns, are becoming scarce. Of ferns there are eight varieties and sixty-five plants.—Philadelphia Public Ledger.

Muskegon Secures a Motor Factory.

Muskegon, July 31—The Muskegon Chamber of Commerce has been busy during the last few days in entertaining the representatives of several big industries which may locate in this city.

The Continental Motor Works, of Chicago, is a new industry which has been landed during the last week. They manufacture motors, gasoline engines and motorcycles. A new factory will be erected and upwards of 150 men will be employed.

The Racine Boat Manufacturing Co. has, during its few years in this city, become one of the most stable industries. The business is always on the increase, and the company is compelled to constantly work overtime to fill some of the big orders for launches and yachts.

Charlevoix Beet Sugar Plant Sold.

Charlevoix, July 24—The plant of the Charlevoix Sugar Co. was recently sold under the hammer by order of the court. The highest bid was \$21,000, made by A. H. Mitendorf, of Ironton, Ohio, to whom the plant was knocked down. Representatives of various concerns having machinery partly unpaid for still in the plant were present and gave notice that they claimed ownership of the property still unpaid for. Some of them bid on the plant, but stopped at \$20,000.

This is said to be Maude Adams' favorite story: A colored "gemman,"

name unknown, but called "Culpepper Pete," who, being enamored of some dusky maiden, and not having the courage to "pop" face to face, called up the house where she worked and asked for her over the telephone. When he got the proper party on the line he asked: "Is dat Miss John-sing?" "Ya-as." "Well, Miss John-sing, I've got a most important question to ask you." "Ya-as." "Will you marry me?" "Ya-as. Who is it, please?"

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In getting beautiful and harmonious tints on your walls with

Alabastine
THE SANITARY WALL COATING

Write for sample card of handsome tints. Tell us just what work you have to do, and see how we can help you in getting beautiful effects. Alabastine is not a disease breeding hot or cold water glue kalsomine, not a covering stuck on with paste like wall paper, but a natural cement rock base coating. Anyone can apply it. Mix with cold water. Alabastine does not rub or scale. Destroys disease germs and vermin. No washing of walls after once applied. Buy only in packages properly labeled. "Hints on Decorating" and pretty wall and ceiling design free.

ALABASTINE CO.,
Grand Rapids, Mich. New York City.

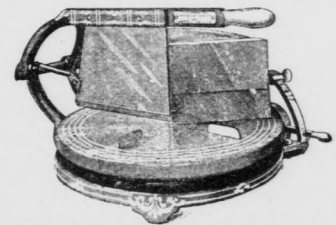
Crackers and Sweet Goods



TRADE MARK

Our line is complete. If you have not tried our goods ask us for samples and prices. We will give you both.

Aikman Bakery Co.
Port Huron, Mich.



Twelve Thousand of These Cutters Sold by Us in 1904

We herewith give the names of several concerns showing how our cutters are used and in what quantities by big concerns. Thirty are in use in the Luyties Bros., large stores in the city of St. Louis, twenty-five in use by the Wm. Butler Grocery Co., of Phila., and twenty in use by the Schneider Grocery & Baking Co., of Cincinnati, and this fact should convince any merchant that this is the cutter to buy, and for the reason that we wish this to be our banner year we will, for a short time, give an extra discount of 10 per cent.

COMPUTING CHEESE CUTTER CO.,

6121-23-25 N. Main St. ANDERSON, IND.

Michigan Summer Resorts

The land of summer pleasures.
The cost is small for a stay of a week or a month at any of the resorts in the

Famous Michigan Fruit Belt

There is splendid fishing.
The bathing is unsurpassed.
Sailing or canoeing is a pleasure.
Golf and tennis grounds everywhere.
The hotels are justly famed for first class entertainment.
In fact—but the many attractions are best set forth in the booklets issued by the

Pere Marquette Railroad

A request addressed to
H. F. MOELLER, G. P. A., Union Station, Detroit, Mich.
Will bring you this literature free.



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

Entered at the Grand Rapids Postoffice.

E. A. STOWE, Editor.

Wednesday, August 2, 1905

To-day you are worth in the scale of the world's wealth all those things which you have or control to your own peace of mind and accordingly as you can measure against them the money that will or will not buy.—
John A. Howland.

THE POPULATION PROBLEM.

That brilliant essayist, Agnes Repplier, finds fault with those writers who "paint realistically the squalor and wretchedness of penury, without admitting into their pictures one ray of the sunshine that must sometimes gild the dreariest hovel in the meanest street." She finds a notable example of this black art in the novels of the late George Gissing and cites the following passage descriptive of the London of the poor, as it appeared to that author when he was compelled to take a suburban train: "Over the pest-stricken region of East London, sweltering in sunlight which served only to reveal the intimacies of abomination; across miles of a city of the damned, such as thought never conceived before this age of ours; above streets swarming with a nameless populace, cruelly exposed by the unwonted light of heaven; stopping at stations which it crushes the heart to think should be the destination of any mortal—the train made its way beyond the outermost limits of dread, and entered upon a land of level meadows, of hedges and trees, of crops and cattle." Miss Repplier is inclined to believe that this is a trifle strained. The "nameless populace" she imagines would be not a little surprised to hear itself described with such dark eloquence. "I remember," she says, "once encountering in a third-class English railway carriage a butcher boy—he confided to me his rank and profession—who waxed boastful over the size and wealth of London. 'It's the biggest city in the world, that's wot it is; it's got five millions of people in it, that's wot it's got; and I'm a Londoner, that's wot I am,' he said, glowing with pride that was not without merit in one of mean estate. The 'city of the damned' appeared a city of the gods to this young son of poverty."

The sincerest people may differ in their ways of looking at things. The butcher boy was proud of being a Londoner because London is the biggest city in the world. He was one of the units that go to make up the prodigious total of its population, but his consciousness of that fact added not a little to his cheerfulness and, no doubt, inclined him to take an optimistic view of things in general. Mr. Gissing's natural delicacy, his refinement, heightened by his loving study of the masterpieces of ancient and modern poetry, revolted against "the intimacies of abomination," and all the sordid surroundings which the hardness of his lot had made familiar to him, but never tolerable. Such a man in such an environment may be more easily proud of his country's past than satisfied with the present state of its civilization. And yet there was never a time when the government of Great Britain was so earnestly engaged in the high endeavor to better the condition of the races subject to her rule in every quarter of the world—a fifth of the human race.

Certainly the destitution and degradation of the London poor set philanthropy one of the hardest tasks it could be called to undertake. But it is not all the result of individual incapacity, ignorance, sloth or wickedness. The truth is that there is a submerged element in every wealthy and populous country which should be regarded as one of the by-products of progress as it has been directed hitherto. It would be absurd to attempt to account for it by conditions that are exclusively modern. It was to be found in Rome under the Emperors just as it is to be found to-day in England under Edward VII. But one can see that what is most urgently needed now is the disgorge-ment of the overcrowded centers and a more rational distribution of population. Great Britain has immense and sparsely-settled colonial possessions to which her unemployed multitudes should be enabled to emigrate as speedily as practicable. The struggle of the great powers for territorial expansion is due in part to their sense of the importance of relieving the pressure of population upon the home soil; but they find that the emigrant usually prefers to settle in some country that is already in the enjoyment of established civilization and organized industries to making the venture in a land whose soil is still virgin, although under the old flag. The United States are, therefore, of all countries the most attractive to him. The populations of the South American republics would have been far more rapidly increased than they have been by immigration if their governments had not been so notoriously subject to revolution. But the practical difficulties in the way of appreciably diminishing the populations of great cities like London by government aid are, of course, enormous. A government already at its wits' end to meet its current and other unavoidable expenditures would be slow to enter upon an experiment

so costly. In the next place, a forcible deportation would be impracticable, and the very classes which it would be most desirable to send abroad would probably be found most reluctant to try a chance of fortune remote from the accustomed excitements of city life. And those, moreover, are the classes that are least welcome abroad.

It is plain, however, that something more than room, something more than an abundance of arable land, is needed to arrest the overcrowding of cities. That tendency is about as strong in the United States as anywhere else. The introduction of machinery and new methods of cultivating the soil account only partially for this fact. The love of a crowd, the craving for excitement, are drawing men everywhere away from the farm to the town. Cities like New York and Chicago, it is hardly too much to say, are now more in need of emigration than of immigration. There is growing up in this country a formidably large class of unskilled laborers—men who know no trade or handicraft, and who find it extremely difficult to acquire any learning of that sort on account of the opposition of certain labor organizations. But this condition presents a problem for statesmen which mere politicians can hardly be expected to solve.

Four representative workmen from different trades and different nationalities have written to the Boston Globe on the comparative prosperity of wage-earners in Europe and America. The verdict is not altogether favorable to America. Wages are high, but work is hard, and the cost of living is burdensome. It is contended that immigrants are ignorant of their rights, are deprived of fellowship, and miss many of the enjoyments of life, although it is admitted that they gain some advantages and will be better off in the long run. The fact that the foreigners keep coming in increasing numbers is the best evidence that this country offers the most favorable conditions. Were the case otherwise our immigrant problem would speedily solve itself.

Since the anti-cigarette law has been in force in Indiana one may not sell or give away cigarettes, but the courts have held that one may make cigarettes for his own use. As a consequence it is believed more cigarettes than ever are being consumed in Indiana. Manufacturers are sending cigarette papers free by mail to all kinds and conditions of people, and despite all protests the mail carriers are bound to deliver them. Indiana has heard more about cigarettes than ever before. The crusade has practically served as an advertisement.

A woman never appreciates the absolute simplicity of man until she accidentally discovers that, like life, he is all vanity.

Many a man who sees his neighbors' glaring sins has his own conscience chloroformed.

WITHHOLDING THE TRUTH.

That honesty is the best policy is a general proposition which needs no defense. Whether it is ever justifiable to lie or withhold the truth is a question which has vexed those who love to study ethics, and common sense suggests that it comes under the adage that there are exceptions to all rules. Certainly the most reasonable exception is in the case of physicians and surgeons who are asked by their patients what are their chances for recovery. The newspapers the other day reported the case of a man who had been told by an oculist that in a short time he would be totally blind. So overcome and depressed was the patient by the statement that he committed suicide, assigning as the reason that he might as well be dead as to be blind. There can be few more terrible prospects to put before a man than that within a short time he will lose his sight. If it could have come upon him gradually he would have adjusted himself to it and accepted the conditions with as good grace as possible, determined to get as much enjoyment as he could out of the balance of his days bound to be spent in darkness.

Every physician and surgeon will tell you that the mind has a great deal of effect and influence upon the sick. If they think there is no chance to recover they give up hope and the disease at once has a valuable ally and the patient is much more liable to succumb. If, on the other hand, the sick are told that there is a good chance, they will join the doctors and the nurses in fighting for it and hopefulness, determination and ambition to get well often turn the scale in a patient's favor. The surgeons almost invariably say to friends and relatives before undertaking a delicate and difficult operation that danger attends it and that they will all hope for the best and hopefulness joined with skill accomplishes wonderful results. It is usually the duty of the doctor to acquaint the friends of the patient with the seriousness of the illness, but the cases are very few and far between where there can be any justification for a physician saying to a patient that he has only one chance in a hundred or that he is sure to die. That cuts off hope and hope in some cases is better than medicine. Every individual has a certain amount of rallying power which should be summoned and if successfully called into requisition it may turn the tide toward health. These are the times when the truth need not be told.

The rain cure is being taken by many people in Texas. Wonderful benefits are said to have been derived by them simply from standing naked for several hours in a down-pour. If there is anything in this cure it should make Western Michigan a mecca for thousands who suffer from the ills that flesh is heir to. The supply of rain here is unlimited.

It is better to have your hero born great than to thrust greatness on him in the last chapter.

DOOR OF OPPORTUNITY

Must Be Restored by Regeneration of the Corporation.

The wise traveler, lost in the mountains at night, waits for the light. He takes no chance of going over a precipice. A wise people, confronted by political or industrial uncertainties, will profit by the traveler's example. Truth is light. The truth of a condition of things once known, more than half of the problem presented is solved. Let us turn, if we can, then, to the exact truth of the industrial conditions with which our country is confronted.

We are now well into the fifteenth year since the American people started out, through the Sherman act, and the several state anti-trust acts, to destroy the so-called trusts. Are they destroyed? Are they diminished? Has any one of them, except from causes arising within itself, been destroyed or diminished? True it is that some of them have been bitted and reined until they are again in the highways of the law. Some of them have voluntarily come back to the highways of the law. Some have never departed from these highways. Some, it is suspected, are still at large. But none that I can recall have been destroyed; none have succumbed to the full length of purpose with which, as a people, we started out to annihilate them. Whatever has been the success of our policy of measurable control, the policy of annihilation has proved a failure—a flat, sheer failure.

The reason of this is not far to seek. A corporation is only the individual multiplied. The so-called trust is nothing but the corporation enlarged. In these days when enterprises have grown so large that no single individual can launch them, or keep them going, the only industrial expedient that civilization has yet found of massing and co-ordinating the wealth of the many into one management, unless we accept socialism as a workable means, is the corporation. Socialism has yet to prove itself; so that the corporation is civilization's sole and only way of wielding large masses of capital. As such, as I have many times said, the corporation is here to stay. The large corporation is here to stay. To blind our eyes to this truth is to grope in the mountains in the dark.

But there is no need in all this, that we should conclude that there is nothing wrong—that the manifest public sense that there is something wrong is without foundation. The corporation is here to stay, but not to set aside all the industrial and commercial laws of the past. The corporation is here to stay, but not to destroy the individual ideals, the individual aspirations, and the individual opportunities, that have given to the past everything in it that is worth preserving. The corporations, and the enterprises they embody, have grown great. But behind them, and above them, still rise the peaks of humanity; higher than commerce itself, for commerce only serves humanity by sitting at its feet; higher than manufacture; majestic above the state itself. And the heart and the hope of humanity is the Individual Man.

One summer evening, a few years ago, I found myself in one of our Northern lakes, pushing out from shore in a little boat, alone. The sky was clear, revealing a firmament from which the stars hung down like points of light. The water was unruffled as a mirror, holding in its depth the inverted sky. No sign of a horizon was in sight. Upward, downward, to the right, to the left, whichever way I looked, were the unending reaches of a world-filled sphere; and, in its exact center, so accurately placed that upon him con-

verged all the lines of the universe, was an individual—an almost unknown Individual Man.

When we turn from these oceans of space to the smaller sea of human activity, the same great wonder confronts us—all its lines converging on the Individual Man.

Now the heritage of the Individual Man is opportunity. Nothing is more interesting than to trace the vicissitudes through which that inheritance has passed. In the first years of its possession the Individual Man enjoyed political freedom. In these first years were laid the foundations of the great philosophies and the great religions. And in these first years, too, were laid the foundations of private property, with the attendant commandment: Thou shalt not steal.

But although thus born into political freedom, the Individual Man soon lost it, became a mere pack horse in the procession—behind him no pride, no hope before him. Although born into freedom of thought, in time he lost that. And although born into equal opportunity to achieve a measurable individual independence, in those things that lie closest to life, as our lives are here ordered, in time he let these opportunities slip—watched them go down engulfed in the greed and ambition of the successful few.

It was to regain these lost liberties, and this lost individual opportunity, that the world has gone through the most interesting struggles of its history. It was to regain individual opportunity, as much as to regain political liberty, that the fathers of this continent pushed Westward through the ocean; that their children scaled the mountains that barricaded the Atlantic; and that our children, in their migrations farther Westward, have gone to the borders of the Western Ocean. To enjoy opportunity; to measurably exercise individual dominion; to be a man among men; a proprietor, even although in a small way, among the proprietors—these are the instinct, the incentive, and in great part the hope of the race. And it is just this instinct, this individual hope, that having mounted the heights, seem ready to disappear again.

The cause of this phenomenon—to a republican people, an appalling phenomenon—is the corporation. As usual in all great phenomena, there are many side causes. One is the practice of the railways that, through discriminations, choose who in a given community shall survive and who shall go to the wall. But the efficient, dominating cause is the corporation—the utter insecurity that our present corporation policy puts into corporation proprietorship.

I have spoken so often on this phase of this subject that in the way of illustration I can only repeat myself. It is legally possible, for instance, under our present corporation policy, for three or five men to sit at a table, lay a silver dollar in its center, sign articles of incorporation and subscription to stock, repocket the dollar, forward by mail to the state capitol the articles, and by return mail receive a certificate from the state, under the state's great seal, that the corporation created is a million dollar enterprise and that its stock is fully paid up. I know of one corporation that organized recently under the laws of New Jersey with an authorized capital of forty million dollars. For some reason this must have looked high even to the promoters, for only ten million were issued. After a little while these ten million were reduced to two, whether from some scruple of the stockholders, or some business expedient, I do not know. All I do know is that a little while after that the corporation landed in a bankruptcy court, with assets all told of twenty-five thousand dollars; and this

twenty-five thousand dollars presumably acquired on the credit of the corporation, after its organization, for the current liabilities exceeded these assets.

The honor of the New Jersey men individually is above reproach. Her judiciary ranks with the best courts in the land. Her Governor and her State officers are chosen from among her best citizenship. Within her borders is the university at Princeton, a fountain of learning and morals that reaches every corner of our country. But with all that, could there be conceived a case, of the people of a commonwealth, more distinctly putting the great seal of the commonwealth, the token of its majesty and honor, upon a contrivance born a bankrupt and destined from the beginning to a career of disaster? What is to save a commonwealth, in such a case, from the moral consequences of having issued a false and fraudulent certificate? What saves it from justifiable denunciation, except the fact that such spectacles have become so common that they are no longer looked upon with acute disapproval?

It may be said that a case like this can not occur under the laws of some of our states. True. Corporations thus constituted find no parentage in some of our states. But when born in one state they can do business in all the states. They do do business in all the states. So well understood is this, and so easily is it accomplished, that the known parentage of nearly every big corporation in the country can be safely imputed to one of the four or five states that have secured a reputation for so-called liberality.

But although over capitalization is a cause, it is not the only cause—in my judgment, not even the chief cause—of the sense of insecurity which has crept into corporation proprietorship. One of the chief causes is the trick that can be played in the priorities given to the corporation's securities. The value of a security in any industrial structure depends upon its place of anchorage—the number and amount of issues that precede it; and no one, not an expert, can tell where, in many of the greatest corporations of this day, any given security comes in. Another is the unrestrained liberty to insert into the administration of corporations personal purposes, schemes for personal advancement on the part of those who ought to be the corporation's trustees. Let me illustrate that again by a case coming under my own observation.

The case I refer to is a street railway enterprise. It began originally, many years ago, in several separate companies, each issuing bonds and stock, that more or less accurately measured the cost and value of the venture. So far, so good. The enterprise proved a prosperous one to the shareholders, and the people of the city were served in accordance with the facilities and expectations of that day.

But the city happened to be one that was growing by leaps and bounds. It happened, also, that in time the methods of street railway operation radically changed. Cables took the places of horses. Better rails were laid. Larger and better cars were introduced. These two causes combined necessitated a reorganization—a reorganization that, financially and in methods employed, went to the foundations of the enterprise.

The reorganization came. It took the form, financially, of an assumption of the previous bonds, and a guarantee of dividends on the previously issued stock. On the top of these new bonds and new stock were issued—the bonds, perhaps, fairly representing the cost of the improvement, the stock standing for the

franchises and prospects of the companies. An honest purpose faithfully to serve the public, and to conserve the interests of the bondholders and stockholders, would unquestionably have kept the enterprise safely upon its feet.

But the honest purpose was not there. A street railway, like anything else that suffers wear and tear, must provide means out of what it earns to replenish its losses. This was not done. Like any other enterprise, too, that suffers waste through the changes introduced by progress and invention, the street railway must reserve out of its earnings some portion at least of the means needed for the re-adaptation. This was not done. Through eighteen long years the property was allowed to work on, only partially replenished—on some of its lines literally shaking itself to pieces—while the earnings went to dividends.

Now, what, in this instance, was the controlling purpose; and how did it attain its end? Deterioration, being gradual, is not readily discerned. Dividends, on the contrary, are open and discernible. To put earnings into replenishment would have been partially, at least, to conceal them. To put earnings into dividends trumps them. The open card was the one played, and the one that quickly established a value so apparent, that from every quarter came in the streams of small investments—each a rivulet, but united, a river—until the ingenious manipulator, having disposed of his own holdings at the high prices established, took out a personal fortune that would buy out whole counties in the State of Illinois. Even then the light was not let in. More stock was issued on top of the old; common stock on the top of the preferred; and then the crash.

There are other corporations in this country—too many of them—built on lines like these, stratification on stratification, with secret seams through which are sapped the foundations on which the stratifications rest. They go on well for a little while. But the hour of reckoning comes; and when that hour comes, that which appeared solid as rock, crumbles under the stress of its own rottenness. How can it be expected that under a public policy that winks at these things, the ordinary man can feel otherwise than that he is effectually excluded, except as a victim, from that large part of his country's properties?

How long, I ask you, my fellow Americans, ought such a sham corporation policy to be tolerated? How long will we go on blindly setting upon practices such as these the great seals of our commonwealths? Are we willing, as a people, to go on indefinitely, aiders and abettors of iniquity? Men sometimes talk of corporate reform as interference with industrial liberty. Who proposes to interfere with industrial liberty? The highways of our country are open to every one who wishes to travel; is it interference with travel that it shall be under the restrictions of law—that the automobile, for instance, shall not tear down upon us at such a crazy speed that all other travelers are frightened from the road? The streets and the market places of our cities are open to all alike; is it any interference with the liberty of trade to put the traders under such supervision of law that confidence men and swindlers may be excluded? When five or more men wish to organize a bank, a trust company or an insurance company, is it interference with liberty that the state see to it that the companies be honestly organized and that their management remain along lines calculated to make them a business success? Whence comes this claim of liberty unrestrained by law; this right to disdain law; this

right to disdain the right of others; to disdain decency; to entrap the honest corporate enterprise of this country into a seeming affiliation with dishonesty and fraud?

But there are those who tell us, as if that solved the question, that no one is under compulsion to invest in corporate securities; that to sympathize with those who have made the effort, and have been bitten, is a waste of sympathy; and to try to prevent such a thing in the future is a waste of energy. These men look at the whole subject as if it concerned only the particular individuals injured—as if it were the case of a boiler exploding or a bridge going down, whereby the people who happened to be there were severely and permanently injured. Even in that view of the matter, I would be for corporate regeneration. But that view is a narrow, inadequate view. It does not take in, does not begin to take in, the whole field of consequences to be considered. True, in some aspects of its existence, the corporation is a mere artificial person, with whom the nation is concerned only as it is concerned with this or that particular individual. But in its most important aspects, its political and human aspect, the corporation is infinitely more than that. In these days the corporation is nothing less than the prevailing, the dominant medium of proprietorship of nearly the whole of the country's industries. Is not the nature and character of the proprietorship of the country's industries a matter of national concern? Already this proprietorship comprises nearly one-third of the country's wealth and two-thirds of the wealth that by reason of its occupation is most constantly in the public eye. Has the nation no concern in determining, so far as an enlightened policy can determine, whether this vast interest, rapidly growing vaster, and lying close to all the nerve centers of our political life, shall engage the interest and loyalty of the people generally, or only a very limited number of people? The questions answer themselves. The first concern of every government is the Individual Man and its supreme concern the extent to which the Individual Man will remain attached, by the bonds both of patriotism and of interest, to the country's institutions.

The most striking effect of our present corporation policy upon the Individual Man is that it is driving him out of industrial proprietorship altogether—that the ownership of the industries of the country, an ownership that on a wide base is a people's strength, is narrowing, narrowing, until in nearly every industrial center, the men of property can be easily counted. I need not give the cause of this; for on the face of the cases I have given, and of transactions that have become common knowledge within the minds of all, the cause lies completely revealed. I give only the fact. The fact is that the artisan no longer is a proprietor, interested in the trade to which he is attached; although only a few years ago the artisan's name, as proprietor, was always to be found above the shop door where he with his journeymen and apprentices worked. The fact is that the farmer and the merchant no longer invest their surplus in either neighborhood or distant enterprises or directly loan to these enterprises; although it is only a few years ago since the merchants' and farmers' savings reached investment, not by way of the great financial institutions in the great money centers, but directly from man to man. I am not criticising these modern methods. I am only pointing out the fact, that outside the ownership of lands, widespread individual proprietorship is becoming a thing unknown; that the corporation having absorbed what a few years ago was owned in-

dividually and absorbing also the new wealth of the country as fast as it is created, there is no room, as things now stand, practically speaking, for proprietorship by the ordinary man. Do you doubt this—you the younger men of this generation? Enquire, then, of the men whose lives bridge the old order of things with the new, Enquire of them. Do you still doubt it? Read carefully the statistics of our Treasury Department. They will show you that during the past five and twenty years the wealth of this country, man for man, has increased 10 per cent. But they will show you also that during the same period, covering as it does the rise of our great corporations, the sums that the bulk of our citizens have left uninvested, except as deposited in financial institutions, to be loaned by them to the great borrowers of the country, have increased over 500 per cent. The cause of this is not that our people fall back from investment in a corporation merely because it is a corporation. The banks are corporations, and deposits essentially are a form of investment. The cause is not that we have lost the instinct of proprietorship. The wish to own something, on the part of every American, to be on the way to a personal independence, was never stronger than at the present day. The cause is the sense of insecurity that the career of the present day corporation justifiably inspires. And the effect will be, in time, a Government where power will be in the people, but property the concern of a few only of the people—a sea of incompatible conditions through which no government has ever yet successfully steered.

But you ask me, How can the course of things, as they are now going, be changed? How can the individual man be brought back into proprietorship? My answer is: Take the corporation at once and forever out of the list of those things that are treated as mad dogs; but at the same time take it forever out of the list of suspects. Put the corporation, as national banks and trust companies are now put, under the supervision and control of law, to the end that it become a faithful steward. Make it, for instance, impossible for

the promoters of the street railway, the case I have mentioned, to have diverted from replenishment the earnings that under any honest administration ought to have gone to replenishment. That would have been no stretch of supervision beyond what is exercised now in the case of banks, insurance companies and savings societies; and it would have saved the investor in these street railway securities from the financial morass into which he was led, and the public any cause for justifiable indignation.

Make it impossible to capitalize corporations at figures that can have no purpose other than that of artificial and temporary inflation—inflation that on collapse leaves the victim holding the bag.

Make impossible the geologic capitalization—the capitalization laid in layers, one on top of the other, the last kept green for a little while only by dividends snatched from the air, or abstracted from the assets, and then, when the object has been attained, allowed to dry up and perish from the earth.

The great heart of the world has always been with the man who works. To him now, more than at any time in previous history, is turning also the world's great brain. All over our country are springing up examples of labor taken into partnership with capital—examples of the men who create and the multitude who carry out these creations making common cause. Make it possible to give corporate form and governmental security to this kind of just and helpful industrial affiliation. In short, as I have just said, take the corporation out of the list of suspects. Make it a medium of ownership into which the principles of justice enter, and the instinct of our people, always alert to help us, man for man, to an individual independence, will do the rest.

In thus emphasizing, as the supreme object of corporate regeneration, the individual man and his readmission into the proprietorship of the country, I do not wish to be understood as saying that the movement has not an economic as well as a human side. But I have not time to pursue the economic side. My purpose is to press the moral

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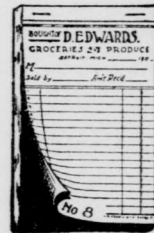
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issue. I wish, if I can, to wake up my countrymen to the reality that right under their eyes a world drama is enacting—a republican people individually casting off their stake in republican institutions. Upon the specific measures that have been proposed I have no word to offer now. Except that the power to be conferred must, so far as it relates to interstate commerce, be conferred upon the Nation, the time is not ripe for the discussion of this or that measure as the better means to the end desired. What must be done now, as clearing up the ground for specific measures, is to bring into the public consciousness what the exact nature of the trouble is; to clear up the popular vision; to kindle popular interest; to bring our people back to the ideal that the first requirement of stable republican government is a country owned by its people as well as governed by its people.

A year ago last February I happened to be in Baltimore at the time of the fire. With some friends I went that night to the scene of the fire. As we passed the College of Loyola I noticed that although the college was lost in the surrounding darkness, the cross on the tower was just high enough to catch the reflection of the fire beyond. Indeed it lost all appearance of connection with the building, looking like a gleaming emblem hung down from the skies.

The fire had started in the southwestern portion of the business district and was burning northward. Already it had almost reached St. Paul's church and the Cardinal's Cathedral. To the northward lay the residence district, with its twenty thousand roofs and hundred thousand women and children. Toward these the fiend's red eyes were set. Toward these its thousand tongues reached out. No power, it seemed to me, could stop those jaws. But athwart its path hung that gleaming cross, and what it said was this: "Not here, not here."

Baffled, the fires turned eastward. Before them was the pride of business Baltimore—the structures of stone and brick and steel, impregnable to assault by conflagration. But at this fancied security the fires laughed. Like soldiers besieging a citadel they leaped by hundreds into door and window, emerging ten thousand strong on parapet and roof; until, where a fortress had seemed to stand, stood now only a broken shell. Then, encouraged, the red eyes and flaming tongues were turned again to the north. But there still gleamed the cross, saying: "Not here, not here."

Southeastward the fires turned. Factory after factory, mill after mill, went down. The great warehouses flattened out—mere heaps of ashes. Against the giant fiend nothing stood up. But its back stayed turned to the gleaming cross, until, licking up, to the water's edge, the remaining wharves, it fled out to sea and was seen no more.

All over our country—all over the world—there are signs that fires are smoldering. Should they ever break out, there is no prosperity, no commercial achievement, no mere national greatness, that will effectually stay them. There is but one thing that will prove availing: Justice! That quality of justice, that opening to every man the opportunity that is rightly his, invokes over every institution into which it enters the protecting finger of Providence, and the voice that admonishes: "Not here, not here." Peter S. Grosscup.

Sold as "American Made."

A gentleman who is traveling abroad inquiring into trade conditions, having especial reference to the promotion of American com-

merce, has written that foreign manufacturers in England and on the continent imitate American products and sell them under the title "American made." The correspondent says on this point:

"I find that a great deal of imitation of our manufactures under the title of 'American' is going on in Great Britain and on the continent. I was recently told in London that many of the so-called 'American shoes,' as well as many other American articles being sold in Europe and elsewhere, are really of European make, but made after American patterns, and the English and French, as well as the Germans and Austrians, are doing more or less of this, both for the home markets and for exportation. Apparently quite large quantities of genuine American manufactures are being sent from England to Egypt, India, the Straits Settlements, China and Japan.

"In Germany many articles of American and English manufacture are being duplicated, and some of these are being sent to the Orient as well as to South America, Africa and elsewhere. These imitations are also sold in German markets as 'American-made' goods. This is especially true of shoes made after American patterns.

"Considerable quantities of merchandise originally made in the United States reach France from England, the Netherlands and Belgium, being imported, however, as products of those countries, thus securing in some cases the benefit of the minimum tariff rate which France does not accord to the United States. This may explain in part why our direct exports to France do not increase as rapidly as to England, the Netherlands and Belgium."

Preserving Woods in Sugar.

Two measures for seasoning timber and preventing the growth of dry rot and other diseases to which it is liable have their adherents. One method advocates the ringing by the removal of a wide strip of bark, including the bast and sap layers, of those trees which are to be felled in the autumn, as soon as the leaves or new fir needles have been formed. The ascent of moisture from the ground being thus hindered, the foliage extracts from the trunk all the sap and liquid particles in the cells. Moreover, wood thus treated dries rapidly after being felled. Another process recently brought forward is that in which beet sugar or saccharine replaces the sap in the trees and drives out the natural humidity. The log is rolled into a huge cylinder provided with pipes and supplied with sugar. The heat from hot water forced through the pipes boils the sugar, which penetrates the pores of the wood. Cold water is then sent through the pipes, and the log is conveyed into a special room, where it is dried by hot air. After being again cooled, the wood is left in such condition that insects cannot destroy it.

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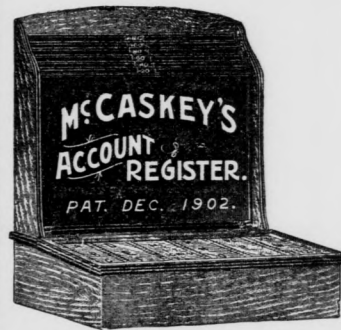
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The **McCaskey System** is what you are looking for. It's the Totaling System of handling accounts with **only one writing. No copying or posting** of accounts. No disputes with your customers. You can settle with a dozen customers quicker by the McCaskey System than you could with **one** by the Pass Book and Ledger way of keeping accounts.

Remember it's Only One Writing

and the account is ready for settlement at any minute without making another figure.

Your Accounts can be Protected from Fire.

Our catalogue explains it. A postal brings it.

The McCaskey Register Co.

Alliance, Ohio

Mfrs. of The Famous Multiplex Carbon Back Sales Pads.

Piles=Fistulae Cured

Without Chloroform, Knife or Pain

In Bed For Three Months Before Coming For Treatment.

Dr. Willard M. Burluson,
Grand Rapids, Mich.

Dear Doctor:—

I suffered with protruding and bleeding piles between 15 and 20 years. For the last eight years I followed railroad office work and I thought they would not bother me at that kind of work, but I found it made no difference. Every time I would ask a doctor about it all the satisfaction I could get would be that I would have to get them cut out, and as that was a dread to me, I kept letting them go and all the time I got worse. Last October I was taken down with them and could not walk. At last about the first of January I had to go to bed and they kept me there until March seventh. During this time I suffered everything and tried all the patent medicines ever heard of with no relief. On March 7th I went to Grand Rapids and saw Dr. Burluson. Upon examination he found that I had two large ulcers. He treated me without pain and cured me. To say that I was grateful to him is putting it mild. It is a pleasure to go to his office, as his method is painless and he is a gentleman in every respect. His charges are very reasonable and he wants no pay until cured. I have been working on a farm all summer and have not tried to protect myself in the least and can safely say, "I am cured."

To anyone who has the piles, let me urge you to go to Dr. Burluson, as there is no use in wasting time and money on medicines. I am,

Yours truly,
J. E. HARTER,
R. F. D. 4.

Shelby, Mich., Sept. 19, 1904.

On His Way to Have Them Cut Out.

For the benefit of anyone suffering from piles, I would like to recommend Dr. Burluson's New Painless Dissolvent Treatment as being sure, quick, cheap and practically painless. In fact, everything he claims for it.

I had suffered with piles for a number of years, and as my work (that of drayman) was rather hard, they caused me much inconvenience, becoming so painful at last that I started for Ann Arbor to be operated on, but was advised by a friend to stop in Grand Rapids and see Dr. Burluson. I did so and have been thankful a thousand times that I did. I was rather skeptical at first, the thing seemed so simple that I could not believe the cure could be permanent. But it is. I was operated on early in March, the time consumed not being over an hour and the operation being practically painless, and came home and went to work. My work was unusually hard the first few days and I noticed a slight return of the old trouble and went back. (Let me say right here that the doctor had explained to me that I might have to take a second treatment.) The second operation did not occupy more than ten minutes and I have never felt a trace of the old trouble since. As that was six months ago and I have been lifting hard and working in all positions and on a wagon from 12 to 15 hours every working day since, I am now positive the cure is permanent, and can heartily recommend it to anyone suffering from piles.

In addition I would like to say that a patient receives most kindly and courteous treatment and that the cost is very little compared with the benefit one receives.

Yours very truly,
MARK CRAW,
254 Washington St.
Traverse City, Mich.

Oct. 1, 1904.

Suffered 14 Years; Cured in 2 Treatments.

Grand Rapids, Mich., Oct. 10, 1904.

Dr. Willard M. Burluson, City:
Dear Doctor—During the winter of 1890, I was taken with slight hemorrhoids, which were, I believe, only aggravated by the use of the so-called drug store pile cures, at any rate they continued to grow worse until I was in such condition that it was impossible to get a good night's rest. With some degree of suspicion I finally decided as a last resort to try your treatment, and I am now happy to state that after two treatments, I believe my case to be cured. All suffering from hemorrhoids of any form can, I confidently believe, be cured by your method. Yours truly,

A. GREEN,
Engineer Dep't G. R. & I. Ry.

Family Physician Did Not Want Her to Come.

Vermontville, Mich., Sept. 18, 1904.
Dr. Willard M. Burluson,
Grand Rapids, Mich.

Dear Doctor:—

I am only too glad to do anything I can for you to show my gratitude for the great benefit you have brought me and to bring others suffering as I was to receive the same relief.

I have suffered with piles for about eight years and have at intervals of a week or ten days been unable to leave my bed, and suffered intensely. Without exaggeration I have used at least 50 boxes of "Pyramid Pile Cure," as well as numerous other "cure-alls," without receiving permanent relief. At last there was no relief for me except through an operation. I had often seen your advertisement and in fact had written you and received one of your little books of testimonials, etc., but your claims and cures seemed so impossible that I could hardly credit it. My brother, however, who was away from home and was sent for, being obliged to wait in Grand Rapids for some time, improved the opportunity to call on you, and was very favorably impressed by you and came home with the determination that I go to you for treatment immediately. Therefore, on the first of May, last, against the advice of my physician and all my friends I went to Grand Rapids and took the first of 19 daily treatments. The relief was immediate, as from the first I did not suffer one-half what I had suffered nearly every hour of the three weeks preceding, and from the fifth treatment on I felt more comfortable than I had for the greater part of the time in eight years, and far from being painful, the treatments were actually soothing. I have had no recurrences of the trouble

Bad Case Cured in Two Treatments.

Ionia, Mich., Oct. 20, 1904.
Dr. Willard M. Burluson,
Grand Rapids, Mich.

My Dear Sir:—

With reference to your treatment for rectal diseases, will say that a member of my family was afflicted with a very severe case of protruding piles for a number of years and suffered intensely. All kinds of medicine and several doctors were tried, but to no avail. We heard of your good work in curing such cases, and without the administration of anesthetics, and we decided we would try your new painless dissolvent treatment. This was done with some misgivings, but we are now very thankful that we did, for after two of your treatments the piles are all gone and the patient is in better health than before in years.

I never lose an opportunity to speak a good word for you and your treatment, and will gladly answer any inquiry. Yours very truly,

HERBERT W. EVEREST.

Could Not Walk.

Dr. Willard M. Burluson,
Grand Rapids, Mich.,

Dear Doctor:—

Words cannot express my appreciation of your kindness to me, and your skill in treating me for piles. I had been troubled for 12 years and for the past few years had suffered all the time. I could not work or even walk without my piles coming out. I had driven team for the past few winters and many a day when the weather was below zero I had to lie on my load, face down, in order to keep the piles inside. Although I suffered much from the cold and nearly froze to death many times, I chose it as the lesser of the two evils, for when

Nervous Wreck Cured in One Treatment.

GOODRICH & STANLEY,
Manufacturers of Cement Blocks and Brick.

Traverse City, Mich., Sept. 24, 1904.
Dr. Willard M. Burluson,
Grand Rapids, Mich.

Dear Sir and Friend:—
I had suffered with bleeding and protruding piles for 20 years and they grew worse all the time, was operated on twice by injecting the tumors, which almost took my life. Used all kinds of ointments and suppositories to no effect. My nerves became so wrecked that I was obliged to go out of business. In some way I saw Dr. Burluson's advertisement and decided to try once more to get relieved. I did not expect to get cured. But I was cured with one treatment and have been able to do any kind of hard work since. I would advise any sufferer from piles to go at once and see Dr. Burluson and not spend your money as I did for salves and on quacks. I will gladly answer any questions of anyone writing me, for I know that Dr. Burluson can cure you.

Yours respectfully,
E. STANLEY,
1119 W. Front St.

Swindled By a Quack.

Rockford, Mich., (R. F. D. 28.) Oct. 10.
Dr. Willard M. Burluson,
Grand Rapids, Mich.

Dear Doctor:—

For years I was a sufferer from protruding piles, which caused me no end of suffering and often incapacitated me from doing my work. I tried to find some medicine that would cure me, but failed. Several years ago I was treated by a specialist in your city, but he only took my money and did me no good. It took me some time before I realized that I had run up against a quack, and then I quit. This experience made me suspicious and I was slow to try it again, but I was finally driven to do something and knowing of some cases that you had cured, decided to go to you. You cured me with the greatest ease and I never had a bit of protrusion after the first treatment.

I have recommended you to a number of my friends and you have cured all of them as easily as you cured me. Refer anybody to me, it always gives me pleasure to say a good word for you.

Gratefully,
FRED ZIMMERMAN.

Cured in One Treatment Without Pain.

Pastor's Study, M. E. Church.
Charles Hayward, Pastor.
Beaverton, Mich., Oct. 11, 1904.
Dr. Willard M. Burluson,
Grand Rapids, Mich.

My Dear Dr. Burluson:—
I can cheerfully add my testimonial to your list. You accomplished all you claimed to do in my case. Really, I felt that I must take time and see for myself whether your work was a success, but I must confess that I cannot see any signs of returning trouble. For years I was afflicted with protruding and bleeding piles, also a prolapse and you cured me in one painless treatment by your New Painless Dissolvent Method. You are welcome to use my name in any capacity in which it will do good. I am gratefully yours,
REV. CHAS. HAYWARD.

Protruding Piles Cured.

Dr. Willard M. Burluson cured my wife of a very bad case of protruding piles. The treatment was painless and caused her no apparent discomfort. I hope to be able to convince many sufferers of his great success.
M. JENSEN,
Greenville, Mich.

October 1, 1904.

Bad Ulcer Cured.

Dr. Willard M. Burluson cured me of a very painful Rectal Ulcer, and I am pleased to recommend his treatment to others.
MRS. W. E. PORR,
Oct. 21, 1904. Albion, Mich.

Fistulae Easily Cured.

Sebewaing, Mich., Sept. 16, 1904.
This is to certify that I was afflicted about one year ago with a fistula (a form of piles) which got to be more and more aggravating, so that last spring I consulted Dr. Burluson and consented to treatment, which has given me very satisfactory results and I gladly recommend him to those persons similarly afflicted.
RICHARD MARTINI.

EVERY CASE CURED

since and from my own experience as well as personal observation of other cases far worse than mine. I am thoroughly convinced that you can do all you claim, while the extreme reasonableness of your terms is sufficient to convince anyone that you are working to relieve the sufferings of humanity and not to become a "Croesus," and no one need hesitate on account of lack of funds.

I would most heartily advise anyone suffering with piles to go to you for treatment immediately and it will be a pleasure to me to give the particulars of my case and answer any inquiries of anyone desiring information. I am,

Yours most sincerely,
MRS. MYRAH C. BENNETT.

Piles 20 Years; Cured in One Treatment.

Dr. Willard M. Burluson,
Grand Rapids, Mich.

Dear Doctor:—

I cannot thank you enough for what you have done for me. I suffered for twenty years with the protruding and bleeding piles. I was in misery all the time and could hardly work, but I am thankful to say that I am now well and you cured me in one painless treatment. I am always pleased to relate my experience to other sufferers with piles. I had spent hundreds of dollars for medicines and with other doctors, but got no relief. I would not take a thousand dollars and be back in the condition I was before coming to you.

Wishing you success in your good work, I am,

Yours truly,
WM. BERG,

Sept. 10, 1904.
Grand Haven, Mich., R. F. D.

the piles were out they pained me so I could not stand it, and bled so much that it made me very weak. I had not gone home from my work a night in years without blood in my shoes from the infernal piles. No one who has not had these cursed things can realize what I suffered.

When I went to you, you examined me and told me that you could cure my case, and I am glad to say that you had no trouble in keeping your word. I have regained my health and can now do more work than I could before in years. I feel very thankful to you for your kind treatment and gladly recommend you to all sufferers of rectal trouble. I am,

Your friend,
HOMER MILLER,
Sherman City, Mich.

Oct. 1, 1904.

Piles Have No Terrors For Him.

Dr. Willard M. Burluson,
Grand Rapids, Mich.,

Dear Doctor:—

The piles have no more terrors for me. I know where I can get relief if they ever return. I am beginning to feel what it is to be a well man again, thanks to you and your method.

I have had a very pleasant summer. I spent some time in Detroit and St. Louis and now I am teaching in the little village of New Era.

It will be a pleasure to speak a good word for you whenever possible. I have great faith in your method and I know that you are just what you represent yourself to be and that you will do what you say you will do. I am,

Very respectfully yours,
FRED KERR,
Shelby, Mich.

Oct. 7.

Bad Case of Prolapsus Cured.

Chatsworth, Ill., Sept. 19, 1904.
Dr. Willard M. Burlleson,
Grand Rapids, Mich.

Dear Doctor:—
In consideration of the lifelong benefits I have received at your hands, I deem it no more than human gratitude to write thanking you for the services you have rendered me, and trust you may be able to use this letter in a manner that will enable others who are sufferers as I was to secure a lasting cure as you have accomplished in my case.

I suffered for upwards of thirty years with hemorrhoids and prolapsus, and trying suppositories and lotions of all kinds, and being treated by doctors and receiving no permanent benefits, my state of health had become almost unbearable from intense suffering and loss of blood. I was unfitted for business of any kind on account of the nervous condition into which the pain and inconvenience I had suffered had gotten me. Through the kindness of a mutual friend I learned of you and your unparalleled success in the treatment of rectal troubles. On the seventh day of April I managed to get to your office in Grand Rapids. The following day you operated upon me. Ten days later you performed a second operation, and within a month after the time of the first operation I returned to my home in Chatsworth, cured of the terrible trouble which had made the greater part of my life almost a burden to me. I am happy to be able to add that the cure is a permanent one and do not believe that I will ever again be annoyed by the old trouble.

During the time I was under treatment by you, I met and conversed with numerous patients who said they were suffering with complaints of a nature similar to mine, and for whom you effected a cure in much less time than you took to cure me. But after the years of suffering which I endured, I consider the month I spent under your care to be the "best spent" month of my entire life, as I am now enjoying a state of health and freedom from pain and inconvenience formerly unknown to me.

You are at liberty to use this letter in any manner you may desire towards letting others know of the wonderful cure you have accomplished for me, and I will gladly refer any "Doubting Thomases" to innumerable of my personal friends who are familiar with the facts regarding the cure you accomplished for me.

Yours truly,
JAMES A. SMITH.

Piles 10 Years Cured in 60 Minutes.

I was a sufferer for more than 10 years with a very bad case of protruding, bleeding piles. I tried many of the so-called remedies, but received little if any benefit from them. I was told by several physicians that the only way I could get relief was by an operation and even then they would not guarantee a cure. About two months ago I was obliged to quit work and go to bed, calling in the family physician, who recommended Dr. Burlleson. I took his advice and I am well and strong again. Dr. Burlleson cured me completely with one treatment, and no one, except he who has suffered in the same way, knows what a relief it is to be free from this painful and aggravating disease.

I gladly recommend Dr. Burlleson and will gladly answer any letters of inquiry that may be addressed to me.

S. G. PIERCE,
Alma, Mich.

Piles Many Years; Cured in One Treatment.

Toledo, Ohio, Sept. 17, 1904.
Dr. Willard M. Burlleson,
Grand Rapids, Mich.

Dear Doctor:—
I was afflicted with protruding piles for many years—so much so that I had great difficulty at times about doing my work. I tried numerous remedies, but nothing helped me permanently until I went to you, more than a year ago.

I cheerfully recommend your painless method of treatment. It has done wonders for me. Shall always feel grateful to you for the benefit received. Wishing you success and again thanking you, I am,

Yours very truly,
MRS. C. S. FORD,
432 Western Ave.
(Formerly of Cedar Springs, Mich.)

Just As Young as He Used to Be.

Office of A. J. Bradford, U. S. Pension Attorney, Justice of the Peace and Conveyancer and Dealer in Real Estate, Baldwin, Mich., Dec. 16, 1903.
Dr. Willard M. Burlleson, Grand Rapids, Mich.

Dear Doctor—I suffered with protruding piles for 35 years and spent hundreds of dollars for relief, but in vain, until I tried your absorbent method. At times was confined to my bed and unable to work for weeks, but thanks to you and your new method, the one operation has been perfectly successful, and I am gaining flesh and health every day. It seems almost incredulous that your simple remedy should cure so quickly and painlessly, and that I should be able to do just as hard a day's work as when I was a young man. I am now 61 years old, an old soldier of the war of the rebellion, and I feel just as young as I used to do in my younger days. Sixty days ago I left your office and rode home, 75 miles, without any discomfort whatever, and have been steadily gaining ever since. My friends all talk about my wonderful recovery, and I tell them that to Dr. Willard M. Burlleson stand all the credit and glory for my present healthful condition.

You can refer any and all persons to me at any time, and I will convince them that this testimonial is from a grateful heart. Very respectfully,
ANDREW J. BRADFORD.

Nine Months' Treatment Did Him No Good.

Rockford, Mich., March 1, 1905.
Dr. Willard M. Burlleson,
Grand Rapids, Mich.

Dear Doctor:—
It has now been some time since I took your treatment and I am satisfied that I am perfectly cured. I suffered for 12 years with a very bad case of protruding piles, which often confined me to bed for days at a time. I had tried every remedy I could hear of, but the piles still stayed with me. Several years ago I took treatment for about nine months of a man who has posed in your city as a rectal specialist for a number of years, but he did me no good at all, but took my money. I called on you as a sort of forlorn hope, hardly expecting to take treatment, but was so favorably impressed, that I decided to give you a trial, and I have never regretted that I did. From my own experience I am satisfied that you are the only man in Grand Rapids that knows anything about piles. I am,
Yours truly,
HENRY HESSLER.

Well-Known Business Man Cured.

Dr. Willard M. Burlleson, City.

Dear Doctor—
I wish to express my appreciation of your treatment. I suffered for about 20 years with a bad case of piles and from my experience with you I know that you can do all you claim, and more, too. I never lose an opportunity to recommend you to my friends. No person with piles can make a mistake by going to you for treatment. I know of many other bad cases which you have cured. I am
Gratefully yours,
OTTO WEBER,
(Otto Weber & Co.)



Willard M. Burlleson, M.D.

Rectal Specialist.

Originator of the New Painless Dissolvent Method of Treatment for the Cure of Piles and all other Diseases of the Rectum.

103 Monroe St.

Charges and Terms

My charges are always reasonable and are for a complete, permanent and guaranteed cure. The exact amount can only be determined upon a complete examination. Any person who is not prepared

to pay the entire fee at once will be allowed to make payments as his convenience permits.

Any person who is too poor to pay will be cured absolutely free of charge and will receive as careful attention as though he paid the largest fee. I want no person to be kept from the benefits of my wonderful discovery for financial reasons.

Write any of the people whose testimonials appear here and ask them if they were satisfied with my charges and terms.

The Method

I cure Piles by a NEW PAINLESS DISSOLVENT METHOD, which is my own discovery, no other person using it or knowing what it is. No hazardous operation of any kind is employed and no knife or chloroform used. Many bad cases are cured in one painless treatment and few cases require more than two weeks for a complete cure. The PATIENT CAN ATTEND TO BUSINESS DURING THE COURSE OF TREATMENT.

I have a booklet explaining my method more fully than I can explain it here, and I am pleased to send this booklet to anyone who will ask for it.

Any sufferer solicitous for his own welfare would not think of submitting to any other method of treatment, after investigating my Painless Dissolvent Method for the cure of Piles and all other Diseases of the Rectum.

SEND FOR BOOKLET, IT CONTAINS MUCH VALUABLE INFORMATION.

How to Find Out

Ask some one who knows, some one who has been cured, some one who has tried everything else without relief. Write to any of the people whose testimonials appear here. They will tell you truthfully of their experience and without prejudice.

Don't ask some one who knows no more about it than you do. Don't ask some doctor who is trying to get you to submit to the knife. He is all one-sided and can see nothing but the knife and a small prospective fee. The experience of A. J. White, as told in his testimonial in booklet, is a good illustration of this. He investigated for himself, however, and then did the only thing any sensible person could do—come to me and was cured without submitting to a barbarous surgical operation.

Any person who investigates honestly and carefully would not think of submitting to any other method of treatment.

Guarantee

I guarantee to cure piles and all other diseases of the rectum or accept no pay for my services. Any person who doubts my ability to cure need not pay one cent until satisfied that I have done all I claimed. IF I FAIL THERE WILL BE NO CHARGE. I REQUIRE NO DEPOSIT OR WRITTEN CONTRACT.

Write and ask any of the people whose testimonials appear here if my guarantee is not good. If your trouble ever returns after I cure you, I guarantee to cure you again free of charge.

Testimonials and References

I have hundreds of other testimonials of cured patients which I have not room to publish here. I can also refer you to many prominent people who have known me for years.

I would say for the benefit of out-of-town people that I am a permanent resident of Grand Rapids and have practiced medicine in this city for years.

The enormous practice I enjoy is conclusive proof of my success.

No Intelligent Person Can Doubt This Overwhelming Evidence of the Success of the Greatest Discovery Ever Made for the Cure of Piles

Fistulae Easily Cured.

Sebewaing, Mich., Sept. 16, 1904
This is to certify that I was afflicted about one year ago with a fistula (a form of piles) which got to be more and more aggravating, so that last spring I consulted Dr. Burlleson and consented to treatment, which has given me very satisfactory results, and I gladly recommend him to those persons similarly afflicted.
RICHARD MARTINI.

The Knife Failed Twice; Easily Cured.

Petoskey, Mich., Nov. 24, 1904.
Dr. Willard M. Burlleson,
Grand Rapids, Mich.

Dear Sir:—
In answer to your inquiry regarding my condition since receiving your treatment, am pleased to say that it is very satisfactory. After suffering for 15 years and having submitted to two very painful

operations, I had about decided that I could not be cured. Your method of treatment was so effective and painless it seems almost like a miracle. I am
Yours truly,
E. R. SLY,

Vice-President Elk Portland Cement & Lime Co.

A Duty To Recommend the Treatment.

Dr. Willard M. Burlleson, City.
Dear Doctor—
Having had personal experience with your new painless method of curing piles, I feel it a duty to suffering humanity to spread the news of your great work. I never lose an opportunity to recommend you and it will give me great pleasure to answer any inquiries you may refer to me. I am
Yours truly,
REV. FATHER KRAKOWSKI,
163 Butterworth Ave.

Dr. Willard M. Burlleson

Rectal Specialist

103 Monroe Street, Grand Rapids, Mich.



Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, July 29—The spot coffee market continues firm and adds to the strength almost every day. There is a comparatively small supply of lower grades and some slight advance has taken place. Rio No. 7 seems to be pretty well established now at $8\frac{1}{2}@8\frac{3}{4}c$. Of Brazil coffee there are in store and afloat 3,748,147 bags, against 2,778,400 bags at the same time last year. Mild grades, in sympathy with Brazil sorts, seem to be well sustained, and at the close good Cucuta is worth $9\frac{3}{4}@9\frac{1}{2}c$ and good average Bogotas $11@11\frac{1}{2}c$. Some pretty good lots of Maracaibos have changed hands and holders feel confident as to the future. East Indias have remained steady, but the demand is of only moderate proportions.

The sugar market is "picking up." It is said that on Wednesday and Thursday Arbuckles sold 200,000 barrels. Figure this up at about \$15 a barrel, and you get "a good round sum." The general market, as compared with previous weeks, can be called active. Quotations are somewhat unsettled and it is hardly safe to say just what the established rate on granulated is. All refineries are actively at work and everybody seems content.

The "consuming public" seem to be taking very little tea and the general outlook is in favor of the buyer. Primary markets are firm and reports come of short crops; but none of these things moves the American buyer and he takes small lots to tide him over a little while.

The trade in rice is not as active as a week ago and yet matters might easily be worse. Stocks are moderate and quotations are well sustained. Prime to choice domestic is quotable at $4@4\frac{3}{4}c$.

Sales of spices have not been very large, but the market is well sustained on about every article. Stocks are certainly moderate and the outlook for the future certainly seems favorable for higher quotations.

The molasses market has been decidedly active for midsummer and, while sales are not, as a rule, of large lots, there is a confident feeling as to the future, and it is rather hard to find any "bargains." Offerings are light and quotations as yet are without any perceptible change. The demand for low grade has been well sustained. Syrups are firm and both the home and export trade have shown some interest.

The canned goods market is becoming more interesting and tomatoes especially are more firmly sustained than for a long time. It would be difficult to find any desirable stock for less than 70c, nor would it be fair to assume that $7\frac{1}{2}c$ is well es-

tablished because a few cases have sold at that. Reports all indicate a comparatively short output, but there is likely to be enough to go around. Salmon is now reported as making a big run and packers are making the most of it. The trade seems to be awaiting the result of the pack of Sockeye fish before they start operations. Peas are very likely to be light delivery and holders are generally very firm in their views. Corn is unchanged and quiet. The crop in Maine promises well if there is no early frost.

Extra creamery butter is officially up $\frac{1}{2}c$ and at the close seems to be pretty well established at 21c. Seconds to firsts, $19\frac{1}{2}@20\frac{1}{2}c$; imitation creamery, steady at $18@19\frac{1}{2}c$; Western factory, $16\frac{1}{2}@17\frac{1}{4}c$; renovated, in moderate demand at $16\frac{1}{2}@19c$.

Cheese shows some improvement. There is a good deal of difference in the quality of arrivals and much stock shows the effect of heat. At the close New York State full cream small size is worth $10\frac{3}{4}c$. Large sizes are in light demand and the supply very moderate.

The arrivals of eggs show an enormous quantity of inferior stock. The heat has been too much for them and prices show wide variation. If good goods are really desirable they fetch $18\frac{1}{2}@19\frac{1}{2}c$ for Western and from this down to $12@13c$.

His Only Opportunity.

"Little boy," said a gentleman, "why do you carry that umbrella over your head? It's not raining."

"No."

"And the sun is not shining."

"No."

"Then why do you carry it?"

"'Cause when it rains pa wants it and when the sun shines ma uses it and it's only this kind of weather that I can get to use it at all."

Croakers always advertise their own swamps.

He moves no one who can not be moved.



Finest Toast in the World
A Health Food sold at moderate prices

Sold in barrels and cases, 3 and 5 dozen cartons in case

Ask for prices

Special price in large quantities

Manufactured only by

DUTCH RUSK COMPANY
HOLLAND, MICH.

For sale in Grand Rapids by
Judson Grocer Co.

The John G. Doan Company

Manufacturers' Agents
for all kinds of

Fruit Packages

Bushels, Half Bushels and Covers; Berry Crates and Boxes;
Climax Grape and Peach Baskets.

Write us for prices on car lots or less.

Warehouse, Corner E. Fulton and Ferry Sts., Grand Rapids
Citizens Phone, 1881

Ten Strike Summer Assortment

10 Boxes 50 Pounds

A Display Tray with Every Box

Superior Chocolates, Assorted Cream Cakes, Cape Cod Berries, Messina Sweets, Apricot Tarts, Chocolate Covered Caramels, Oriental Crystals, Italian Cream Bon Bons, Fruit Nougatines, Ripe Fruits.

Try one case. Price \$6.75. Satisfaction guaranteed.

PUTNAM FACTORY, National Candy Co.
Grand Rapids, Mich.

"If you don't buy candy of

Hanselman Candy Co.

Kalamazoo, Mich.

you don't buy candy right."

Every Package Put Out Adds to Our Reputation

If you can't make out the next line
hold it up to the looking glass

S. B. & A. Candies Distinguished by Their Quality

This means business—a steady growing business for you—
you need us as bad as we need you. See!

STRAUB BROS. & AMIOTTE
TRAVERSE CITY, MICH.

THE WHISKY HABIT.

Why the Business Man Must Cut It Out.

Written for the Tradesman.

As I understand the situation, the Tradesman is not a prohibition paper. Neither am I a prohibitionist. I am not talking temperance on moral grounds, although that may well be done. What I am trying to show is that business men, and especially young business men, can not afford to drink whisky. It is a cold, hard business proposition that I am presenting. Whisky drinking does not pay.

There may be some excuse for the convivial habits of the veteran commercial man who has made his pile and seeks a wrong-headed, delayed youth in a worn-out old age, but there is none for the young man who wants to make his way in the world. A reprehensible feature of this sort of drinking is that the veteran sets a bad example for the men who are just starting in.

If the veteran clouds his intellect and gets out of bed in the morning with a heavy head, a sick stomach and an anxiety to know what he has been doing and saying in his maudlin hours, that is his own business. If he seeks a relaxation which bestows an hour of exhilaration and half a day of headache and remorse, that is his own affair. The regrettable thing about the matter is that the young men see only the merry hour—never the dejection of the cold, gray dawn.

I am convinced that if the veterans of convivial habits I am writing about should again engage in active business they would release an employe the first time they saw him drinking intoxicants. They did not make their money while befuddled with liquor, and you cannot make them believe any one else can achieve success under such conditions.

Here is a case in point which shows how active is the business boycott on whisky: I know a young business man who is influential in many branches of commercial life. There is never a day when he can not place a dozen men in responsible positions—that is, if he can find the men he is willing to recommend. And yet he does not run an employment bureau. He is just a plain business man with a knowledge of character, and he serves his friends without reward.

Not long ago a traveling man was recommended to this young man for a position. This applicant seemed to be of the right sort. He had a technical knowledge of the business he sought to engage in. He had a good record as a salesman. There was only one question the business man did not ask the applicant, and that was the all-important one, "Do you drink whisky?"

I do not know why he did not ask this question. He is usually prompt enough with it. After the conversation had reached this point, my friend proposed a luncheon. They went to a place where eatables and drinkables are served and the traveling man was asked what he would

have. He hesitated. The business man said he would take whisky straight and the other smiled a good-fellowish smile and said he would take the same drink. Then the business man changed his order.

"I'll take buttermilk instead," he said.

I do not know how good that solitary glass of whisky tasted to the applicant, but I do know that he did not get the position he sought. He threw away a chance for a drink. Young business men are doing the same thing every day.

There is no chance for argument here. To use a term of the street, men who control the best positions will not stand for whisky. They pay men for what they can do with their intellectual powers at their best. They are not willing to enter into partnership with whisky, give the bottle imp the first chance, and pay the entire salary.

There are men who drink whisky and succeed, but the size of the group is not encouraging. There are even business men who drink whisky and seem to succeed. They glide along over sunken rocks and seem to lead a charmed life. First, friends indorse their paper. Then relatives step in. Then the whole world finds out where the trouble lies, and there is a funeral or one more chair-warmer in a cheap saloon. You can not eat your cake and have it, too. You can not lead the life of a man-about-town and run your business successfully. Cut whisky out.

To be honest about it, I can not understand why young business men want to drink whisky. It does not taste good—at least I have been so informed. It mixes one up with a lot of bums he wouldn't speak to when in his right mind. It sends him about his business in a dazed condition. It knocks his stomach out, and he does not know how a good meal tastes from one year's end to another.

Conviviality is the only excuse. There are people who like to get off alone and have a "souze." There are even those who walk about among friends and partake of a "Dick Smith" in economical enjoyment. This being a commercial paper, I do not know whether the reader will know what a "Dick Smith" is, but he may ask the first red-nosed man he meets. It may cost him a quarter, but he will receive the desired information at first hand.

Philanthropists have tried to reproduce this convivial feature with the intoxicants cut out, but the plan has never produced good results. The fact is that men are not in a convivial mood until they are stimulated. Until a certain stage of intoxication is reached the stories are not funny.

A business man said to me: "I tried taking so many drinks a day. I tried drinking at home. I tried drinking from a bottle at the office. All failures. Then I made up my mind that the only way to quit was to quit and I quit. I was a fool not to have done it long before."

Alfred B. Tozer.

"You have tried the rest now use the best."

Why Golden Horn Flour Is the Best

BECAUSE—it is made in the best mill on earth—by the best millers—from the best wheat. Always uniform, reliable and the right price ORDER NOW.

Manufactured by

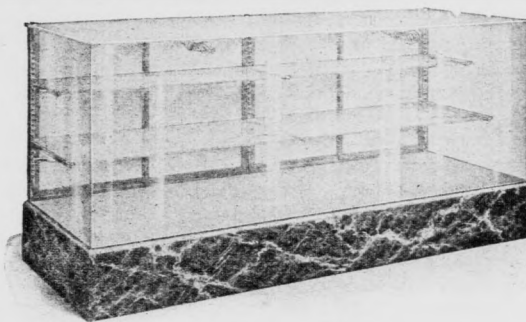
Star & Crescent Milling Co., Chicago, Ill.
The Finest Mill on Earth

Distributed by

Roy Baker, Grand Rapids, Mich.

Special Prices on Car Load Lots

The "American Beauty" the Marvel Show Case of the Age



"American Beauty" floor case No. 400

Holland, Mich., April 28, 1905

GRAND RAPIDS SHOW CASE CO.,
Grand Rapids, Mich.

Gentlemen—The "American Beauty" Cases have been received and have been installed and in use for some time. I desire to say that I cannot find words to express the satisfaction that these cases give, both in appearance, price, and also the advertising they have given my store, which makes it by far the prettiest fitted store in the city, and everybody who comes in speaks of them as being the finest cases they have ever seen.

Yours truly,

GEORGE H. HUIZINGA

Grand Rapids, Mich., July 6, 1905

GRAND RAPIDS SHOW CASE CO., City

Gentlemen—About eighteen months ago we bought of you 38 feet of your "American Beauty" Cases, and we take pleasure in recommending them, without stint, to our fellow caterers and confectioners.

They are perfect in every respect and well deserve the name they bear.

Yours very truly,

CHAS. S. JANDORF

Write for catalogs "A" and "B" relating to store fixtures and display cases; also for catalog "C" describing our clothing cabinet and the new bracket now used in same.

The Grand Rapids Show Case Company
Grand Rapids, Mich.

New York Office 718 Broadway. Same floor as Frankel Display Fixture Co.
The Largest Show Case Plant in the World



Properly Advertising the Hat Department.

There are many necessary details in the advertising of hats which may not be direct advertising and yet have a decided effect on the success of the department, and again there are ideas which may be successfully carried out and even essential to a business in a smaller city that might not be feasible in New York or Chicago and vice versa; in fact, a great many of the clever and original advertising schemes suggested in the trade papers are not possible of adoption in smaller cities on account of local conditions, etc.

The first advertisement, and the only one that costs the retailer nothing, is to be sure and have your own name in every hat sold, a thing that is, of course, done by most every progressive dealer, for there is no advertisement as lasting, presuming, of course, that the hat gives satisfaction, as chances are favorable for the return of a customer under the above conditions, especially in a small place. The first advertisement of the season, of course, is always about hats, and can be brought out very early, providing the weather is favorable, and in spring, even if the first advertisement is followed by bad days, it is usually for but a short time, so that the first or introductory advertisement—the one announcing the arrival of the new styles—may then be followed by a direct advertisement as to shapes, styles, etc. There is no advertisement in which cuts show off as advantageously as in a hat advertisement—not much wording required, just an announcement giving names, styles and colors in the season's first advertisements, followed by a more detailed advertisement giving prices, etc. With consistent, regular advertising in the beginning of the season, coupled with good window displays, the hat business is sure to be in full blast from March 15 to April 1 in spring, and September 1 to 15 in fall, depending upon the weather.

The amount of space required for a hat advertisement does not vary from that of any other department in a clothing and furnishing goods store, as in no other advertisement does white space show up as well as alongside a good hat cut. In the springtime it is essential to keep pounding away at hats, as it is but a short time until the straw hat season, and then, even if one could sell more soft or stiff hats, it is preferable to advertise and "push" straw hats, once the time is at hand (although the weather really says when that time is), because one can easily sell a spring hat in the fall, but straw hats are hardly worth 100 per cent. at invoicing time.

In advertising a hat at a given price it is well to remember that every store has a similar priced hat,

and it is therefore necessary that the advertisement should state why this hat is better, which must be either in durability, or newness of style, or more easy fitting (if a stiff hat), or in the large variety of shapes offered. As the tendency is to "trade up" one is justified in advertising more of the better hats, even although the cheaper grades are sold also, for not alone are you educating the public to buy better goods, but you are more positive of the customers being satisfied, for it is a fact that as a rule, if a man buys a hat, and it does not give satisfaction, regardless of how small the price, the customer is dissatisfied, as he has forgotten the fact that he did not pay much for the hat, and for "policy's" sake it is necessary to adjust the claim, although the hat may have been all right for what it cost.

The prestige that a store receives in selling a well-known brand is advertising already paid for, and certainly brings business, but the hats to push are those with your own name and brand in—in the better grades your own "special" name—so that you are "boosting" your own business and not the aforesaid well-known brand which sell themselves, or the name of some firm never heard of before by your customers, as it is possible you may desire to change houses, thinking, of course, to better yourself, and then if you had your own named hats you would not be losing any of the business built up by handling the other line, which would certainly be the result if, instead of your name in the hats and your brand advertised, the maker's was given, and upon your discontinuing same, the line was put in by a competitor, who went on advertising it.

One thing true is the fact that no advertisement requires so few words as a hat advertisement, and the less words used the more apt it is to be read. We are at present giving a hat brush, or cloth, with our name on, with every good hat sold. This can be carried inside the hat. We advertise strongly our Schloss Special \$3 Hats in Derbies and Soft Hats, not alone in newspapers, but on signs and in theater programmes, etc., and as it is a popular price, and as we have been pounding away for season after season, results, of course, are satisfactory. At the beginning of each season we mail announcements of the arrival of new styles to the best dressers in the city and adjacent country, as they are more apt to buy a hat early, because the style is new, than to wait until they actually need a new hat. One thing necessary to help advertising bring results is the co-operation of the selling force in showing the new things to men coming in for other things, regardless of whether they wish to buy at the time or not, for that is direct advertising.

If the business is to be built up, one thing must always be done, and that is the adjusting of any just claim on a defective hat, for it is the best kind of advertising.—Eli Schloss in Clothier and Furnisher.

PANTS

Jeans
Cottonades
Worsteds
Serges
Cassimeres
Cheviots
Kerseys

Prices

\$7.50 to \$36.00

Per Dozen

The Ideal Clothing Co.

Two Factories
Grand Rapids, Mich.

It doesn't cost a cent more to

Make Clothes Fit Right

It is all a question of knowing how—having the right amount of brains in the fingers and knowing where to poise and balance a garment.

You will come across many makes during the coming season, but you will find no garments that fit the price so liberally and fit the figure so exactly as ours.

The Wile-Weill way
Is the wear-well way

Wile Weill Co. Clothing.

Buffalo, N.Y.

Fads and Fashions in Fall and Winter Clothing.

While the fall lines of men's suits do not embody any great amount of innovation, they embrace a sufficient variety of style and fabric to meet the requirements of the most fastidious. The garments are built on the same long, roomy lines which have characterized them for some time past, and which have met with the popular liking by reason of the sense of comfort and artistic effect which they convey to the wearer. In sack suits both three and four button coats are the thing, so that the consumer can suit his own ideas and desires in that connection without contravention of the mode. The broad, square shoulder effect is a prominent characteristic of the new lines, being in this respect a perpetuation of current season's styles. The coats are of good length, some garments being somewhat longer than recent models. Roominess combined with length gives the garment an artistic effect which is very pleasing. Breast pockets are cut with and without lapels, and the collar lapels are made long and broad. Trousers and vests are fashioned along the same general lines that characterize current models.

Fabrics used show a strong leaning to smooth effects in worsted cloths, white and black being prominent. The percentage of grays shown in all the leading lines is very large. Greens and browns are included, but not to a striking extent. Worsteds cheviots play a minor part in the market, but are shown in attractive styles and have been taken in a fair way in certain directions. Fancy cassimeres in the smooth effects and live-styled cheviots are quite well represented, but in other than the cheaper lines have to take a position inferior to the fancy worsted. Cross dye worsteds, or mercerized worsteds as they are more commonly called, play an important part in the popular lines and have attracted excellent orders. In fancy woolens and worsteds mixture effects, etc., are prominent sellers, some lines of stripes and checks likewise coming in for good orders. Plain-colored worsteds, cheviots, thibets, tricots, meltons, are all more or less represented in the order books. The double-breasted sack suit holds its position well among the stylish selling models, many excellent orders being secured therefor in piece dyes.

The popularity of the English walking coat with its long, roomy skirt and low waist line is assured. The orders taken by leading clothing manufacturers lead to the prediction that this style of garment will be worn to a greater extent than it has been during the past year. The great strength of this garment lies with the high-class trade. The young man about town is particularly favorable to it. It is made in both smooth and fairly rough fabrics.

In overcoats the long, loose garment which hangs from the shoulder is destined to share favor with the long form-fitting models. The long, loose, so-called Chesterfield garment,

with and without a belt in the back, promises a big run with the young men. The surtout, paddock and pallet are popular models which are expected to be worn to a greater extent than last season. Lengths shown in the new lines vary considerably, ranging from about knee length down practically to the shoe tops. Both double-breasted and single-breasted overcoats have been sold in kerseys, meltons, beavers, vicunas, friezes, etc. Fur-lined coats have attracted promising orders and are looked upon to sell to a greater extent than for many years. They are made double-breasted, long and loose.

There is one thing of which I meant to write before this, but it has until the present moment slipped my mind, and that is the habit which some men have of making themselves symphonies of one color. I remember that when, a season or two ago, brown was a popular shade, it was not uncommon to see some persons, well dressed but for that one particular, toggled out from head to toe in brown—brown hat, brown shoes, brown clothes, brown hose, brown tie, etc.

"It is a mistake for men to go in for a complete rig-out of one color. A man has no business to make himself a study in brown or gray, or, in fact, any color. Of course, if a man is wearing a gray frock coat suit there is no reason why he should not wear gray gloves, but I should omit the gray tie of exactly the same shade and a gray hat.

"Many men go in for this 'study in color' idea, during the hot months especially; they appear to think it very fine. The idea is bad from the point of view of appearance. I saw a man, only this morning, wearing a brown tweed suit, a tie, a hat, a pair of shoes, gloves and hose all of the same color. He probably thought it was great, otherwise he would have been dressed differently.

"Does not the fact that a man has made himself a study in one color show that he has paid too much attention to his personal appearance? It is for that reason that a study in color is bad form—and it is also decidedly effeminate." These are the words of an authority.

If I were to express an opinion myself on this condition I would use even stronger words than the above.

There is one thing upon which I have always prided myself and that is that my clothing is never boisterous, nor does it attract undue attention. And this is one thing to which I think every man should give some consideration.

I found at my tailor's the other day that homespuns were again coming into favor. These cloths have latterly lost cast, because of the cheap imitation homespuns with which the market has been flooded, but now that the popular craze for them has expired, the high-class tailors are again importing small supplies. I ordered a two-piece suit to be made from a piece of my own selection. This cloth is just one suit length and I am assured that there is no other piece of its style in this country. The

UNION



MADE

**The Best
Medium-Price
Clothing in the
United States**

A claim so broad that it becomes a challenge to the entire clothing trade.

A claim which is being proven by the splendid sales record we have already rolled up for Fall.

Hermanwile Guaranteed Clothing is well made and well finished—AND IT FITS better than any clothing at \$7. to \$12. in the market.

Every retailer who wants a splendidly advertised line, GUARANTEED TO GIVE ABSOLUTE SATISFACTION, should see Hermanwile Guaranteed Clothing before placing his order.

Our salesmen cannot reach every town—the express companies can—at our expense, too.

Write for samples.

HERMAN WILE & CO.

BUFFALO, N. Y.

NEW YORK
817-819 Broadway

CHICAGO
Great Northern Hotel

MINNEAPOLIS
512 Boston Block

The Unanimous Verdict

That the Long Distance Service of this Company is

Beyond Comparison

A comprehensive service reaching over the entire State and other States.

One System all the Way

When you travel you take a Trunk Line. When you telephone use the best. Special contracts to large users.

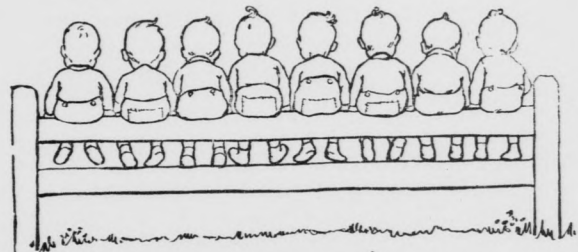
Call Local Manager or address

Michigan State Telephone Company

C. E. WILDE, District Manager

Grand Rapids

Our Cheerful Living Assortment



Good Live Pieces

72 Dozen Decorated Ware

Cups and Saucers Count as One Piece Only. No Package Charge. Beautiful Decalcomania Flowers and Each Piece Gold Lined. Deserving Attention!

The American China Co., Toronto, Ohio, U. S. A.

Manufacturers High Grade Decorated Semi-Porcelain

coat is to be made loose, fitting the shoulders and with a well-fitting collar, and then from the shoulders it hangs straight down.

I had thought when I left town that my wardrobe for the summer season was complete and I had no intention, when I ran in for a few days, of ordering this homespun suiting, but an extra lounging suit or one to knock around in in mornings never comes amiss.

I have seen few suitings at my tailor's that contained any silk threads in their construction—silk mixtures, I believe they are called. I myself would hesitate to wear fabrics of this kind, for several reasons. First, I firmly believe that in outer garments for a gentleman's wear there is no place for silk. Silk hose, silk underwear and silk ties are proper enough. But silk mixed with woolen in overcoatings or suitings, to my way of thinking, cheapens the whole effect. A man with a silk-mixed suiting always reminds me of a "speckled beauty" trout. And again silk is apt to spot or lose color, which is another objection to its use.

I am told that in the future trousers are to be cut with less fullness than has heretofore characterized them. Of course, we have long since given up the extremely full peg-topped trousers, but I have had all of my trousers for this summer's wear cut medium full. Speaking of tight trousers, such as were in vogue four or five years ago, but which happily were in style only for a brief season, makes me think of two young German students who are stopping at my hotel en route for Japan. They both have very extensive wardrobes and all of their trousers are of the close-fitting variety. Contrasting them with the sensible medium full trousers, as worn pretty generally in this country, causes me to hope that the predictions of their adoption generally are without foundation.

No Man Is Utter Failure Until He Stops Trying.

It is hard to say which is the more exasperating to look back on, a life wasted in riotous living or upon a career of Sunday school rectitude ending in a fizzle. The first man has the possible consolation of being able to recall some pretty jolly times and of knowing just whom to blame for his failure; the second has no gay memories, and is at a loss to account for finding himself beaten.

As the world counts success I am a failure. I have no bank account, have not even broken into who's who, and am so old that when a prospective employer is so impertinent as to ask my age I give him an evasive answer—just about 75 per cent. of the answer.

By the way, what right has any one to ask a man's age any more than a woman's? If the inquisitor should "dare" to ask a woman her age what would he get? The stony stare! Of course he would claim that he needs to know my age in order to judge of my fitness for the position, but that is no more true in the one case than in the other. Besides,

it is not true, anyway—it is sheer impudence.

Well, I let him have a discount of 25 per cent. for cash. For personally I shall refuse to consider myself, or be considered, a failure so long as I can stand on my feet. There's plenty of ginger in the old hoss yet, and he will hold his head up until he crosses the tape.

As to the causes of my failure, I know now pretty well where to look for them, and I plead no baby act. Barring luck—for there is such a thing—viz.: a fortunate or unfortunate combination of circumstances not due to the intention of the fated one—barring luck, I can lay my failure so far to several causes, inexperience, poor judgment, lack of initiative and following other people's advice instead of my own. Two of the worst breaks I ever made were due to the last stated cause, and after the second I swore a big swear that never again would I take any important step except on my own judgment. Then in case things turn out wrong, I can kick the adviser.

By hard knocks I have learned a few things pretty thoroughly—that a man can not have too many friends and well wishers of the decent kind; that he must stand on his own feet and be careful not to stand on other people's; that he must save money, and that he must fix his eye on some goal early in life and push for it steadily with all his might.

In my own case the hardest problem was to find out what I was best fitted for. I was ambitious enough, but too much like millions of others in being able to do several things fairly well, and no one thing superlatively well. Besides, I had no special learning or opportunity to help me decide. In this dilemma I made a desperate plunge, and wasted ten precious years and all my savings trying to get started in a profession for which I had little fitness.

Now, why am I not a sure enough dead failure? Simply because I am not dead. As a result of all those years of hard work, high ambitions and low returns, I have found myself, which means that at last I know what I am fit for, and I am now engaged in a determined effort to make the public know the same thing. To be sure, my progress is slow, for along my line it takes money to secure public attention, and I am as short on cash as I am long on stick-to-itiveness. But I will never say die until I'm dead—no, I'm not an Irishman.

I have only contempt for men who whine, or shoot themselves for one-tenth of the trouble and disappointment I have been through. But whether I fail or succeed before I cross the Great Divide, let my epitaph be that of the thoroughbred: "He went with his head up until he dropped." R. W. Conant.

Losing the temper is a sure way of finding trouble.

He knows little who comprehends all he knows.

We Have Moved

We are now located in our large new quarters

31 North Ionia St.

Right on the way to the Union Station

Where we will be pleased to meet all our old customers and prospective new ones. We are now selling a line of

Clothing, Woolens, Tailors' Trimmings

Immediate delivery on Spring and Summer Clothing, as we still have a nice line to select from for the benefit of our customers. Mail and phone orders promptly attended to. Citizens phone 6424. If preferred will send representative.

Grand Rapids Clothing Co.

Dealers in Clothing, Cloth and Tailors' Trimmings

Grand Rapids, Michigan

One of the strong features of our line—suits to retail at \$10 with a good profit to the dealer.

The Improved Sun No. 10



Substantial
Attractive
Highly Mechanical

The best method of making money is to protect cash receipts. Self and Detail Adding Cash Register is the proper safeguard.

A
Guarantee
With
Every
Machine

All-Metal
Cabinet

The machine is all metal, most durable and simple, embodying principles patented and the study of years. Warranted a perfect Cash Register. Is encased in metal cabinet, highly finished, has full nickel mountings. Dimensions: Extreme outside 19½ inches long, 17¼ inches wide, 10½ inches high in front, 19 inches high to top of sign. Plainly indicates every sale to customer and salesman.

Given as a Premium with 100 pounds of our Extra Pure Ground Spices, Assorted, in Bulk for \$42.00

Spices F. O. B. Toledo. Register F. O. B. Toledo, Ohio.

WOOLSON SPICE CO., Toledo, Ohio

Market Conditions in Shirts, Collars and Cuffs.

Significant signs of the excellent condition of the shirt business, present and future, are discernible in all directions. Furnishers are enjoying unusual business and are still active as buyers of merchandise for immediate use. Their wants include the fine as well as the popular grades, and while jobs are sought after and picked up wherever found at advantageous prices, there is likewise a good market for qualities up to \$24 a dozen. Manufacturers who own stocks of desirable goods get full market value for their possessions, and the valuable stock will not be sacrificed before next month.

In some quarters the belief obtains that the short market is the result of a lack of confidence among manufacturers who failed to make stock in anticipation of a brisk demand. Yet this is not true in every case, as many of the shirt factories are sold up on desirable styles and not in position to make up on order, as they are without the necessary goods. While the bulk of the shirt business through the country is done on the dollar grade, there has been so much more of the \$1.50 quality sold this season than before that almost every large maker enlarged his fall ranges of shirts selling from \$9 to \$12.50 to meet this growth.

As buyers have been in market for summer goods up to a later date than has been the case for several seasons, considerable fall business is yet to be done by buyers located in large cities, because summer trade has kept them well engaged in their own stocks. The salesrooms, therefore, look for the present active market buying to extend well into August.

As the fall season grows more and more is heard of the very large amount of business booked, exceeding in volume that of any previous fall. There is also considerable comment regarding the big values given by certain manufacturers in \$7.50 and \$9 goods, which buyers and competitors say can be explained only on the supposition that the makers are taking less profit on their products. When questioned on this point, the manufacturers concerned said the profits were sufficient for them, and, being themselves satisfied, they saw no reason why they should be the subject of competitors' comments. These concerns are giving values at \$9 that readily bring \$1.50 at retail against other \$12 lines.

The corroborative statements of manufacturers show that the percentage of coat shirts sold for fall is greater than ever before—estimated at 80 per cent. Its growing popularity embraces front as well as bosom styles, and more of them will be shown in the spring samples, now in process of preparation.

Plaids, single and double, in every conceivable combination suitable for shirts, are so popular with buyers for the fall season that many say the bulk of their orders is comprised of plaids in one form or another. This seems to indicate a plaid season

ahead. One of the new styles for the coming season is an overlaid plaid with swivel figures dotting the center of the line squares, and this fabric, a woven madras of plain color ground with the plaiding and figures in contracting colors, forming the bosom and cuffs, the body fabric of like material in stripes.

Plaids are referred to as a spring possibility, although there will be a greater variety of novelties in separate figure effects, new mottled grounds in woven and printed yarn effects, and Russian cords guaranteed to withstand the wear of the laundry better than Russian cords have hitherto. Jacquarded fabrics in great variety, with grounds of fancy weave and yarn effects, are prominent in the foreign and best domestic collections of spring shirtings.

Although woven fabrics are as strong, if not stronger, than ever in fall favorites, percales of the best foreign and domestic make are more than ordinarily prominent in fall showings, so much so that prints are pressing woven goods closely.

The peculiar state of the collar market produced by the Troy starchers' strike is perhaps without precedent, when we consider that retailers are offering unlaundered collars for sale at 10 cents each for the regular 15-cent straight or two-for-a-quarter grade.

Recently we referred to the incident as novel between the strike-affected collar manufacturers and retailers, and within the fortnight we find department stores in the large cities making capital out of the strike and the consequent scarcity(?) of collars for trade-getting purposes, i. e., advertising unlaundered collars at a lower price than dressed and urging the strike as a reason for it. Fortunately for those stores, the public does not know that there are very many more collar concerns not involved in the starchers' strike than are in it, and that collars are made elsewhere than in Troy, which does not yet enjoy a monopoly, although it be the Collaropolis of the country.

Hot July weather has sent all low forms of turn-down and fold collars a booming, and all shapes, from the widely cut out fronts of the Germanic style to the long-pointed Shakespeare, once so very popular and recently revived, improved and under many new names, according to the maker, are in brisk demand in city and country. The dog days brought such a heavy call for all popular low forms that manufacturers' reserve stocks were depleted in short order, and retailers report deliveries as small in quantity and tardy. A collar famine? It is not likely so long as manufacturers have reserve stocks of many thousands of dozens of brands not their own they would sacrifice at 25 cents a dozen, "regular \$1.10 quality, you know, but not our make." —Apparel Gazette.

The strong man never fears care; but he flees from fret.

A short temper has the other kind of a tongue.

**SINCE
1877**

we have been engaged solely in the manufacture of

**The Best Medium Priced
Clothing in the World**

That is a long time, isn't it? Mr. M. Wile, who founded this great establishment over a quarter of a century ago, is still the head of it. It is the parent house of "Wile."

It has been a period of great progress and achievement.

"Clothes of Quality"

are known favorably everywhere.

This season's models are ready for you. When shall we send our salesman?

The Best Medium-Priced Clothes in the World

MADE IN BUFFALO

M. Wile & Company

ESTABLISHED 1877

Michigan Fire and Marine Insurance Company Detroit Michigan

Established 1881.

Cash Capital \$400,000. Assets \$1,000,000.
Surplus to Policy Holders \$625,000. Losses Paid 4,200,000.

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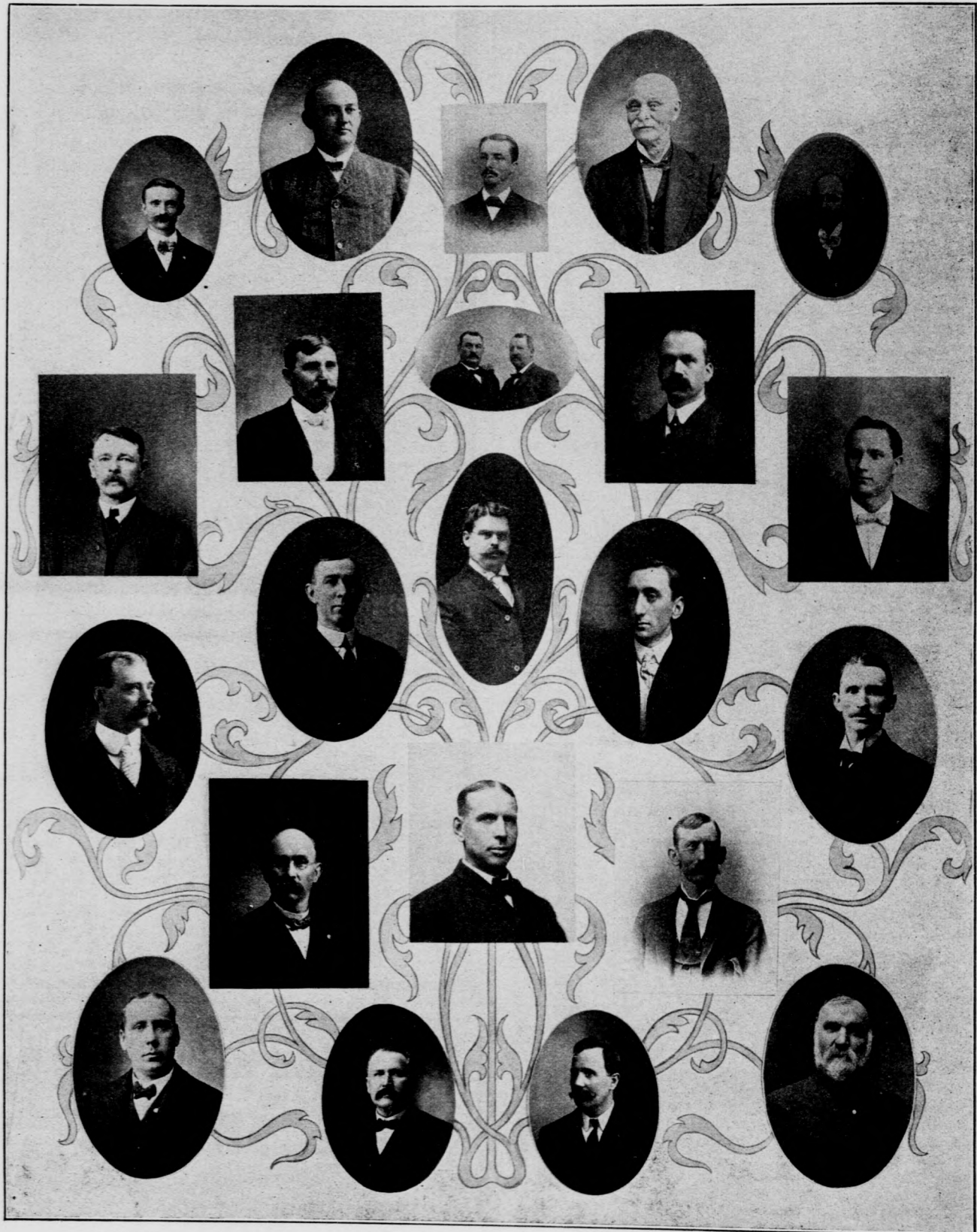
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Tradesman Company, Grand Rapids



A GROUP OF WORKERS IN THE MASTER BUTCHERS' ASSOCIATION OF GRAND RAPIDS.

Customer Offended and Lost by Snip-Snap.

Written for the Tradesman.

As to good salesmanship, a booklet might be gotten out on the one subject of suavity to customers, which is as much a part of clerical duty as pulling down goods from shelves or getting them out of drawers and boxes.

This suavity has as one of its elements the ability not to make remarks about customers in their hearing.

A funny little circumstance happened to a young lady friend of mine not long ago in one of the most popular of the local stores:

The clerk who waited on this patron is known to all who come in contact with her as a silly, snippy thing, who commands as little knowledge of the ethics of barter as a kitten knows of the intricacies of breadmaking!

My friend went into the store with the intention of buying a certain article, but she did not know exactly where to go for it. There was no floorwalker in sight and so she wandered along toward the counter at which she thought she might find it. Not running across the object of her quest, she went the whole length of the counter, thinking she might see it without having to enquire for it.

The clerk standing in that particular section was busy winding some goods on a pasteboard and apparently paid not the slightest attention to this incomer.

A clerk at the next counter said to the girl:

"There's a customer—why don't you wait on her?"

The one addressed answered with a contemptuous toss of the head and in a hardly perceptibly lowered voice:

"I will when she stops!" and there was a sarcastic ring to the last word.

With that she did have the grace to make a few steps in the direction of my girl friend.

Then the latter came to a standstill, looked the clerk straight in the eye and, with the ghost of quizzism in her smile, softly announced:

"I've stopped!"

"You should have seen the look that stole over that rude girl's face as she met her deserts," said my friend, in regaling the circumstance; "it was a study in embarrassment. She flushed a humiliated red and asked me if there was 'anything I wanted.'"

"Yes," I answered, "and told her what I came for. As it happened, they didn't have the article I wished—and, after her remark about me, I wouldn't have purchased of her if it was in stock! I would have said that I was 'only looking' or given some other reasonable excuse. I wouldn't, after her petty treatment of me, have got a thing at her department, and you may be very sure I shall never trouble her again.

"She could say what she pleased about me to another clerk but she need not have allowed me to hear her gibe."

No reason to put "Moral!" here, as at the end of Aesop's Fables.

Ph. Warburton.

To Avoid Forgetting.

It is a fine thing to have a good wholesome horror of the words, "I forgot." Such a horror, backed up by the right methods, has won success for many a man and can do so for many another.

"I forgot," when confessed to yourself or spoken to your superior, is an admission of a bad personal system, not necessarily of a bad memory. Men with notoriously bad memories have been known to go for years without once saying "I forgot" in business affairs. It is not a matter of memory but of system.

If a man wishes to remember the promises he has made, the work to be attended to the day after tomorrow or a month from now, he is foolish to attempt to tax his mind with it in any way, says System. He needs all the forces of his mind for the work of the present, and to store it full of the work of the future simply decreases his capacity. Further than this, the mind is treacherous and shouldn't be trusted with important duties of the future.

The remedy is simple. Keep your mind free for the work of the present and avoid the chance of forgetting by making your memory mechanical—develop a "business memory" that isn't entirely dependent upon human frailties.

A "business memory" can be defined as the habit of memoranda—the notebook and "tickler" habit. It is just the simple means by which a man in business checks himself against saying "I forgot," which keeps him from neglecting any work, great or small, that falls to him at any time, in or out of his routine. It keeps every task and duty constantly in sight until completed, and makes it possible to give an account of one's work whenever called upon to do so.

True Bravery and False.

In contrast to the foolhardiness of two men who risked their lives in a swimming match through the rapids of Niagara stands the humanitarian feat of a Wyoming doctor who raced 100 miles by relays of horses to save the lives of four men injured in a mine explosion. In contrast also is the true bravery of Frederick Linenkohl, who rescued a boy and a girl from the swirling eddies of Hell Gate, and the quick, purposeful work of George King and Edward Maher, who dragged three girls from the Hudson River after the overturning of a rowboat. Here are three instances of personal courage put to noble uses. Glover and Graham, who swam Niagara, merely wrote their names on the scroll of notoriety. Their feat was remarkable, but it served no sane purpose. They are familiar types of men who cast human life in the balance against insane sensationalism.

When the people go to sleep it's the preacher who needs to be awakened.

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**They Are Scientifically
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CLERKS' CORNER

Faults of Clerks Drive Trade from Many Stores.

Lack of consideration is the greatest fault to be found among clerks and saleswomen in the stores to-day. This is the conclusion at which I have arrived after having been a customer of stores and salesrooms for twenty years. How often do you find a clerk who is really considerate of your wants? If you have found one in your career as a shopper stick to him as you would to a fast friend, for he is a gem doubly valuable because of his rarity.

I, for my part, must confess that in my experience the clerk who is considerate is exceeded in scarcity only by the proverbial hen teeth. I have never seen any hen's teeth. I have, in twenty years, been fortunate enough to find just six—one-half dozen—clerks who showed by their considerate treatment of me that they regarded my convenience than their fort as of greater moment than their own, which is just what a clerk is paid to do.

I suppose in these twenty years I have had dealings with a thousand different clerks, and have found these six—six among a regiment. Of the six one is general manager of a department store, three are heads of departments in large enterprises, one is a store owner on a small scale, and the other is dead. If he had not died it is certain that he would have risen to some high position. Nothing could stop him. He was a considerate clerk, and the considerate clerk is more liable to promotion than any employe in the mercantile world.

The behavior of some salespeople to a store's customers passes all comprehension when it is considered that the store is glad to get these customers within its walls that good goods, neatly arranged, and pleasantly handled by competent employes, may bring them to make purchases. Go into the average store, when an employer or floorwalker is not looking, and see the reception you get at the hands of the clerks. You may be pleasantly received, but venture to ask for some piece of goods the showing of which will entail a cost of several minutes of the clerk's time and the atmosphere grows chilly and full of clouds without delay and you are distinctly shown by looks, and even innuendoes, that you are unwarrantably presumptuous. At least this is the truth in all too many cases.

Often this attitude of the clerk assumes proportions of downright impoliteness and even insolence.

A good share of the girls and young women who clerk in the larger stores seem to regard all other people in general, and the customers of their store in particular, as mortal enemies whom they must slight at every opportunity. The hauteur with which a saleswoman can regard a

prospective customer was always a marvel to me. Time and again have I tried to pay these young people back in their own coin, and again and again have I retired from their presence humbled and broken in spirit.

A man is better as a clerk for several reasons. First, he is naturally a creature of business. The marts of trade are his natural environments, or at least he is not out of place in them as is woman. He makes a better "business man" than does a woman because of generations of training in business. He is adaptable. He sees that it is policy to treat customers nicely, sees that it is a matter of business to be considerate of them, and is so—semi-occasionally. It is his business policy that prompts him.

Business policy is generally nothing to the woman clerk. She knows that there are extremely few positions to which she can rise, even if she makes the best saleswoman in the world. So she does not try to make a good saleswoman, except to hold her job. She worries more about her chances of getting married well than she does of treating the customers well, which is undoubtedly good business—for her.

But lack of consideration is not the only fault that a confirmed shopper may find with the people who wait upon one in stores. Their faults are legion, and the strange part of it is that they are faults that mitigate directly against the welfare of the clerks and their employers. They are faults that drive away trade. Impoliteness is, of course, one of the greatest of these, but lack of politeness is one form of lack of consideration.

Why is it that when by mistake you stray tremblingly to the ribbon counter and ask for some linen handkerchiefs, the young person behind the counter must search you through and through with a look that tells just what kind of a helpless idiot she thinks you are and then snort: "This is the ribbon counter." Then when you ask her to direct you to the place where handkerchiefs may be purchased, why must she inform you that she is not the floorwalker? And why, Oh, why, can't she wait until you are out of hearing before she confides to her friend that "Some people are enough to make you sick."

Inattentiveness to their work is another fault of many clerks. This fault in their salespeople proves more expensive to storekeepers, possibly, than any other. The other day I went into a downtown store to make a 50 cent purchase. The item which I wanted was one that requires only wrapping to be ready for the customer. I was in a hurry. I went to the counter where my article was sold—or, perhaps, "kept" is better—and waited. A girl at one end of it gazed in the other direction. I called to her gently. She turned her head farther away. I waited awhile and called again. This time the clerk walked around to the other side of the counter and began a most animated conversation with another girl. I was in a hurry, so I went away. It would make interesting reading to

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We are large handlers of Minnesota,
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We buy only the best

Get our prices before your next
purchase

JUDSON GROCER CO.

GRAND RAPIDS, MICH.

know just how many prospective patrons of stores follow a similar course each day.

These are the cardinal faults of clerks as a body, as I see them. I believe that most clerks are efficient. I believe that they know their business well enough for all practical purposes. They are quick enough when they act, and if they would attend more strictly to their work, be just a little more polite, and learn to be considerate of the people doing business with them they would be generally satisfactory. But they will not do this. Why they won't is a mystery, for it is only by correcting these faults that they can ever hope to work to their own advantage.

Martha Edwards.

Good Name Means Riches in the Business World.

Andrew Carnegie said in his advice to a graduating class at the Stevens Institute: "Young man, make your name worth something. If you can sell a hat for one dollar, you can sell it for two dollars if you stamp it with your name and make the public feel that your name stands for something.

The truth of this remark is demonstrated every day in the business world. Only last week a man was noticed buying hats of a well known hatter. For one hat worth \$3 elsewhere, he paid \$5; for another, priced at \$1 at other houses, he paid \$3. Did the purchaser know this? Certainly. He knew that the name stamped on the hat was a guarantee

of good form, taste, reliability and worth. And rather than risk a purchase at a less conservative or untried house he was willing to pay the extra \$4 for the hatter's name, the hallmark of merit.

And if the men are willing, how about the women? They are eager, nay, feverishly anxious, to wear the inner badge of a noted name on their frail headgear, which without the name dwindles in worth to one-half or one-fifth its value.

In one Eastern city there is not a woman with any pretention to style or fashion who would deign to wear any hat that is not a Langer, and for a Langer hat fabulous prices are exacted. I once asked one of the votaries at this millinery shrine why this was the case, and if there were no other shops of equal worth. She expressed her surprise at my question and pardoned it only on the ground that I was from another city.

"Why, don't you know that no other hat could feel the same on my head? I know I can go across the street to that new establishment and buy a hat that looks like this, or I could get a silk hat in New York for one-third the sum; but you see, it would not be a Langer, and I could not wear it feeling I had just the distinctive style suited to me."

That is just it. The proprietor made the public feel that her name stood for something, for a characteristic, elusive style, that could be duplicated nowhere else. Her name became her capital, and she drew

large tribute from it, until with business acumen she sold out her shop with a year's use of her name for a figure sufficient to make her independent for life. Her name had a distinctive commercial value.

Yet she began life as a barber's daughter, and won her first success and her first fame as a millinery salesgirl under the name of Mary. She believed in herself, closely studied her mistress to gain her exclusive style, and, not content with that, added a rare creative element of her own, and soon became more sought after than the madam herself. For she made the name Mary worth something; and when she changed the name to Langer she simply changed the name and not its value; for the merit represented remained unchanged.

Emerson once said in a talk with a college boy: "The Me is the judge, after all. And if a thing seems good to me, it shall to my fellow. Here lies the whole secret. The opinion we have of ourselves and of our work (provided we are true workmen) is the opinion which will in the end prevail with the public. The name is, as Carlyle says, only the Garment you wrap around the Me. Therefore to make the name count and stand for something, the Me, whose form it takes, must be something."

Make yourself and your work of value, believe firmly in this, and your name and fame are assured.

It was Albert Durer who said of a piece of his work: "Sir, it can not

be better done." And the world took his word for it. Corot it was who said (and that before he had achieved any great success): "I can give my things away if I see fit, but I can not degrade my art by selling them below their value." At last he dared to price one picture at \$5,000, and was himself astonished when it sold for that sum.

With modesty ask yourself, then: "What is my name worth?" Take your own measure. Gauge yourself and your work; find out just what you are worth and just what you can get out of your work. Remember that "the good opinion which gets abroad of us begins at home."

The mass of men are too busy to spend time themselves to judge the merit of a thing. They want an article that has the sign and seal of public approval. If your name is of no worth it is your own fault. If it is a good name and means anything obtrude it upon the world. Do, if need be, what Lipton did when he scoured up his two pigs, hitched them to a cart painted glaringly with "Go to Lipton's," and then drove them around town to the astonishment of all beholders.

Make your name known, and if it stands for what is individual and distinctive—what is fair, honest, true and good, as opposed to trickery and imitation—be assured that the world will welcome it. M. M. Atwater.

Some people couldn't crack a joke with a sledge hammer.

Do You Want a King? Do You Want a Monarch?

Do you want the man who shows you his false photograph? Are you willing to put your business into the hands of these so-called sales specialists, whose **novice methods and false advertising claims blacken your reputation; who are trying to secure your business at any price by their misrepresentation?**

Is it a question of what kind of a claim or **fake, unreliable special sale** that you want, Mr. Merchant? Or is it a question of what kind of a **reliable concern** you can secure to inaugurate a sale and get **big cash results, produced by a clock-work system, and by advertising you and your business in a legitimate manner,** so that the sale will appear before the public as being conducted **by and through your effort?**

Is it a question with you, Mr. Merchant, of getting **results and blacken your future reputation for the balance of your business career** in your city, or is it a question of getting **big cash results and re-establish your honored name amongst your community as a better and more reliable business house** after the sale?

These Are the Questions that Confront You Now, Mr. Merchant!

Is it a question with you **how cheap** you can get a concern to conduct a sale, who will incur for you **larger expenses and less business,** or is it a question whether you want a concern that will **conduct a sale for you and realize and produce bigger cash results with less expense to you,** providing you **are willing to pay for our services?**

When we conduct a sale for you, we do not have to tell the public that **you are going out of business,** or that **you are in need of money,** or that **you are overstocked** in order to dispose of your stock. We simply **know how,** by our **modern methods of inaugurating, and applying our legitimate advertising system** that gets you the **big cash results.**

Is it a question of whether you want to sell the stock you have in your store-room, or is it a question of **buying Loom Ends,** so that when your sale opens you will be selling **Loom Ends instead of your stock?** Do not pay any attention to these **Sales Novices—these Kings—these Monarchs,** whose false advertising blackens your reputation. Do not pay any attention to these so-called **specialists,** who ask you to buy **two dollars' worth of signs for three hundred dollars!** Who ask you to buy their **Loom Ends for thousands of dollars!** Who ask you to buy their **circulares for ten dollars per thousand** which you can get **printed in your home city for one dollar and a half a thousand!** You do not have to buy any of these profit-making schemes. We have the **circulares printed in your home city.** We have the **signs painted in your home city** by your painter. We sell **what you have in your store-room** or building at a **good profit to you.** We do not blacken up your building with signs, announcing that **you are retiring from business,** when in **reality you intend to re-establish your time-honored reputation and place your well-paying business on a firmer foundation than ever before.**

When you secure our services **you can pay for your own signs, you can print your own circulares, and you do not have to buy our Loom Ends. We do not show you pictures. We will show you records of the business we produced for others—and what we have produced for others we can, and will, produce for you.**

We will inaugurate a sale for you upon a basis as described above, using **our Original Mode and System of Legitimate Advertising,** which is **entirely foreign** to any other ever used. It is the **only system ever known to be a reliable system, producing big cash results,** and appears before your community by all means as a **legitimate-campaigned, advertised sale,** and not as the so-called **"Going Out of Business" Sales, Loom End Sales or other fake sales.**

If you contemplate clearing out your summer stock, write us **immediately,** giving us the size of your store-room and a rough estimate of what stock you have in your building. We will draw up **plans immediately** to suit the size of your vicinity and your business.

We do not ask any compensation for our services outside of a small commission to us for our labor. We are now booking **Clothing Stores, Department Stores and Dry Goods Stores** throughout the United States.

Do Not Wait for the Man Across the Street!

Sign enclosed contract, so we can book you immediately as per terms and detailed plans enclosed.

New York and St. Louis Consolidated Salvage Co.

INCORPORATED. CAPITAL STOCK \$100,000.00. Fully Paid.

ADAM GOLDMAN, President and General Manager.

HOME OFFICES, Contracting and Advertising Departments, Century Building, ST. LOUIS, U. S. A.



Women Should Develop and Not Invent Beauty.

"If you get simple beauty, and naught else, you get about the best thing God invents." This saying of Robert Browning, much quoted and often misapplied, is not apropos, neither was it intended to be so, of matrimony. Mrs. Browning, who is held up always as a bright and shining example of a brilliant literary woman, who was all that could be desired as a wife, was by far more remarkable for beauty of character than of person, and "simple beauty and naught else" in either husband or wife is too much like the apples of Sodom, exquisite without and within ashes, to satisfy the soul of any. The sense of sight, precious as it is, is but one of five, each of which is important, and can not compensate for the absence of the other four.

There is an old story of an impoverished nobleman and his household, who dined every day from gold and silver plate of rare and exquisite workmanship, yet were half starved, with no food but bread and herbs. The plate was an heirloom and as such could not be parted with. Its beauty gratified the pride but not the palate. Even thus is it when a man marries a woman solely for the desire of the eye and finds her as an

empty vase, or, worse, both silly and selfish. It is often said that "a man will forgive anything to a beautiful woman," but the truth of the saying, however much it may hold for a sweetheart, rarely extends to a wife. "While yet the flesh enfolds us," we can not live by beauty alone; it may count for much, but it is not all sufficing.

In spite of the fact that we are taught from the beginning not to trust to appearances, that "beauty is deceitful and favor is vain," that we are admonished to "prove all things, hold fast that which is good," an attractive exterior has charms for all humanity; it is the law of nature, the law of life. Few persons are gifted with mental X-rays which discern below the surface of things; the golden casket and that of silver are usually preferred to the leaden one. Moreover, beauty may be, and often is, co-existent with other desirable qualities. To quote the immortal Mrs. Poyser, "I niver said that a woman had need to be ugly to make a good missus of a house," nevertheless, we are assured by the same authority that: "It's well seen what choice the most of men know how to make by the poor draggle tails of wives you see, like bits of gauze ribbin, good for nothin' when the color is gone." None the less, most men prefer, and naturally, to see a pretty, certainly a pleasing face opposite them at the table three times a day for 365 days in the year.

The woman whom a man marries usually is, and she ought to be, the

prettiest and nicest girl whom he can find; and it is the business, not to say the duty, of all women to bear this fact in mind and to make the best of themselves outwardly and inwardly. Lord Beaconsfield wrote that: "A girl's beauty is as potent a power as is genius in man." There is no disputing the statement, neither is there any cause why one should deplore the fact. Beauty of person is a woman's strongest weapon in her equipment for the battle of life. True, it may be a "fatal dower," unless therewith she has sufficient common sense not to regard it as the one thing needful and neglect the cultivation of more substantial charms because of her confidence in the potency of her fair face. But this danger in nowise affects the fact that it is the duty of the fortunate possessor of beauty to value it duly and to make the most of it, as of any other talent.

All men and most women are susceptible to the charm of personal beauty. Pope tells us that: "Beauty draws us by a single hair;" Shakespeare that "it lends a precious seeing to the eye." It allures all sorts and conditions of men from peasant to king. The prettiest girl in a country neighborhood is always the belle of the community and in town and city beauty in woman is at an even higher premium. A recent English author has written an entertaining book upon "The Loves of Great Men;" the notabilities of the world, and not at all the kind of men who might be expected to let their hearts

run away with their heads. Yet almost without exception all of them married women who were more or less distinguished for good looks, and those of them who recorded their experience confessed to falling in love at first sight, attracted by appearances.

In view of the vast diversity of face and figure among women it is well that all men have not the same standard of the beautiful. Not long ago an enterprising journalist made the rounds of the prominent artists residing in London requesting their opinions as to the most beautiful hair for women. The result was merely to prove that "opinions differ." Some gave preference to golden tresses, some admired black, some chestnut, some auburn, and Whistler pronounced dark red, "the russet hue of an oak leaf in autumn," as in his opinion the most beautiful of all shades. "The moral," wrote the editor, "appears to be that a woman, whatever the color of her hair, will find some one to admire it, provided she takes a proper care of it and does not dye it; the only point upon which the artists agreed was that of their aversion for dyed hair."

Poets have been found to eulogize all styles of beauty. Chaucer sang the praises of "ye nut brown maid," and the trumpeters of blond beauty are too numerous to mention. Poets have been found to write in praise of turned up noses; "a nose tip-tilted like a daisy flower," and we have all read of the freckled faced girl whose complexion was likened unto "straw-



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That's Why

**Quaker
Oats**

has no thin-and-woody, flat-and-flavorless grains to spoil its quality.

Best for you
to sell

berries smothered in cream." Lord Chesterfield, in his courtly Old World fashion, said that no woman need be homely unless of her own will, or words to that effect; and the same saying holds good to-day, a beautiful soul has power to glorify the plainest face and render it beautiful for those who love it. "Let no woman consider herself plain featured until she sees her bad qualities written in her face," says an old writer in a "Book of Beauty;" "and let no girl consider herself fair to behold so long as she makes no effort to free her heart from the evil thoughts and passions which may disfigure her countenance. A sweet and amiable disposition is the best assurance of beauty. But let every woman be careful not to neglect the care of her beauty, as beauty. It deserves her attention and respect as much as it deceives that of men."

Women make a grave mistake when, in their desire for beauty, instead of making the best of what they possess they try to manufacture an artificial prettiness for themselves. Bondret, the great Parisian beauty and artist, used to tell his clients: "My dear madame, develop and do not invent, is the secret of becoming as beautiful as Providence ever intended that you may be. It is also the secret of being as beautiful as it is possible for you to be."

Dorothy Dix.

Demand for Chemists in the Business World.

I asked a big manufacturer what study a young man employed in a minor capacity in any of the large industries would find most useful in advancing himself, and the unhesitating reply was—chemistry.

"Of course I am assuming that your young man has an aptitude for study, close observation and systematic thought," he explained. "Possessing these qualifications, I know of no other acquired knowledge that will make him worth more to his concern in quicker time."

A canvass of the large industrial lines reveals the fact that scarcely a factory of any importance attempts to get along without a chemist. Hard headed business men, with little or no pretensions to scientific attainments have learned that the laboratory worker is the greatest money saver in the business outfit. It has been discovered that industrial and commercial enterprises can be more advantageously and profitably managed if conducted on business principles. For this reason the field of the practical chemist has become almost limitless, and demands for his services are increasing in new directions every day.

He is one of the most important factors in the sugar refinery, the glucose factory, the tannery, the steel mill, the flour mill, the brick and cement works, the paint and dye works, the soap factories, the packing houses, the photograph supply and artificial food industries, and hundreds of others.

Possibly the last of all places where the average man would expect to find

a chemist wanted is on a railway system. Enquiry fails to find a railroad company of any importance that does not employ a high salaried chemist with one or more assistants. He is the right hand man in the purchasing department, saving the road thousands of dollars a year and incidentally protecting the public, for he passes on all the steel rails, boiler material, and iron for wheels and axles that stand between the public and possible disaster. He keeps the road from being loaded up with poor grades of coal. Paints, oils, brass and nearly all other materials used in locomotive and car equipment are analyzed by him to guard against adulteration and poor stuff. He is called on to investigate the water supply along the line with a view to cutting out that which plays havoc with valves and the interior of boilers.

The chemist is one of the first assistants to the engineer and architect in the construction of modern buildings, and, since the days of steel in shipbuilding came in, he is an important man in the shipyards.

The expert usually prefers to run a laboratory on his own hook, and he is one of the few workers in the world to-day who does not have to seek business. It seeks him. The chemist who has a private laboratory is usually a graduate of some large industrial concern. He can afford to throw up a salary of from \$3,000 to \$6,000 a year and devote his time to the analysis of water, gases, oils, minerals, inks, coals, metals, baking powders, perfumes, extracts, soaps, fertilizers, and the one hundred and one other things sent to him.

The wise investor, before he takes the word of a promoter with a weatherproof paint, ready made ice, butter compound, food product, or anything else guaranteed to sell, goes to the chemist with samples for analysis. The number of fakes uncovered in a commercial laboratory in a year is something astounding. Fifty dollars placed with a reliable chemist often saves thousands of dollars.

A commercial chemist of long experience states that the young man who has acquired the basic principles and a fair amount of technical knowledge usually has no difficulty in getting permission to work in a laboratory, provided he is quick, handy, neat and bright. W. E. Danforth.

The End She Had in View.

At the opening day of a kindergarten little Billie had worn out the teacher's patience and, being of the old school, she administered the time-honored remedy for naughtiness. As fate would have it, Billie belonged to the elect. His mother was a member of the school board, and forthwith bore down upon the school teacher. Her tones were icy: "Miss Harrington, I wish some information on this outrageous proceeding. Kindly tell me just what end you had in view in punishing my son." "Mrs. Grant," was the reply, "I had the same end in view that anybody would have in spanking a little boy."

Fans For Warm Weather



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

100.....\$3.00	400.....\$ 7.00
200..... 4.50	500..... 8.00
300..... 5.75	1,000..... 15.00

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

Tradesman Company

Grand Rapids, Mich.

BUSINESS CREED.

It Is Vital To Men Who Would Win.

"Be honest and keep one eye open for luck," said Theodore Perry Shonts. "That's about as simple a statement as I can make regarding my business creed. It is not possible for a young man to outline at the beginning of his career such maxims and beliefs as will be an infallible guide to success. A creed is like any other development. It requires good material and time to season it before it will support an undertaking. A man's ability and his belief in himself constitute his creed building material, and his opportunity to use it is his luck. When these two factors work together he is successful.

"Be honest. Tell the truth. That part of a man's business creed can not be recited too soon nor too often. Personal integrity is what gives business success its finest flavor. It gives a man courage to know himself to be honest, and without courage even the finest ability often fails in accomplishment. The attitude of a man's mind has a great deal to do with his luck. We attract luck by being ready when opportunity comes. The man who has to say, 'Wait a minute until I get ready,' opens the door too late, while the man who can jump up at the first tap and say, 'All right,' walks out and embraces his opportunity. This last case will illustrate what I mean by saying, 'Keep one eye open for luck.'

"Ingalls' poem on 'Opportunity' is fine, and, I think, expresses the truth that opportunity is largely the master of human destiny, but it must always be remembered that opportunity is not blind chance, but the chance for a man to use such ability as he has in readiness when the chance comes.

"Too many young men regard opportunity as a sort of ready to wear garment which covers them with success regardless of how little they are able to fill it out. There is no such thing in legitimate business.

"If there is one thing which ought to be impressed upon the minds of young men it is the necessity of marking out their course on the business chart as clearly as their capital, knowledge, field and scope will permit; to move slowly in the beginning until they have learned the motion of fortune's wheel, and never to venture on an undertaking unless they have an objective point—some definite idea as to what it is they wish to accomplish. Having done this, they need have no fear of the result, providing they keep turning the wheel. That part of luck is up to them.

"It will illustrate my point to relate an incident which happened, not long ago, while I was with my family on a little yachting excursion at Mobile. We had invited a party of guests to take a pleasure trip on the Gulf of Mexico. Our yacht was lying in the harbor, the guests all aboard, everything in readiness to start, when the crew struck.

"Here was a new situation—an opportunity. I never had sailed the ship

before, but I had gone over the route, knew how to use a chart and compass, remembered the location of the buoys which mark the channel, and knew my objective point. I knew the point I wanted to reach. I sent for my wife, who was entertaining her guests below, all unconscious of the situation, told her the facts, and together we laid out our plan.

"Let me say right here that my wife has always been my ship's good commander. I went to the pilot house, and she to the guests. After a few zigzags I learned the motion of the wheel, that turning it one way sent the boat to the right, and an opposite turn sent it to the left. I followed my course outlined on the chart, keeping my objective point steadily before me, and before long I saw right ahead of me the buoy which marked the place of landing. My guests enjoyed themselves to the fullest extent, and were not aware that I was their captain as well as host until after the trip had been successfully made.

"Now, if I had trusted merely to luck in this situation, I would have found a good opportunity to get into trouble. If I had gone to the pilot house and begun steering without having previously marked out my course on the chart, I might have found not only myself but all my guests in deep water."

Mr. Shonts' business creed is most interesting at this time. His being selected to act as chairman of the Panama Canal Commission and to have absolute control of the disbursement of over \$200,000,000 of public money stamps the first part of his creed as sound doctrine. The second part is equally sound, for when a man's own efforts can result in an income of over \$100,000 a year before he is 50 years old it seems pretty good evidence that he has not only kept one eye open for luck but has managed to get his hand as well on a good share of it.

It would seem as if men were beginning to realize the value of having a creed—a definite principle to guide their actions. Over the desk of a successful Chicago man there hangs a card on which is printed in bold type, "Initiative is the secret of success." The whole appearance of the man, his confident voice, the evidences of wealth and prosperity all about his office give this legend a fascination. One looks at it eagerly in the hope of discovering the recipe for making money. What was there about this individual that won for him wealth and power? He declared that his creed cost him \$5,000. Most people who have creeds pay for them either in dollars, or experience, or both.

This particular man says: "Initiative is not mere plunging or enthusiasm. It combines creative with executive ability. It not only opens the way and starts the procession but has the stamina to keep things going. The desire to undertake, to map out for one's self, to start something different, to create new lines as soon as one finds too much competition in the older lines of work—this is in-

itiative as far as it can be defined."

Many men look longingly at opportunities, but they lack just that degree of courage which inspires them to go ahead and try out a new line. Soon some braver spirit with "initiative" comes along, sees the opportunity, grasps it and succeeds. The first man spends the rest of his life telling of the wealth he might have had.

Howard Russell Butler, one of the most successful promoters in New York, says: "You can always get money for any scheme, old or new, if you can create a new boom." Mr. Butler is manager of Carnegie hall, adviser and dispenser of many of Andrew Carnegie's benefactions, builder and manager of the Vanderbilt galleries, chairman of the Executive Committee of thirteen art organizations and at present is interested in the contemplated art palace to be built in New York City at a cost of \$5,000,000.

While Mr. Butler possesses initiative to a remarkable degree, his personality is not aggressive. Although one of the busiest of men, he has time to listen to every one with courtesy, sympathize with their ambition to make their scheme "win out against all the rest," and has managed with it all to devote considerable time to painting, and is an artist of unusual merit.

In speaking of initiative, he said: "While a few men possess that rare quality of initiative which carries them through difficult situations with brilliant success, there are thousands of others who fail through lack of endurance. Another man may, possessing endurance, cultivate a power of observation which will enable him to see the value in another man's idea and to make use of it for his own advantage. This power of adaptability, of being able to reap what others have sown, is a safer course for the majority of men, for the more we learn by observation the less we need to learn by experience. A man may earn ten years by this thought."

For those who wish to find in a man's creed a reason for his success or failure, not only the creed but the man who professes it should be studied; for that elusive thing called "personality" determines what we shall believe. Personality is the concrete expression of feeling, and feeling rightly guided is the strongest force in life. Get a creed, believe in something, use your reason to guide your emotions, and realize the truth that "as a man thinketh in his heart so is he."

Catherine E. Cook.

Fortunes in Woman's Work.

Droning musically, a great red motor-car sped up to the station and a woman in beautiful clothes got out. She rode into town on the early morning train among a number of business men, says the Minneapolis Journal, and one of these said of her:

"That woman makes \$20,000 a year. She is a dressmaker. She has 90 girls working for her in her big establishment down town. She won't make the simplest linen frock under

\$25, and the average price she charges for a gown is \$150.

"She is a college girl. Twelve years ago she was a reporter on a morning paper, covering the Board of Education, women's clubs, and so on, wearing shabby clothes and earning, I suppose, \$15 a week. She was too clever, far too clever, for such work, yet she stuck to her paper for two years and never an inch did she advance.

"She had always liked dressmaking. She had always had good taste. Now, in despair, she took a course in cutting and fitting, and she interested in her idea one of the rich women whom she had met in her news-gathering among the clubs.

"With this woman's help she opened a small dressmaking shop in a good neighborhood. Success seemed hard to achieve at first, but she liked the work, and she got in time the patronage of three or four of our best-dressed young matrons. After that she advanced rapidly. To-day she is to be envied by most men.

"She built in 1902 a house that cost \$40,000. She lives at the rate of \$12,000 to \$15,000 a year. And still she is saving money.

"If intelligent college girls of good taste, putting aside their pride, would take up dressmaking instead of elbowing into the overcrowded ranks of literature or journalism, they might live in \$40,000 houses and drive 60-horse-power motor cars and still save money."

Character in the Neck.

It is claimed that character, and often the state of health, may be judged from the neck as readily as by the features.

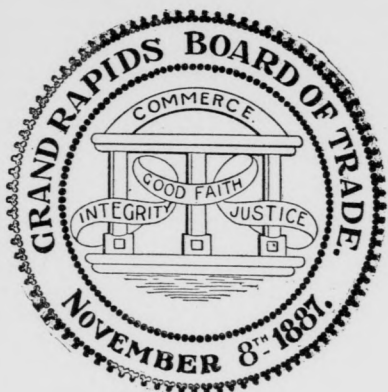
A short, thick neck denotes a willful disposition and a sagacious mind.

The avaricious person is discovered by a long, thin neck, stretching forward in an ungainly manner.

The perfectly formed neck is rather long, but gracefully proportioned and rounded, denoting a pleasant disposition, while the coquettish neck is of medium length, but allows the head to toss, and generally holds it at an angle, while the oversensitive shy woman generally has a long, thick neck.

The short, rounded neck of the affectionate woman retains its graceful curves longer than any of the others.

All of which goes to show that, if only the neck were to be considered, a woman would, indeed, have every opportunity to improve her disposition and mold her character. Even a thin neck may be strengthened and rounded by proper exercise and massage—unsightly wrinkles and black spots escaped by avoiding tight high collars and collar buttons. A pretty, well-formed neck and well-poised head go far toward improving a woman's looks and carriage, and, knowing this, it seems strange that the average woman pays so little attention to this important part of her anatomy. Like her wrists with the fashionable elbow sleeve, her neck in the popular Dutch yoke will make or mar her appearance.



Perpetual

Half Fare

Trade Excursions

To Grand Rapids, Mich.

Good Every Day in the Week

The firms and corporations named below, Members of the **Grand Rapids Board of Trade**, have established permanent **Every Day Trade Excursions** to Grand Rapids and will reimburse **Merchants** visiting this city and making purchases aggregating the amount hereinafter stated **one-half** the amount of their railroad fare. All that is necessary for any merchant making purchases of any of the firms named is to request a statement of the amount of his purchases in each place where such purchases are made, and if the total amount of same is as stated below the **Secretary of the Grand Rapids Board of Trade, 89 Pearl St., will pay back in cash to such person one-half actual railroad fare.**

Amount of Purchases Required

If living within 50 miles	purchases made from any member of the following firms aggregate at least	\$100 00
If living within 75 miles and over 50,	purchases made from any of the following firms aggregate	150 00
If living within 100 miles and over 75,	purchases made from any of the following firms aggregate	200 00
If living within 125 miles and over 100,	purchases made from any of the following firms aggregate	250 00
If living within 150 miles and over 125,	purchases made from any of the following firms aggregate	300 00
If living within 175 miles and over 150,	purchases made from any of the following firms aggregate	350 00
If living within 200 miles and over 175,	purchases made from any of the following firms aggregate	400 00
If living within 225 miles and over 200,	purchases made from any of the following firms aggregate	450 00
If living within 250 miles and over 225,	purchases made from any of the following firms aggregate	500 00

Read Carefully the Names as purchases made of any other firms will not count toward the amount of purchases required. Ask for "Purchaser's Certificate" as soon as you are through buying in each place.

- | | | | |
|---|--|--|--|
| <p>Automobiles
Adams & Hart
Richmond-Jarvis Co.</p> <p>Bakers
National Biscuit Co.
Belting and Mill Supplies
F. Ranville Co.
Studley & Barclay
Bicycles and Sporting Goods
W. B. Jarvis Co., Ltd.</p> <p>Billiard and Pool Tables and Bar Fixtures
Brunswick-Balke-Collander Co.</p> <p>Books, Stationery and Paper
Grand Rapids Stationery Co.
Grand Rapids Paper Co.
M. B. W. Paper Co.
Mills Paper Co.</p> <p>Confectioners
A. E. Brooks & Co.
Putnam Factory, Nat'l Candy Co.</p> <p>Clothing and Knit Goods
Clapp Clothing Co.
Wm. Connor Co.
Ideal Clothing Co.
Clothing, Woolens and Trimmings.
Grand Rapids Clothing Co.
Commission—Fruits, Butter, Eggs Etc.
C. D. Crittenden
J. G. Doan & Co.
Gardella Bros.
E. E. Hewitt
Vinkemulder Co.</p> | <p>Cement, Lime and Coal
S. P. Bennett & Co. (Coal only)
Century Fuel Co. (Coal only)
A. Himes
A. B. Knowlson
S. A. Morman & Co.
Wykes-Schroeder Co.</p> <p>Cigar Manufacturers
G. J. Johnson Cigar Co.
Geo. H. Seymour & Co.</p> <p>Crockery, House Furnishings
H. Leonard & Sons.
Drugs and Drug Sundries
Hazeltine & Perkins Drug Co.</p> <p>Dry Goods
Grand Rapids Dry Goods Co.
P. Steketee & Sons.</p> <p>Electrical Supplies
Grand Rapids Electric Co.
M. B. Wheeler Co.</p> <p>Flavoring Extracts and Perfumes
Jennings Manufacturing Co.</p> <p>Grain, Flour and Feed
Valley City Milling Co.
Voigt Milling Co.
Wykes-Schroeder Co.</p> <p>Grocers
Clark-Jewell-Wells Co.
Judson Grocer Co.
Lemon & Wheeler Co.
Musselman Grocer Co.
Worden Grocer Co.</p> | <p>Hardware
Clark-Rutka-Weaver Co.
Foster, Stevens & Co.</p> <p>Jewelry
W. F. Wurzburg Co.
Liquor Dealers and Brewers
D. M. Amberg & Bro.
Grand Rapids Brewing Co.
Kortlander Co.
Alexander Kennedy</p> <p>Music and Musical Instruments
Julius A. J. Friedrich</p> <p>Oils
Republic Oil Co.
Standard Oil Co.</p> <p>Paints, Oils and Glass
G. R. Glass & Bending Co.
Harvey & Seymour Co.
Heystek & Canfield Co.
Wm. Reid</p> <p>Pipe, Pumps, Heating and Mill Supplies
Grand Rapids Supply Co.</p> <p>Saddlery Hardware
Brown & Sehler Co.
Sherwood Hall Co., Ltd.</p> <p>Plumbing and Heating Supplies
Ferguson Supply Co., Ltd.</p> <p>Ready Roofing and Roofing Material
H. M. Reynolds Roofing Co.</p> | <p>Safes
Tradesman Company
Seeds and Poultry Supplies
A. J. Brown Seed Co.</p> <p>Shoes, Rubbers and Findings
Herold-Bertsch Shoe Co.
Hirth, Krause & Co.
Geo. H. Reeder & Co.
Rindge, Kalm'h, Logie & Co. Ltd</p> <p>Show Cases and Store Fixtures
Grand Rapids Fixture Co.</p> <p>Tinners' and Roofers' Supplies
Wm. Brummeler & Sons
W. C. Hopson & Co.</p> <p>Undertakers' Supplies
Durfee Embalming Fluid Co.
Powers & Walker Casket Co.</p> <p>Wagon Makers
Belknap Wagon Co.
Harrison Wagon Co.</p> <p>Wall Finish
Alabastine Co.
Anti-Kalsomine Co.</p> <p>Wall Paper
Harvey & Seymour Co.
Heystek & Canfield Co.</p> |
|---|--|--|--|

If you leave the city without having secured the rebate on your ticket, mail your certificates to the Grand Rapids Board of Trade and the Secretary will remit the amount if sent to him within ten days from date of certificates.

MEN OF MARK.

Geo. M. Morse, Manager Morse Dry Goods Co.

It is an old saying that there are a great many men in the world who ought to be doing something else.

There seems to me to be a lot of sense in the statement, for if a man does not show adaptability to the business in which he is engaged, he ought to get out of it. If he does not quit it of his own notion, the chances are that he will be crowded out by rivals who love every detail of their establishments as a mother loves her child.

To my mind nine-tenths of the failures result from men getting into wrong lines. Of course, there are failures from lack of capital, for there are men who have the battle planned fit to win, and then fail from lack of ammunition, but such cases do not apply here.

The main thing for a young man to consider when he gets ready to make the fight for something more than enough to eat and a bed at night is: "What business will best develop any commercial talent I may have?" If this question is fittingly answered, look out for that young man. He will arrive.

Now, here is a case in point:

George M. Morse, of the Morse Dry Goods Co., is, probably, as well known throughout the State as any Grand Rapids business man. He has made a wonderful success of his establishment and, it is said, carries more money in bank than any other man on the street. He has a talent for detail that makes it easy for him to manage the many departments of the big store.

George's father wanted to make a book-keeper of the boy. That would have been a pity, for he would have made a failure of it. He might have stuck to the stool and the pen, but he would never have made a hit. I say he would have stuck, for he is a tenacious sort of a man. For thirty years he has been buying, training and breeding horses in the hope of finally getting one that could clean up all the speedy ones.

I have never heard of one of his wild animals bringing home a roll too big to carry in a trunk, but George sticks to the notion that some day he "will make a killing." This is George's only recreation. When he wants a vacation, which is seldom, he goes to a horse meet somewhere and mixes with men who wear loud clothes and speak a language not recognized by teachers of pure English. He studies sport and tout and bets just enough to make it interesting. "It's a change," he says, "and that's what a vacation should be."

I am getting away from my subject. The senior Morse was determined that George should become a book-keeper and George objected. They lived in Chicago and the young man was sent to a business university perched at the top of a building above an auction store. When he ought to have been learning how to make single and double entries,

George was listening to the silver-tongued auctioneer downstairs. He would sit around on boxes and barrels all day and wonder how any man could know as much as that salesman seemed to know.

At last the book-keeping plan was abandoned and the family came to Grand Rapids. This was Thanksgiving Day, 1882. By this time George had the auction lingo down pretty fine and they started an auction store on Pearl street, just where the entrance to Powers' theater now is. George was the actioneer. He knew what the Chicago man had said regarding the goods he sold and it was easy to elaborate and make a pretty fair talk. I guess it was a little rocky at first, but it was better than book-keeping and the young man sailed in for all he was good for.

J. Friedrich as a music house. From there to 62 Canal street. George says that the farther up Canal street they went the harder luck they had, so they moved back to 41 and 43 Pearl street. The big department store began at this place. About this time the Fair was opened in Chicago. The Morse store was one of the first department stores in the country—crude in many ways, but the beginning was there. George bought everything he could make a profit on and sold at narrow margins, for he had little capital to do business with. From Pearl street the store went to the old Messmore building, 43 and 45 Monroe street, and from there to The Gilbert, at the corner of Monroe and Commerce streets. This last move was made in 1894. And there the man who would not become a

the case was so pat that it just crept in. It proves the point I wish to make: George Morse is a department store man. He would have made a mighty poor book-keeper. Even during his spells of rest he is boosting trade.

Not long ago a horseman told me that the breeders and trainers of Western Michigan made the big store headquarters. And there you are. George has two speedy horses eating their heads off now. I guess he has not pulled a rein over either one of them in a year, but he expects to steer them about the city at a good clip after a time. He may have an idea that the fruits of his thirty years' of breeding and training will show in one of these horses. If this should happen I have no doubt that George would put a bronze image of that speedy equine in a front display window and draw customers by showing that his goods went faster than his horse. Well, anyhow, he is one of the business men of the city who ought to keep at what he is doing now.

Alfred B. Tozer.

He Got Little Sympathy.

A physician had a hurry call the other night to a house in the East End where a forlorn man was taking care of himself as best he could while his wife was enjoying herself at Bay View. The doctor arrived a little after midnight, to find a pale and agitated man walking the floor and clutching in one trembling hand a small vial marked "Morphine."

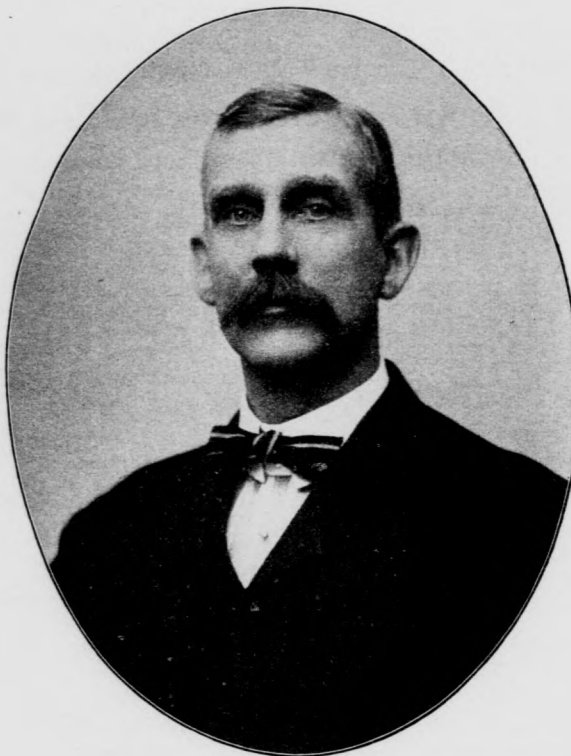
"I've taken enough to kill an army," he gasped. "I thought it was quinine. For heaven's sake, do something quick!"

Well, the doctor did a number of things and all as quickly as possible, and the man put in a horrible quarter of an hour—several of them, in fact, for the medical man was one of your painstaking and thorough kind. The man was pronounced out of danger by morning, and as his anxiety lessened his wrath increased. Any woman who would go off and leave a bottle of poison in the medicine chest where anybody looking for quinine pills might find it ought to be—he couldn't find words to express what ought to happen to her. The letter he wrote that wife of his next day was of a sort to keep her hair in curl in the dampest weather. She is, however, a perfectly heartless creature, and this is what she wrote back:

"You ought to be more careful about taking things without looking at the bottle. I've told you that before. I'm glad you called the doctor, for I don't know what would have happened if you hadn't. I marked that bottle morphine to keep the maid from taking anything out of it. What you took were some of those sachet tablets Flora sent me from Paris, and I'm sorry you wasted them."

Among the Impossibilities.

Johnnie—My pa's richer'n your pa. Freddie—P'haps he is, but he'll never get back the money he lent my pa.



George M. Morse

If he had listened to his father and remained upstairs in the business college, like a good little boy, he might have been earning \$15 a week now and losing his job every time he got a place with a merchant who ought to have been running a steam plow in the Distant West instead of doing the commercial.

This is not an essay on disobedience to parents. When a young man gets ready to begin his life work he should give due attention to parental suggestions—that is, if he has reason to know that his parents have tried to learn the truth about his abilities and inclinations. Advice to the young is valuable only when coming from those who know the capabilities of those who buy.

From the theater building the Morse auction store went to the Judd building, now occupied by Julius A.

book-keeper ground out a fortune. When he is not away on one of his infrequent vacations he is always at the store watching the wheels go round.

He has taken chances in his business life. I know from inside sources that when he took the Messmore building he would have gone broke in a month if he had not got the trade from the start. It was just the same when he moved to The Gilbert. If he had made a single mistake in buying goods or in handling them, if he had not got the ear of the buying public right off, he would have gone on the rocks. But he did not go on the rocks. He made his fight and won, and is not one of the men who ought to be doing something else.

I did not begin this story to give an account of George M. Morse, but



Profits Guarded by System

Mistakes are costly and embarrassing. A customer prefers to trade at a store where mistakes are not made. You should insure against mistakes.

"Mr. Hardy is anxious to avoid mistakes. He pays a money penalty to customers who do not receive a receipt from his National Cash Register for the amount of each purchase. This printed check on which he announces to pay this penalty is given with each sale. Special bargains are advertised on this check. This gives notice of sales that would be overlooked."

A National Cash Register automatically prints and issues this check. It is ready for delivery the instant the sale is completed.

This system insures accuracy and carefulness, which bring increased profits.

CUT OFF HERE AND MAIL TO US TODAY

NATIONAL CASH REGISTER COMPANY, DAYTON, OHIO

I own a _____ Please explain to me what kind of
a register is best suited for my business.
This does not obligate me to buy.

Name
Address
I. o. Clerks



Observations of a Gotham Egg Man.

A prominent Ohio egg shipper writes to us as follows:

"I have read your article concerning egg quotations and think it will not hold together. To start, you say last season's firsts must contain 65 per cent. full, strong bodied eggs, maximum loss 1½ dozen to the case. To-day you only ask for 50 per cent. good ones to grade as firsts, until you get to extra firsts, as you call them, which is only top quotation of 'Western firsts' and you can not deny it. If you can, please let me hear from you.

"My contract was made on the basis of top quotation of Western firsts as quoted last season, which meant 65 per cent. good ones, and if I should settle on the basis of your Western firsts quotation to-day as you have it, I would only get paid for 50 per cent. good ones. Now, is it not plain to you that I should be settled with for an egg that grades to-day 65 per cent. good, which is the egg you quote as 'extra firsts,' and at the same time is the top quotation for Western firsts. I know you will say I am right, because I am right and right is all I want."

As the question brought up in this letter may be of interest to others I give below the answer to it:

"We have yours of the 17th in regard to the egg grading question and the relation of quotations for 'firsts' and 'extra firsts.'

"If, when the rule for 'firsts' called for 65 per cent. full, strong bodied eggs, the quotation for that grade had been based upon the value of eggs which would meet the technical requirement of the rule, and if the change in grading had really caused the quotation for firsts to be based upon the value of a lower quality than before, then you would be right in your contention. But this is not the case. As I tried to explain in the article to which you refer the quotation made for Western firsts, just before the rule was changed, was based on the value of prime lines of Western eggs which would, in fact, not pass the technical requirements of the old rule. If the quotation for firsts had been made according to the value of the stock that would pass official inspection as such, it would have represented (after hot weather set in) the selling value of only an occasional lot of exceptionally fancy country candled stock.

"During the hot weather just before the grading was changed the quotation for Western firsts was 15½ @16c, even although there were public bids for 'firsts' under the old rule of 17c or even 17½c.

"The point is that the rule was changed so that the eggs quoted as firsts would be gradable as firsts under the Exchange inspection; and it is a fact that the qualities of eggs

whose value now governs the quotation of 'firsts' are relatively the same as gave the basis for the quotation for firsts before the rule was changed.

"It is for this reason I contend that any one who contracted on the basis of the quotation for firsts will get just as much now as he would have got if the rule had not been changed—for, regardless of the technical rule, the same relative grade of eggs is used as the basis of the quotation. The only difference is that now the eggs quoted as firsts are approximately such under the rule, while before the grading was changed they were not.

"Under the old rule the eggs quoted as 'firsts' would pass as such under official grading only during the spring, before qualities were generally affected by hot weather. It must be evident to anyone that the average quality of eggs varies widely from season to season, according to weather conditions. The old rules provided for some reduction in the requirements for grade after hot weather set in, the object being to make the gradings bear a reasonably uniform relation to general qualities. But the reduction provided for was not sufficient to accomplish the object sought, and it was found that while 'firsts' represented a large part of the receipts in April and early May, the requirements for the summer grade of firsts were so high as to be met by only an occasional lot of exceptional quality.

"Whether or not it is right that quotations for named grades should, under certain conditions, be based upon the value of qualities that would not pass technical inspection is another question. As to this it must be remembered that if the requirements for grade are maintained at all seasons, and the quotations based upon technical requirements, the quotations would bear an extremely irregular relation to the value of the receipts as a whole and would be likely to prove misleading. But I wish to emphasize the fact that whenever the falling of general quality has made the technical grade of 'firsts' relatively very high, so that it could be met by only a few exceptional lots, the quotation for that grade has not been held to strict official requirements as to quality.

"If I have not made the matter clear to you I should be glad to answer any further enquiry."

To this it may be added that the eggs in question would probably not pass an official inspection as "firsts" even under the reduced requirements of the present rule.—N. Y. Produce Review.

How the Cannucks Get Excess of Water in Butter.

It has been demonstrated by experiments that excessive churning means excessive moisture in butter, and also a high per cent. of casein. When such methods are carried to extremes it injures the keeping qualities of the butter. There are in the United States a number of large creameries, termed central plants. The cream is shipped hundreds of

Butter, Eggs, Potatoes and Beans

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.

Butter

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

E. F. DUDLEY, Owosso, Mich.

Fruit Packages

We handle all kinds; also berry crates and baskets of every description. We will handle your consignments of huckleberries.

The Vinkemulder Company

14 and 16 Ottawa St.

Grand Rapids, Mich.

NEW SOUTHERN POTATOES

Carlots or Less

Clover and Grass Seeds

Millet and Buckwheat

MOSELEY BROS., GRAND RAPIDS, MICH.

Office and Warehouse 2nd Avenue and Hilton Street,

Telephones, Citizens or Bell, 1217

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

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

miles and churned at some central point.

Some of these plants make 50,000 pounds of butter a day, so even a small fraction of a per cent. means a lot of money to them. This question, therefore, receives strict attention from their managers and chemists. I may be giving away a secret. The method used by many of these plants is to churn at a low enough temperature to get an exhaustive churning, or so that butter will gather in 30 to 35 minutes. Let the churn run until the butter gathers in granules as large as peas; remove the buttermilk and place fifty or sixty gallons of water in the churn, put the rolls in gear and work the butter for ten or eleven revolutions in the water with a Disbrow churn. This has the effect of getting the butter in a condition where it will hold an exhaustive amount of water. It has the same effect on the butter as excessive churning and also removes a lot of undesirable casein.

At this point the water is removed and the salt is placed on the butter, and the rolls are put in gear again and the butter worked for twenty revolutions, when it is ready to pack. Some of these plants have the business down so fine that they can incorporate between 15 and 16 per cent. of water right along and 3 to 3½ per cent. of salt, thus keeping within the limit of the law. It is almost impossible to tell the water content of butter outside of chemical analysis unless you incorporate over 20 per cent. In fact, butter that is high in water content is usually dry in appearance.

To illustrate this still further I quote from a Washington report. In the September scoring of the national contest held in Chicago in 1902 the scoring was done by the Government expert and one of the leading professors of dairying in one of our colleges. At request of Major Alvord abnormal packages were left out for chemical analysis. They set aside four packages of butter. Two of them were marked "worked too dry," and two as "full of water." The two packages marked full of water had 10.77 and 11.45, averaging 11.11 each. The two marked as worked too dry had 11.25 and 13.30, averaging 12.27 each, thus showing the lack of knowledge on the part of the experts. Experts, like anyone else, are liable to make mistakes.

In connection with the quantity, flavor is a quality that is desirable in all edible foods. Each kind of food has its own distinctive flavor. This is particularly true in butter, as in scoring butter in various parts of the world about one-half of the total for perfection is allowed for flavor.

When examining butter in various parts of this continent, and in the English markets and Denmark, I find the same peculiar quality is desirable. People may differ in the shade of butter and kind of salt, but when it comes to flavor they all want a sweet, clean, pleasant aroma.

Ordinarily the factor that controls flavor is cleanliness. When I was a boy it was a common saying that a certain woman was the best butter-maker in the community. Had it been said that this woman was the cleanest buttermaker in the community the statement would have been challenged. Nevertheless there was considerable truth in it. The flavor of butter is largely a product of fermentation, and the kind of bacteria that give the desired flavors grow and thrive best under the most perfect sanitary conditions.

We find just the reverse in winter conditions. As soon as cows are milked in the stables a noticeable change takes place in the flavor of the butter. We call this winter condition. It was formerly supposed to be due to the dry feed given the cows during the winter, or to the advanced period of lactation. It was found on a bacteriological analysis of the milk at our school that when the cows were milked in the stable during the winter months about 75 per cent. of the bacteria in the milk were of the undesirable kind, while in June, which is considered the best month of the year for butter or cheese, only about 10 per cent. of the undesirable bacteria were present.

The species of bacteria that usually predominate in stables are of the putrefactive variety, those that cause ordinary decay, hence the skilled buttermaker skims a much thicker cream in the winter than he does in the summer to get rid of as much milk serum as possible, thus carrying off a lot of the undesirable bacteria. Then he dilutes his cream with a heavy starter which only means adding an enormous quantity of the right kind of bacteria, so that they may predominate and control the souring of his cream.

From my experience as a butter judge in various parts of the country, I think I am safe in saying that the makers who use starters and endeavor to control the conditions of cream ripening, score usually three or four points higher than the makers who follow the old methods. The successful cheese and buttermaker of the future must have a knowledge of the principles of bacteriology and dairy chemistry as well as a practical knowledge of dealing with men.

G. L. McKay.

Ice Cream Creamery Butter Dressed Poultry

Ice Cream (Purity Brand) smooth, pure and delicious. Once you begin selling Purity Brand it will advertise your business and increase your patronage.

Creamery Butter (Empire Brand) put up in 20, 30 and 60 pound tubs, also one pound prints. It is fresh and wholesome and sure to please.

Dressed Poultry (milk fed) all kinds. We make a specialty of these goods and know we can suit you.

We guarantee satisfaction. We have satisfied others and they are our best advertisement. A trial order will convince you that our goods sell themselves. We want to place your name on our quoting list, and solicit correspondence.

Empire Produce Company
Port Huron, Mich.

SUMMER SEEDS

Fodder Corn Crimson Clover Dwarf Essex Rape
Turnip Rutabaga, Etc., Etc.

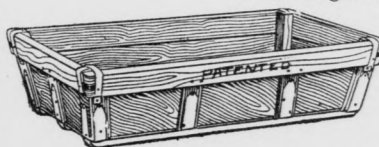
If in the market for Timothy Seed either immediate shipment or futures let us know and we will quote you.

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

We told you last week something about

Display Baskets

Let us give you another lesson: Go to the



**West Michigan
State Fair**

and see 1,000 exhibits in our baskets.

"This is on the level."

W. D. GOO & CO., Jamestown, Pa.

MILLERS AND SHIPPERS OF

Established 1883

WYKES-SCHROEDER CO.

FEEDS

Write for Prices and Samples

GRAND RAPIDS, MICH.

Fine Feed

Corn Meal

Cracked Corn

STREET CAR FEED

Mill Feeds

Oil Meal

Sugar Beet Feed

MOLASSES FEED

GLUTEN MEAL

COTTON SEED MEAL

KILN DRIED MALT

LOCAL SHIPMENTS

STRAIGHT CARS

MIXED CARS



New One for the Shoe Store Window.

A long time ago I told you about how A. Small Sizer was using his skill in modeling in clay for window features. Not window trims, mind you, but "window features." That's the great mistake with lots of good shoe store window ideas. They entirely dominate the window with something alien to the business, and thus, while they attract great attention to the window get no business good out of it.

A. Small used to do quite a little in the clay modeling stunt and it made many novel features, but it is some time now since he has bothered much with it. Our successful window dressing contest, however, of which I told you, put the new idea into Willie Fitem's head, and this is the way we worked it out.

In the first place, we bought a large quantity of modeling clay in various colors. It didn't cost very much. Then we had a large number of small modeling boxes, one inch deep and 6x8 inches in size made out of thin wood. They didn't cost much. Then we offered to give one of these boxes filled with modeling clay to every purchaser of boys' or girls' shoes.

That was the beginning of it. Then we advertised that these premiums were given to allow the little people a chance to practice at home for competition in our great window contest for clay modeled advertising designs. We had a modeling box made four feet long, two feet wide and two inches deep, mounted on a specially built adjustable easel for the window. Every boy or girl who secured a pair of the shoes with the clay premium was eligible, after he had proved to A. Small Sizer that he had developed some talent and ability to compete for a series of prizes in our contest.

The conditions were that all work should be done in the show window during business hours, that each design should be judged not only for its artistic merit, the age and instruction of the modeler being taken into account, but its value from an artistic advertising standpoint being taken into account. The widest latitude was allowed, only the firm name, "Laster & Fitem," must appear in each design. The artist was allowed to make his design humorous, artistic, merely a worded advertisement in clay, or to use any embellishments which he furnished himself. The design could be completed as quickly as deemed desirable and possible, but not more than three days was allowed to one competitor.

Well, say, the way clay modeling became the fad in Lasterville was wonderful. We sold shoes to children who had two good pairs at home and there was hardly a family in town where there were children, of

sufficient age, who hadn't some one or more of them busy practicing, right in the heart of the family, mind you, clever things to model in clay advertising our store and goods.

We had so many entries for the ten prizes which we offered and the ten more to be honorably mentioned, that we had to construct several more modeling boxes, and at times had a young modeler at work in one corner of each of our three windows. We took care not to fail in a good shoe display in each window, besides.

It will be hard to estimate the attention which this plan has attracted to our windows, our store and our goods. It has been, as it chanced, worked during the vacation time, so that hardly any day has there been a time during business hours when some little girl or boy has not been busy over a design in some one of our windows. It would have worked equally well, though, I am sure, in regular school time as after school; noon time and evenings would have answered just as well.

Many of the designs were so good that we kept them on exhibition for several days, properly carded, in the windows. Each design was photographed with a kodak, for the final use of the committee, and these photos we displayed in the window properly carded, and gave a copy to each contestant of his design. Several of the designs were so good when reduced with the camera that we had half-tone plates made and reproduced in the local papers in connection with our advertisement.

It has been a great scheme for us, and has not only furnished us with a lot of good advertising, but has made us friends of a great many young people and has been the most enjoyable thing of the kind we have ever done.

Advertising at a funeral is about as far as it can go, but that is exactly what we have done, and whether we have offended good taste in doing it is a question. Hi Ball claims that we have not. No, we did not get the privilege of putting a one-sheet bill on the coffin or advertising blankets on the hearse horses. Our plan is only available for Episcopal funerals, and so has only a limited use.

The way of it was this: Hi went to an Episcopal funeral at a house where most of the people had failed to bring prayer books so that the beautiful responsive service of the Episcopal church had to be omitted. At another funeral only a few brought prayer books, and the responses were weak and much of the beauty of the service was lost.

Then Hi sought the rector and broached his idea. The rector was a sensible man, and although limiting us to the merest line we were satisfied. On cardboard, of note paper size, we had printed the responsive portion of the burial service in large, clear type, surrounded with a heavy black border and surmounted by a design of the cross. Nothing else appeared on the face of the card. On the center of the back which was



Quality Comfort and Profit

You're in the shoe business for a profit. But getting a profit is one thing and holding trade is another. It takes quality to hold trade.

You must sell at a profit shoes that contain big value in durability, style and foot comfort—that is quality.

That's where we come in. We make the shoes. Our trade mark guarantees them to your customers. Our reputation for quality was established years ago and we're adding to it daily.

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

Blow Your Horn if You Don't Sell a Clam

We are not so very long on the blow; but when it comes to furnishing

Dependable

footwear to our customers we are there with the goods.

If you don't believe it let us show you.

Our Leather Line We Know to be Good

**Hood and Old Colony Rubbers
Can't be Beat**

Geo. H. Reeder & Co.

Grand Rapids, Mich.

entirely plain we had printed in small type:

"Furnished to St. John's church by Laster & Fitem, Lasterville."

Just that and nothing more. Not a word about business or shoes. We had an edition of 2,000 printed and given to the rector and sexton. They were placed in all of the pews at a church funeral, and on occasion of a house funeral one is handed to each person present. They are seldom taken away, although no restriction is made, and the same cards are used over and over again.

We not only furnished our Episcopal church here, and the one at Laster's Point, but two neighboring towns where we have trade, as well. Church people tell us that the beauty of the funeral service has been greatly benefited by the responsive service made possible by the cards, and the only wonder is that it has not been thought of before.—Ike N. Fitem in Boot and Shoe Recorder.

Small Cities More Advantageous Than Large Ones.

Written for the Tradesman.

"When I see the exodus of our young business people from the smaller to the larger cities I am sorry," said a prosperous business man in a prosperous Michigan town, the other day; "and I know what I am talking about for I came from a city of five times the size of this to take up my work here."

It was true. The man had come from one of the larger Eastern cities to assume the management of a large dry goods store. He had a good position in the other city in the same capacity but recognized that a young man had more chance to make a start in a smaller city than in a larger one and so made the change. And a little careful thought will bring forth many arguments to prove the truth of this statement, although it is generally thought that the advantages in the larger city are greater.

Of those who make the change from the larger city to the smaller one the greater number do not do so with any idea that by so doing they are bettering their business chances, but they are compelled to do it if they wish to retain their health. The unhealthy conditions attendant upon the congested life of a large city drive many to the smaller—and therefore more healthy—towns and they are benefited in both health and business prospects.

And that this is true is one of the strongest and best arguments in favor of the small towns. A man may be getting along ever so well in business, but if his health fail him when he is at the point of adding the finishing touches to a successful career it has all been for naught, and the unceasing labor of years may be swept away by a sudden breaking down of the machine that has been toiling all these years to attain that which has been snatched away at the instant of attainment. If the last successful stroke has been given, and the machine that has been held up by the nervous tension during the struggle collapses, what have the

years meant? A successful business career but a physically wrecked life. And the friends of the family convey the expression of their sympathy to the bereaved relatives and say to one another, "Yes, John was a hard worker. He set a stiff pace and he kept it up."

Yes, he kept it up, but at what a cost! His brother who has chosen to cast his lot in a small city is still on earth and doing a successful business. He is still in his prime and people are enjoying his society and he is enjoying theirs. His success, while not so rapid or spectacular, is just as sure and he is alive to enjoy it. People know him, too.

And here is another thing: The loss of individuality that comes with residence in a large city is not by any means compensated for by the other seeming advantages which the city is said to offer. One might do a thing that would pass unnoticed in a large city but which would create a very furore in a small one. Business achievements, unless they are colossal in proportion, are unnoticed in a large city while in a small one merit and worth are noticed and appreciated.

I would say to a man, or woman either, starting in life in a humble place by all means start in a small city. The advantages are easily seen:

In a small place the owner usually knows every one connected with his business. If an employe does a meritorious thing the owner sees it and the reward is a good deal more sure to come than if it had to get to the owner by the uncertain and dubious means of a manager's telling him. Again, there are countless small things that a worker in a store may do which in themselves do not amount to much but which, observed by an employer from day to day, create a favorable impression of the work and tend to pave the way for advancement. If the worker had a position in a large store he would be engulfed in the business. He would be a small factor and the things he did, if they were all right, would pass comparatively unnoticed. It takes as long for advancement in a large place, with all its much-talked-of advantages, as it does in a small one, and in some instances longer and, besides, the work is a good deal harder than it is in a small store.

There is a certain satisfaction in knowing that things that are done are noticed and appreciated. More people know about them in a small town and they are more appreciated, but good strokes are more rare in a small city than in a large one. That all this is true is best proven by the following little instance, which is an excellent illustration of the question in hand:

In a go-ahead city of 20,000 inhabitants there were two boys graduated from the same class in high school. Both took a course in a business college, as a more practical preparation for the business life they intended to follow, and both took positions in the small home town. They worked on for a time, but the rapid advancement they had been



Keep Your Eye on This Brand

We are distributors of this most popular low shoe and have a complete stock on hand for immediate shipment. You will want to sort up your stock and we will help you. Send in your order and we will guarantee it will be shipped the same day received.

Michigan Shoe Co.

Distributors
Detroit, Mich.

Our "Custom Made" Line

Of
Men's, Boys' and Youths' Shoes

Is Attracting the Very Best Dealers in Michigan.

WALDRON, ALDERTON & MELZE

Wholesale Shoes and Rubbers

State Agents for Lyscoming Rubber Co.

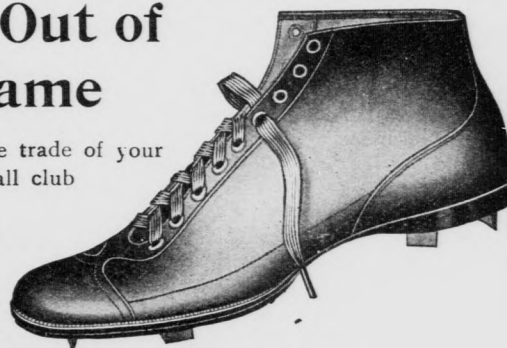
SAGINAW, MICH

You Are Out of The Game

Unless you solicit the trade of your local base ball club

They Have to Wear Shoes

Order Sample Dozen



And Be in the Game

SHOLTO WITCHELL
Everything in Shoes

Sizes in Stock

Majestic Bld., Detroit

Protection to the dealer my "motto." No goods sold at retail.

Local and Long Distance Phone M 2226

dreaming of did not come. Soon one of the boys grew discouraged and exceedingly disgusted and, finding a situation in one of the larger cities, went there. The other, although just as ambitious, stayed where he was, wisely figuring that, if advancement was slow in the smaller town, it was sure. He was right. Shortly after the over-ambitious one had left town the stay-at-home got his first advancement, and was working along filled with new ambition, while his friend in the city was plodding along at the same old salary trying to make a place for himself in the new field he had chosen. It was hard uphill work. There was no one to come around and congratulate him on a piece of work well done—they don't do things that way in the city. The employers did not have time and left the help entirely to the head clerks and superintendents. The fellow-workmen were too self centered and busy—too jealous—to notice it and the young man went stolidly along losing heart and hope every day. Meanwhile more good work had brought the one in the home town a further promotion and he was plunging into his work with renewed vigor. Things went on in this fashion, the city man getting about one promotion to his friend's three, until one day the stay-at-home wrote a joyous letter to his friend telling him that he had been offered a working interest in the business. This, of course, was an expression of the perfect confidence the firm placed in him and landed him on the sure road to success. Then, and not until then, did the city man realize his mistake and wish he had stayed in his boyhood town. Conditions were the same in the place where he had started and he thought that he might even now be enjoying a similar position. Such a place was a long way off at the rate he was going at present.

Granted that advancement is greater, when it does come, in a large city, it is not so sure nor so fast in coming as in the small one and the beginner in the business field should consider the matter carefully before he goes to a big city with its hard work and other evils. The small city does not hold forth so much at first glance, but a careful study of the situation will prove the worth of the small one as compared with the large one.

Burton Allen.

Not the Horse He Wanted.

Hans, the ruralist, was in search of a horse. "I've got the very thing you want," said a stableman, "a thorough-going road horse. Five years old, sound as a quail, \$175 cash down and he goes ten miles without stopping." Hans threw his hands skyward. "Not for me," he said, "not for me. I wouldn't gif you 5 cents for him. I live eight miles out in de country and I'd haf to walk back two miles."

Educating your conscience into elasticity will not relieve you from guilt.

The self-satisfied are seldom of any service.

Employer More of Slave Than Employee.

"I have been a salaried man ever since I began work in the world," complained an old friend of mine the other day, just after he had given up a work of twenty years or more. "I still have to work for my living, but when I go to work again it will be as my own boss," he added forcefully.

I don't know whether that friend has completed the negotiations whereby he was expecting to take up a business of his own, but if he has I think he will have cause to remember the truth of my contention as we talked that, wherever he might go and in whatever line of world endeavor he might seek absolute independence, he must suffer disappointment.

Somewhere the other day in the business world I heard the complaint of a business man, made in the spirit of utter disgust and irritation: "Where shall I turn to find the man to whom I can say, 'Do this, please,' and still be certain of its being done? It seems to me that the attitude of the present generation is one of revolt against the 'do this' of the employer, no matter how pledged they may be to carry out his instructions."

This is the situation in hundreds of great businesses to-day, and perhaps one of the greatest single contributing causes to the condition is the fact that the average employe fails to recognize that his employer is more a slave to the business than he would lend himself to be under any circumstances.

I wish to lay particular stress upon the position of the average active employer in the average business concern in the United States. No matter in what line of endeavor his business is conducted, his first great concern is to get business for his house, while next in importance is the necessity for catering to his customers

satisfactorily to them and profitably to himself. Plainly, the house which gets no business, however its equipment may be, must fail. But, in these days of almost universal sharp competition, the house which gets business under competitive conditions must meet the exactions of customers under competitive conditions or else

Bob the Blacksmith



Bob the blacksmith is hearty and hale,
Makes shoes for horses that never fail,
Wears shoes that are shoes upon his feet,
That don't set him crazy on account of the heat.

They are made by a firm who calls them
HARD-PAN
And they are never bunched with the
"Also Ran."

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

Write us for reasons why

Herold-Bertsch Shoe Co.

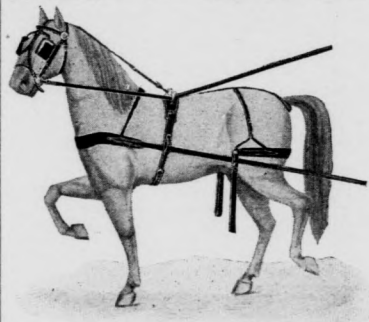
Makers of Shoes Grand Rapids, Mich.



We face you with facts and clean-cut educated gentlemen who are salesmen of good habits. Experienced in all branches of the profession. Will conduct any kind of sale, but earnestly advise one of our "New Idea" sales, independent of auction, to center trade and boom business at a profit, or entire series to get out of business at cost.

G. E. STEVENS & CO.

209 State St., Suite 1114, Chicago.
N. B. You may become interested in a 300-page book by Stevens, entitled "Wicked City," story of merchant's siege with bandits. If so, merely send us your name and we will write you regarding it when ready for distribution.

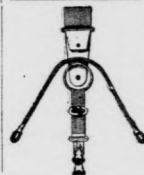


Single Strap Harness

No better harness made than that made by

Brown & Sehler Co.
Grand Rapids, Mich.

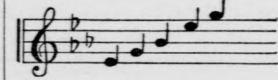
Wholesale Only



HOLD UPS From Kankakee

The only drawers supporters for men. We prove it by your wearing them. They hang direct from suspender and are easily adjusted. A quick seller. Your jobber or sample for dime. **HOLD UP MFG. CO., Kankakee, Ill.**

Another Song of Praise



of the Rouge Rex Shoes

CHARLES E. FLEMING
SUCCESSOR TO
JAMES FLEMING

BOOTS, SHOES, RUBBERS
FINE FOOTWEAR A SPECIALTY

VERMONTVILLE, MICH.

May 18th 1905

*North Lansing Mich.
Grand Rapids, Mich.
Gentlemen:—I am thoroughly pleased with the Rouge Rex shoes. They are good fitting goods and excellent to wear. The making is very much improved and so now first class. It's a relief to wear shoes that give satisfaction and give hear no complaints from. The Rouge Rex shoes are now among the best makes for durability, fit and workmanship. Keep up the quality as you have started and the trade will stand by you for
G. E. Newing*

go out of business. Taking into consideration the makeup of the average man in civilization—how easy he is to drop old associations—how little of the habit of conservatism is left him—how little in his nervous life is required to offend, or prejudice, or take away his interest—shall a sane observer imagine that the employe of the active business man is merely a slave to the idle whims of his employer?

It is granted in most cases that the employer may have the greater selfish interest in being the slave of his business. But it will not be disputed that tens of thousands of employes are working to-day at routine, certain of the salaries that the troubled heads of the houses are striving to make certain, as such salaries always have been in the past.

How much the man of affairs is the slave of his business constituency is not to be determined as a whole. Trust organization and individual efforts in commercialism where the element of competition does not enter would make an approximate venture difficult. But it may be said without fear of question that not one business man in a hundred can leave his business cares behind him every day with his office coat. On the other hand, in contrast, how many of the average active employes of the country allow business cares to take up all their thoughts for even the eight hour business day? How many of these hold a thought of the work ahead of them unless it be to wince from it, or of the work behind them unless it be to congratulate themselves that they have just broken away from the strain of it?

The whole point of the argument is that the man who owns his own business, and who does not feel the exacting stipulations and demands of his customers, is one to a thousand who are slaves to these characteristics of the trade. The employe who would have a business of his own only that he may escape the spur of "Do that" and "Do this" as the head of the institution has a lesson to learn of competitive business.

The wholesale business house, and perhaps the small retail business of a neighborhood, are in positions every day to attest more widely than almost any other to the small causes assigned for the loss of a customer.

To a great jobbing house it may be a question of great seriousness why a customer of long standing deserts it in favor of another house in perhaps the same city. Proportionately the small retailer wishes to know why a family is buying its groceries of his competitor, having dropped from his list. And in any community the possibility that some offense has led to the action may trouble the dealer out of all seeming necessity. Yet the defection for cause on the part of one customer in any circumstance may be serious.

As a customer going into an established house in a certain line, have you never felt the irritations that come of being told that the house "is just out" of something that it ought to by all means have had? You are extremely good natured if under some circumstances you have not felt the disposition never to go into that place again. The lax methods of some clerk may have caused it, but it reacts upon the house itself, and the disappointed or offended one may have occasion to speak of the laxity time and again to the detriment of the employer.

Can the employe who resents being asked to "Do this, please," or "Why didn't you do that?" feel order or complaint any more than the employer already has felt it?

And can employer, even as much as the employe, hope to be unqualifiedly his own boss?

John A. Howland.

Auto Opens New Fields.

An automobile milk wagon which is running in Ohio and doing the work of two and three horses every day is one of the recent developments of the horseless age. Another is an automobile in the Congo Free State, where electricity and coal are not to be considered as power generators, and where, therefore, wood was mustered into the service as the only logical fuel. The wood burning car weighs a ton and has a maximum speed of twelve miles an hour. Sheet steel wheels with heavy pneumatic tires are used. The fifteen horsepower engine is inclosed in a bullet proof bonnet, as the vehicle is to be used in transporting troops and is expected to be under fire at times. A third novelty in the automobile business is the arrangement of an en-

terprising Yankee for a regular service of motor omnibuses to the pyramids.

Doing things a little better than is expected of you will never do any harm.

PILES CURED

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

Quinn Plumbing and Heating Co.

Heating and Ventilating Engineers. High and Low Pressure Steam Work. Special attention given to Power Construction and Vacuum Work. Jobbers of Steam, Water and Plumbing Goods
KALAMAZOO, MICH.



FOSTER STEVENS & CO.

Grand Rapids, Michigan

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

OLD CARPETS INTO RUGS

We have the facilities, the experience, and, above all, the disposition to produce the best results in working up your
We pay charges both ways on bills of \$5 or over.
If we are not represented in your city write for prices and particulars.
THE YOUNG RUG CO., KALAMAZOO, MICH.

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

Sold only in bottles bearing our address
FOOTE & JENKS
Highest Grade Extracts. JACKSON, MICH.



WE TOLD YOU SO

Glass Did Advance July 17th

after the Jobbers' Meeting which took place on the 15th. Look back over previous numbers of the Tradesman and see how true our statements have been. Another Jobbers' Meeting will be held in about two weeks. Glass will again advance. You cannot afford to disregard our advice to

BUY NOW

GRAND RAPIDS GLASS & BENDING CO., Grand Rapids, Mich.

Most Complete Stock of Glass in Western Michigan

Bent Glass Factory Kent and Newberry Sts.

Office and Warehouse 199, 201, 203 Canal St.

MEN OF MARK.

Eugene E. Winsor, Who Links the Past To the Present.

This has been hailed as the era of the young man. His presence is felt in every field of action, whether it be of war or peace, in the arts or commerce. The artists whom we admire, although their work may scarcely rank with that of Rembrandt and the old masters, are the young men of to-day—the Gibsons, the Stanlaws and the Remingtons at home and their contemporaries abroad. We quote Kipling rather than Tennyson, and in America our songs are sung by Carman, Stanton, McGaffey and Riley and a host of poets who may still be called young. Our captains of industry are not all gray bearded. Because of all this we unfortunately get the impression that only men under 50 can do things. It has been said, however, and truly, that a man is only as old as he feels. "We live in deeds, not years; in thoughts, not breaths; in feelings, not in figures on a dial. We should count time by heart throbs."

Activity comes naturally to the younger man. It is a part of youth. He is entitled to more credit for its proper exercise than for its possession. But we have failed to pay proper tribute to the young-old man, who laughs at time; who lives in deeds, not years; who does not let gray hairs frighten him into retirement, and who holds his interest in life and exerts an influence on his fellow-men.

He doesn't, for an instant, look the part, nevertheless it is a fact historical that Eugene E. Winsor, of this city, is the first child born of white parents in the Grand River Valley.

What year? did you ask?

That is not important, neither would it be courteous to state, if we knew; which we do not. We hate statistics because they are boresome and because we have great admiration for 'Gene the fair, the debonair, who for more than a quarter of a century has been one of the most courtly and well-groomed fire insurance agents in Michigan.

Much more interesting than calendar records is the fact that very shortly after the pioneer Dexter Colony "from York State" had packed their wagons, hobbled their cattle and broken bread in the forests where now stands our pretty and thrifty neighbor, Ionia, Mrs. Sally Winsor—formerly of Pittstown, N. Y.—wife of Darius Winsor, a native of Smithfield, R. I., gave birth to a baby boy and he was christened Eugene E.

Thus it happened that Ionia has the prior claim over Grand Rapids to the honor of being the first home of the subject of this sketch. For three or four months the proud parents and devoted brothers and sister of the babe remained at Ionia. Then the journey to Grand Rapids was completed. Like all frontier infants 'Gene learned his early sports and games largely from the Indian children who were constantly coming to and going from the little vil-

lage of Grand Rapids, so that the use of shot guns, bows and arrows, steel traps, canoes and paddles was well understood and frequently indulged in by the boy. When about 6 years old the parents of the Winsor boys were both taken to their eternal homes, so that the care of Eugene fell upon his brothers and his sister. Industrious, energetic and determined, these brothers, who were eighteen or twenty years older than the boy, worked hard and with varied success, while the sister—the late Mrs. Adelaide Winsor Henderson—gave of her gentleness and womanly skill and intelligence as the little mother of the household. Presently, however, Zenas G. Winsor was married to Mrs. Hannah Tower, a most estimable young widow whose husband had passed away nearly two

on the southwest corner of Fountain and Ransom streets.

There are traditions that Eugene E. Winsor, the boy, was but the precursor of Eugene E. Winsor, the man, unassuming yet of courtly manner; a quiet, close observer and a careful, systematic student and worker, always ready for any duty to which he was called and at the same time kindly and genial among his friends. His brothers being traders, merchants and enterprising public-spirited men who had unbounded faith in the future of Grand Rapids, the boy very early in life absorbed an intimate and valuable knowledge as to rules of business and proved an able helper to the brothers. Almost hourly intercourse with the French "packers" and with Indians enabled him to speak the Pottawato-

the boys' time and to future profit.

Thus Eugene Winsor grew naturally into a commercial life, which, at various times in Grand Rapids and Grand Haven, he followed with profit, both to himself and his brothers. Incidentally, and because the brothers were interested in steamboat property, Eugene enjoyed an intimate and active participation in the river transportation history when there were two or three boats each way daily between Grand Rapids and Grand Haven, with no railroads present to interfere with the combination.

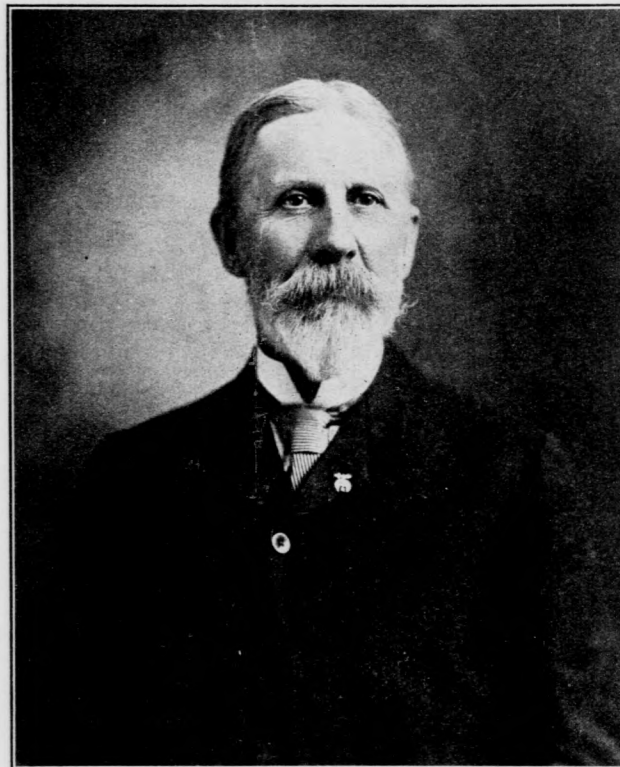
There is a tradition that at one time Eugene was acting as clerk on the old side-wheel steamboat Algoma, whose exhaust could be heard with reverberant regularity as she breathed her way along, a distance of two or three miles up or down the river. On one down-bound trip, when nearing the now extinct village of Ottawa Center and when the Algoma was crowding on all steam to make up about an hour of lost time, her captain, DeWitt Shoemaker, discovered a man on a lumber pile at Ottawa Center frantically waving a handkerchief. The course of the boat was changed by Michael Shields, the pilot, to take on the passenger and as she was laid along the lumber pile, Capt. Shoemaker shouted, "Never mind the line, jump aboard."

"Is 'Gene Winsor aboard?" asked the very well-dressed stranger, at which the clerk showed himself with: "How are you, Harley? Jump aboard."

Instead of making the jump as directed the man on the lumber pile said: "Say, 'Gene, will you kindly oblige me by loaning me five dollars until to-morrow, when I will go up to the Rapids with you and settle?"

As Mr. Winsor darted back to his office with: "I'll get it for you, Harley," Capt. Shoemaker and Mike Shields directed several forcible ejaculations at the man and before Eugene reappeared the Algoma was a cable's length away from the pile of lumber. "I'll see you to-morrow!" shouted Winsor to his friend and then, turning on his heel, he observed: "You should have waited, Cap'n. Maybe Harley's in distress."

While Mr. Winsor was thus intimately identified with the business interests of Grand Rapids and of the entire valley, for that matter, he has never lost his interest or faith in the future of our city. Away back in the days of the old goose-neck type of hand engines for fighting fire, he was an active member of "Protection No. 2 Company," when Farnham Lyon was its foreman. Later he took a deep interest and was a generous supporter of the militia company known as the Grand Rapids Grays, of which J. C. Herkner was captain. Always popular and prominent in a social way, eternally loyal to his friends and a man of strictest business rectitude, Mr. Winsor has "kept up with the procession" in his broadness and fairness of views, and no man, young or old, has a keener appreciation of or greater pride in the



Eugene E. Winsor

years before. And so under the care of the fatherly brother and his wife Eugene grew into boyhood.

The first school he attended(?) was when he was about 3 years old, a Miss Day, of the Slater Mission, on the West Side, being the teacher of a private school conducted on the second floor of his father's house, his sister, Miss Adelaide, being one of the eight or ten pupils. When 6 years old Eugene was a pupil in a select school on the north side of Fulton street, opposite Jefferson avenue, the teacher being a man named Joseph B. Galusha. Later in his life he was a pupil under the late Henry Seymour in the Grand Rapids Academy, which stood on what is now called Fulton Street Park, and still later he was a pupil in the late Prof. Franklin Everett's private academy,

and its French counterpart, so that in buying peltries, mokoks of maple sugar, baskets, berries, canoes, bows and arrows and other products of woodcraft Eugene soon became a helper in a mercantile way, gradually developing an intuitive business instinct. When he was but 11 years of age his brothers built the stone building on the southeast corner of Monroe and Waterloo—now Market—streets, which building is still standing. His brother Zenas also built a fine stone residence at the corner of Jefferson avenue and Washington street, on the present site of our Museum. The stone for both of these buildings was quarried from the bed of the river, a process which, together with the erection of the buildings, occupied a large share of

DRY GOODS

Weekly Market Review of the Principal Staples.

Brown Cottons—Jobbers are willing to pay a premium on goods for nearby shipments and the cutting-up trades are also inclined that way. Coarse waste yarn goods, such as osnaburgs, are perhaps out of reach, as compared with prices in the general lines of heavy goods. Ducks and drills are so well sold ahead that much difficulty is experienced by buyers looking for spot goods. Heavy twills and similar goods that are converted into linings are well contracted for for months to come; in fact, so far ahead that converters are somewhat worried as to where they will be able to procure gray goods to cover their finished goods contracts.

Bleached Cottons—No change has taken place in the bleached goods situation since a week ago, as regards prices. Ticketed goods as a rule are quoted at value only and manufacturers of the same are not inclined to force orders at any price. A scarcity of desirable grades continues and will continue for a long time to come. Less prominent lines are in nearly as good a position as widely known goods. In the finer lines of bleached goods, such as cambrics, batistes, nainsooks and long cloths, the situation as regards future business is even more favorable than it has been of late. It is now almost assured that the spring of 1906 will be a "white season," and semi-hard-finished goods will be a factor.

Wash Goods—Fine printed wash goods will be a factor in the spring of 1906 retail trade. Converters are now ready with their spring lines of printed lawns, organdies and fancy muslins. Heavier prints of less fine construction are also ready for exhibition, as well as fancy embroidered muslins and printed lenos and other fancy warp goods. Printed lawns and organdies were in as much favor during the past season as any of the wash goods, and retailers have given out that they believe these

goods are destined to become even stronger for 1906. New lines are being shown in many instances in patterns that are far from conservative. These goods as a rule are wanted in small, neat floral patterns and converters should bear this in mind.

Shirtings—The spring shirting season is well under way and a very fair representation of the usual initial contracts has been placed. While fancy woven goods have had a very good business, the better lines of printed shirtings, such as percales, have done well. In percales white goods with black, blue and other popular shades of stripes and small figures are in request. Buyers thus far have shown no favor for flashy effects, either in printed or fancy woven goods. Some excellent madras shirtings are shown and buyers are favorable to them to a large degree, especially in black and blue colorings. Floating warp, embroidered and fancy warp dyed and printed goods are favored by the higher grade shirt men. In lower grades chambrays in end and end effects and Southern stripes are taking well.

Towels and Quilts—Towel manufacturing is doing an excellent business in Turkish, damask and plain effects. Orders are so heavy that deliveries on new business can not be made until months ahead. Fancy colored Turkish bath towels, which have been an experiment in the market, are not good sellers. Consumers show preference for white goods. Marseilles quilts are having a ready call, particularly in conservative patterns. Special business of the hotel variety keeps up remarkably well. Damask tablecovers of the colored variety are in small demand. White goods apparently are the choice of buyers.

Flannels—Domets or Canton flannels have been so well sold up for so long a time that buyers have almost become reconciled to the fact that they are unobtainable for near future wants. On new business manufacturers are not disposed to push prospective buyers. Some large contracts, however, were put through during the week for Oriental account. Printed flannels or flannelettes continue in much favor in the cutting-up trade and makers are well sold ahead.

Waistings—Spring waistings are

being shown by both importers and manufacturers and a very fair business has been taken thus far. All lines run to white and light-colored goods in cotton lines, particularly brocades, fancy combed yarn goods, embroidered fancies and printed warp fancies. Mercerized effects are shown in most cases.

Cotton Underwear—Buyers of cotton underwear are very much disturbed over the terms now prevailing in selling houses with regard to spring underwear, and because of this difference in feeling the business of the week was very much restricted, as compared with what it would have been had buyer and seller not been apart. Nevertheless, a fair business was done in certain lines, such as five-pound standard balbriggans, ribs,

Don't Buy an Awning

Until you get our prices.



We make a specialty of store, office and residence awnings. Our 1905 Improved Roller Awning is the best on the market. No ropes to cut the cloth and a sprocket chain that will not slip. Prices on tents, flags and covers for the asking.

CHAS. A. COYE

11 and 9 Pearl St., Grand Rapids, Mich.

Goods for Fall

We carry a large and complete line of Outing Flannels in all the latest patterns. As to quality they cannot be beat and our prices are right, ranging from 4c to 10½c a yard. We are in a position to make immediate delivery.

Alexandria Outings,
Amoskeag Teazle Outings,
1921 Outings,
Sunflower Outings, etc.

Be sure and see our line before placing your orders.

P. Steketee & Sons

Wholesale Dry Goods
Grand Rapids, Mich.



Lamson Pneumatic Tube Service

The quickest and most practical method for centralizing cash and credit transactions. Our engineering department is at your command.

LAMSON
COSOLIDATED STORE SERVICE CO.

General Offices: Boston, Mass.
Detroit Office, 220 Woodward Ave.

gauzes and lises. One thing that certainly showed an improvement in the underwear division of the market during the week was the position of sellers in relation to the stability of prices. Strong efforts were made to keep prices on the old basis, but sellers were not inclined to grant any concessions. As regards the outlook for future business, it can be said that prospects appear very favorable. Buyers have only a small portion of their needs supplied and stocks of old goods on hand are very light. Every indication points to an active season and provided sellers keep up values, it is safe to say that when the books are closed and initial heavyweight orders are ready to be received, sellers will, no doubt, find that the season has not been as disastrous as it might have been. At \$2 for 5 and 5½ pound standard balbriggans, sellers can find little or no profit, yet buyers want to purchase at a considerably lower price. Ribs and lises are quoted in the market on the same basis. The continuation of duplicate orders on heavy fleeces and ribs is quite surprising in view of the heavy business which was done in these goods earlier in the year. Prices at which manufacturers are accepting orders are no better than the market prices of several months ago. Demands run as largely to substandard lines as standard lines, and prices are based on \$3.37½ for 12-pound men's standard fleeces. Women's ribbed goods are also in demand.

Cotton Hosiery—A very active business was experienced in cotton hosiery during the week and prices paid were fully 5 per cent. higher than those quoted two weeks ago. Even higher prices are anticipated before the end of the present week. The greater portion of the business was done in low and medium priced standard lines, although embroidered half hose and full laces were quite active for spring needs. Duplicating of fleeces and heavy goods continues and prices are showing slight advances from week to week in these lines.

Carpets—Carpets are beginning to pass into the hands of consumers in a satisfactory manner. The jobbers report better than an average demand from retailers. At present prices it is expected that retailers will buy liberally for the fall and winter trade. From the manufacturer's standpoint the outlook for the next season is not promising unless prices are advanced. At present a number of mills are not able to secure sufficient jute yarn to keep all their looms going. Furthermore, there is a strong probability that the jute crop will be short and that means an advance in the price of jute yarns. An advance in jute yarn prices combined with the present high prices of wool would render a paying business in carpet manufacturing at the present selling prices of carpet an impossibility. Within the last two or three weeks manufacturers have changed their opinion in regard to the price of wool and they now realize that the wool market will be stiff this fall. Already wool dealers are

advancing prices over those that prevailed a few weeks ago. It is said that a number of the large mills have representatives abroad endeavoring to buy wool in the primary markets, thereby saving the middlemen's profits. High prices abroad will prevent much wool coming in under the low rate of duty, and if this class of wool is to be used by carpet manufacturers the prices of the finished product will have to be greatly advanced over present rates.

Sixth Sense of Traffic.

The doctors and the psychologists have discovered that we who live and work in large cities are developing a sixth sense. Some of us possess it instinctively, as one man hears more quickly than another. Others still might acquire it if they chose. A hapless few can never have it. Nature denies it to them. It is rare in children and elderly women. Among those that have spent their lives in the country it is usually absent altogether. The sense of traffic the discoverers call it, and in the last number of the *Lancet* there is this definition of it:

"By the possession of such a sense the individual hears and sees approaching vehicles without consciously employing his eyes or ears. Without thinking, he looks both to the right and to the left before he crosses a street, and he does not leave the curb before his course is safe before him. Then he takes every step with reasoned consciousness."

What minds these scientists have, and what minds to reason from what they see! Here in New York many of us have been practicing these things for years with increasing zeal, indeed, but without a thought that we were adding one to the scanty sum of human senses. The bicycles, in their time, and then the automobiles, the surface cars and the cabs, the lumbering drays and the bounding tradesmen's carts have been our teachers. The mere instinct of self-preservation has been the steady stimulus to our progress. And now at last we learn proudly that we are the unconscious possessors of this sixth sense.

Danger in Celluloid Combs.

Logansport, Ind., July 29.—Miss Florence Moore, stenographer in a local real estate office, had a strange experience with a celluloid comb, which caught fire while she was combing her hair. The young woman was drawing the comb vigorously through her hair, when she felt it becoming hot. Throwing it on the dresser, it suddenly burst into flames and set fire to the dresser scarf. Seizing the comb again to throw it out of the window, the burning end broke off and, falling to the floor, set fire to a rug, but before the fire could do much damage the young woman had stamped it out with her feet. The supposition is that friction caused the comb to ignite.

It is easier to live with a woman of temper than with one of tempera-

Do
You
Sell
Canvas
Gloves
?

Every general merchant can and ought to sell canvas gloves and mittens because they are rapid sellers. See to it, however, that you purchase the well-shaped, good fitting article because there are so many of the scant cut goods on the market.

We always have the good fitting kind.

Prices range at 70, 75, 85 and 90 cents per dozen.

Ask our salesmen or write us.

**Grand Rapids
Dry Goods Co.**

Exclusively Wholesale

Grand Rapids, Mich.

HARNESS

Special Machine Made

1½, 1¾, 2 in.

Any of the above sizes with Iron Clad Hames or with Brass Ball Hames and Brass Trimmed.

Order a sample set, if not satisfactory you may return at our expense.

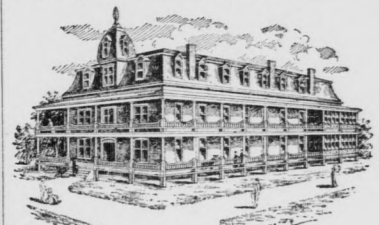
Sherwood Hall Co., Ltd.
Grand Rapids, Mich.

RUGS FROM OLD CARPETS
THE SANITARY KIND

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

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

Belding Sanitarium and Retreat



For the cure of all forms of nervous diseases, paralysis, epilepsy, St. Vitus dance and dementia, also first-class surgical hospital.
ANDREW B. SPINNEY, Prop., Belding, Mich.

CORL, KNOTT & CO.

Jobbers of Millinery and manufacturers of

Street and Dress Hats

20-26 N. Division St. GRAND RAPIDS, MICH.

45 Highest Awards
in Europe & America

Walter Baker & Co.'s

COCOA
—AND—
CHOCOLATE

are Absolutely Pure therefore in conformity to the Pure Food Laws of all the States. Grocers will find them in the long run the most profitable to handle, as they are of uniform quality and always give satisfaction.

GRAND PRIZE
World's Fair, St. Louis, Highest Award ever given in this Country

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DORCHESTER, MASS.
Established 1780



Michigan Knights of the Grip.
President, Geo. H. Randall, Bay City;
Secretary, Chas. J. Lewis, Flint; Treasurer, W. V. Gawley, Detroit.

United Commercial Travelers of Michigan
Grand Counselor, W. D. Watkins, Kalamazoo; Grand Secretary, W. F. Tracy, Flint.

Grand Rapids Council No. 131, U. C. T.
Senior Counselor, Thomas E. Dryden;
Secretary and Treasurer, O. F. Jackson.

Utility of the Traveling Man's Expense Account.

Let us enquire into the ethics of the expense account and its effect upon the salesman as a man and worker. How do the salesman and the expense account square with each other?

There was a time when the manufacturers and wholesalers never thought of requiring an itemized statement, a time when salesmen were as careless as their employers and did not know what their expenses had been for any one trip beyond the fact that they were "out" a certain amount; but how much of it was house money and how much their own was beyond their power to figure out. Accordingly, rather than make any sad mistake in the matter, the house was allowed to pay it all.

This was in the "good old days" before competition had called a right-about and the business world began to measure trade by profits instead of sales. When the change came, hit-and-miss methods had to go and, as an essential feature of the new system, the itemized expense account was introduced.

It was not looked upon with favor by many of the veterans who entertained an honest horror of "red tape," and it was hated by another class—the rounders—who regarded it as a trap set to catch them in their delinquencies; but it was moderately successful from the start and has done much to systematize the work and daily life of traveling salesmen. It also aids materially in solving the question of profit by showing the firms how much it costs to get the business obtained by their representatives.

Naturally, an expense account that is honestly posted every night will serve the double purpose of keeping the house properly informed and relieving the salesman of carrying the list of expenditures "in his head" or "fixing it up" when his memory fails him. The very regularity of posting his account once a day is excellent discipline and a good aid in increasing his reserve force.

When a salesman is of easy conscience or dishonest, it is an annoying but serviceable prod that may bring him to his senses or, if that be impossible, it will reveal the situation to his employers; for there never was a pernicious doctor of expenses who did not get himself found out. The auditing of these accounts

for many salesmen from month to month develops a keenness of perception that is quite remarkable and a salesman whose expense account is open to the criticism of being queer is not to be envied.

Once he is suspected, his whole record for the month in expenses, sales and house correspondence invites close investigation—and gets it; and perhaps several previous months' records get it, too. With three lines like these drawn on him, he has not much chance.

Should a salesman escape being suspected for a time, his consciousness of what is liable to happen at any moment seriously affects his ability to do good business; but it is nearly always the case that, in spite of his resolutions, if the account is O. K'ed, he commits the same kind of petty larceny again. However, the good effect of the itemized account is noticeable in the arousing of his conscience and, if he be not too hardened, he may conclude that honesty is preferable to the "rake-off" and continual worry.

In the interest of both employers and salesmen there should be an explicit understanding of exactly what is included in legitimate expenses. Requirements vary with different lines; but what is allowable should be distinctly set down. This will aid in preparing the account and also in auditing it, saving time, discussion and correspondence. Such a precaution will do more, it will prevent the possibility of "running short" on the road; or, if such a thing happen, the fault would lie with the house.

However, it is generally admitted that the method falls far short of perfection and attempts are now being made to substitute for it a weekly posting of salary and expenses as reported by the salesman against his sales and giving him the benefit in increased salary of whatever extra percentage of profit his sales show above the profit required by the house, the salary to be adjusted once a year.

On the face, it looks like a return to the old style; but it is wholly different because it makes the expense account the basis of a part of salary increase and will lead to careful expenditures. It does not do away with the itemized account except insofar as the house records are concerned; for the salesman will keep it up in his own interest even more industriously than before. It is to be highly commended, however, for the reason that it makes him accountable for results only and sets him up in business for himself where he must do his own book-keeping.—Salesmanship.

Missing Link Now Found.

Professor Dr. Uhlenhuth, an eminent army doctor at Berlin, definitely claims to have discovered the "missing link" by a long series of investigations, having established the similarity in every respect of the blood of the higher apes and human beings.

If the blood serum of one animal be mixed with that of any other the

mixture remains clear; if, however, blood be taken from an ape and injected into the veins of a rabbit the blood subsequently taken from the rabbit becomes troubled when mixed with more ape's blood. A similar result is obtained if human blood is injected into the veins of a rabbit, and the experiment is often relied upon to prove if blood found on the clothes of a suspected murderer is human.

The higher the ape in the scale of development the more pronounced is the reaction.

Wanted: Salesman selling Groceries or Grocers' Specialties on commission to sell our well-established and favorably-known brands of flour as a side line. Address FLOUR, care of this journal.

LIVINGSTON HOTEL

The steady improvement of the Livingston with its new and unique writing room unequalled in Michigan, its large and beautiful lobby, its elegant rooms and excellent table commends it to the traveling public and accounts for its wonderful growth in popularity and patronage.

Cor. Fulton and Division Sts.
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

Before Buying Your Gas or Electric Fixtures

look over our stock. We carry the largest line of

Lighting Fixtures
in the State.

WEATHERLY & PULTE
Heating Contractors
97-99 Pearl St., Grand Rapids, Mich.

A Whole Day for Business Men in
New York

Half a day saved, going and coming, by taking the new

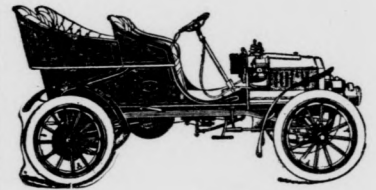
Michigan Central "Wolverine"

Leaves Grand Rapids 11:10 A. M., daily; Detroit 3:40 P. M., arrives New York 8:00 A. M.

Returning, Through Grand Rapids Sleeper leaves New York 4:30 P. M., arrives Grand Rapids 1:30 P. M.

Elegant up-to-date equipment.
Take a trip on the Wolverine.

New Oldsmobile



Touring Car \$950.

Noiseless, odorless, speedy and safe. The Oldsmobile is built for use every day in the year, on all kinds of roads and in all kinds of weather. Built to run and does it. The above car without tonneau, \$850. A smaller runabout, same general style, seats two people, \$750. The curved dash runabout with larger engine and more power than ever, \$650. Oldsmobile delivery wagon, \$850.

Adams & Hart

47 and 49 N. Division St., Grand Rapids, Mich.

Gasoline Mantles

Our high pressure Arc Mantle for lighting systems is the best that money can buy. Send us an order for sample dozen.

NOEL & BACON

345 S. Division St. Grand Rapids, Mich.

For \$4.00

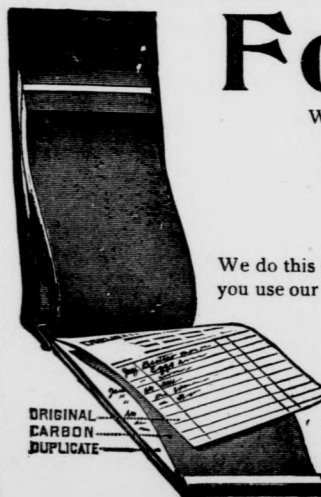
We will send you printed and complete

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

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

A. H. Morrill & Co.,

105 Ottawa Street,
Grand Rapids, Michigan



Possible Competition in Electric Light and Power.

At the session of the Common Council Monday evening the Cascade Electric Co. petitioned for a franchise identical with the franchise granted the Thornapple Electric Co. Nov. 4, 1904. It was given out at the time that the Thornapple Electric Co. proposed to run wires into the city from its dam at LaBarge for the purpose of furnishing current for light and power, but it has since transpired that the owner of the Thornapple Electric Co., Wesley W. Hyde, obtained the franchise for another purpose and does not intend to utilize it in the manner originally stated.

The Cascade Electric Co. is a corporation organized a couple of years ago for the purpose of acquiring by purchase flowage rights on the Thornapple River with a view to erecting and maintaining a dam at Cascade village. On the return of Frederick C. Miller from Europe, about two months ago, he acquired a substantial interest in the property and has been quietly perfecting his plans to utilize the flowage purchased by the company with a view to either bringing the current into the city or using it to drive a paper mill to be erected at the dam at Cascade village. Mr. Miller naturally prefers to dispose of the current in Grand Rapids, where he has lived for the past thirty-five years, and, in line with this determination, he has made formal overtures to the Council for a franchise. Associated with Mr. Miller in the project are a number of the strongest men in the city, financially speaking, who will furnish the necessary additional capital to make the undertaking a success.

Mr. Miller has been long and favorably known to the citizens of Grand Rapids on account of his having been engaged in business here, first as a contractor and builder and afterwards as a successful box manufacturer, and for the past half dozen years as a lumberman. He has been a member of the Board of Trade ever since it started and has served as chairman of important committees, on which he made a most enviable record. He has always been first and foremost in promoting the welfare of the city and has contributed liberally, both of time and money, to that end.

In view of the attitude assumed by the Grand Rapids Edison Co. since it acquired a monopoly of the electric lighting business of the city, business men generally—and power users in particular—will welcome the advent of a second company, because it will place the electric business of the city on a competitive basis.

The Grain Market.

The wheat market is in rather a nervous condition, with prices dragging heavily. The black rust reports from the Northwest and the Russian crop report, which indicates that Southern Russia will have sufficient for bread and seed, while Northern, Eastern and Western territory will have practically nothing, were the

bull arguments, while heavy receipts, excellent progress of the winter wheat harvest, large yields and perfect quality, together with the fact that the Northwest is within a week or ten days of harvest and the wheat in Southern sections out of rust danger, were the principal bear arguments, and the bears certainly have the best of the argument at present. The visible supply of wheat showed an increase for the week of 1,479,000 bushels compared with a gain of 917,000 bushels for same week last year. Receipts of wheat throughout the winter wheat belt are liberal in the face of a declining market. Our markets are now on an export basis and heavy export orders for both wheat and flour are coming in daily and with flour stock in the United States worked down to an unusually low basis, present values of wheat look low enough.

Corn has shown a decline of three to four cents per bushel to arrive during the past week due largely to the fine outlook for growing crop. High temperature and warm rains throughout the corn belt has brought about a complete change in sentiment and further decline is freely predicted. The visible supply showed a decrease of only 181,000 bushels as compared with a loss of 1,103,000 bushels for the previous week. No. 2 yellow corn, fine condition, is now quoted at about 59 cents carlots Michigan common points.

Oats are decidedly weak owing to fine outlook for new crop and free movement. Old oats will continue scarce and high, but new oats will show sharp decline, in fact twenty-five cents for new oats at country points seems to be the ruling price.

Millfeeds have shown a decline of about fifty cents per ton for the week, that is for winter wheat goods, while spring wheat feeds are selling from seventy-five cents to one dollar cheaper. L. Fred Peabody.

Butter, Eggs, Poultry, Beans and Potatoes at Buffalo.

Buffalo, Aug. 2—Creamery, 20@22c; dairy, fresh, 15@18c; poor, 14@16c.

Eggs—Fresh, candled, 19@20c.

Live Poultry — Fowls, 13@14c; ducks, 12@13c; geese, 10@11c; springs, 15@17c.

Dressed Poultry—Chickens, 16@17c.

Beans — Hand picked marrows, new, \$3; mediums, \$2.15@2.20; peas, \$1.80@1.90; red kidney, \$2.50@2.60; white kidney, \$2.75@2.90.

Potatoes—New, \$1@1.50 per bbl. Rea & Witzig.

A. P. Hough, who has traveled for Foote & Jenks, of Jackson, for the past seventeen years, has engaged to represent the perfumery department of the Jennings Manufacturing Co. His territory will comprise the retail trade in the cities and large towns of Michigan and the Western States.

The way to make little troubles grow big is to tell them.

Bluff is half of the game of life, and brag the remainder.

Entertainment Features Provided by Kalamazoo Hosts.

Kalamazoo, Aug. 1—The programme for the twenty-third annual meeting of the Michigan State Pharmaceutical Association to be held in Kalamazoo Tuesday and Wednesday, August 8 and 9, has been supplemented by an entertainment programme which will probably prove very enjoyable.

In addition to the papers scheduled there will be, so far as time permits, open discussion for an interchange of thought and experience on practical and helpful topics of daily importance in the drug store. These will prove of great interest and profit to progressive druggists. The meeting of the convention will be held in the auditorium of the Young Men's Christian Association building.

The business sessions of the Association held during the two days' meeting here will be made additionally pleasant by the incidental entertainment furnished by the local druggists' association. One feature of the meeting will be the entertainment for the women who attend. Wives of the Kalamazoo druggists have held a meeting and formally organized themselves into an Entertainment Committee and they are planning to make the visit of the druggists' wives most enjoyable. On Tuesday afternoon the visiting women will be taken on a street car ride about the city and in the evening they will attend the banquet to be given at the Elks' temple. On Wednesday morning at 8 o'clock automobiles will be furnished and all visitors will be taken in a trip over the city. During the ride a stop will be made at one of the paper mills, and the druggists and their wives will be taken through the plant. The auto ride will end at the plant of the Upjohn Pill and Granule Company, where the visitors will be shown through that institution.

Wednesday afternoon the women will be taken to Gull Lake on a special car, provided the weather is pleasant. Wednesday evening the visitors will depart for their homes.

Nothing is lacking in the plans to make the meeting here a week hence the most pleasant in the history of the Association.

Plans for the Muskegon Picnic Thursday.

Muskegon, Aug. 1—The merchants, their families and friends of this city will enjoy their annual holiday this year on Thursday, August 3, at Lake Mona, and from present indications the picnic will be the same big success it has been for the past three years, despite the handicaps under which it has labored.

When the first committee began working on the picnic proposition early in the present summer it met with so much opposition from prominent business men that the idea of a general holiday was dropped. The grocers and butchers, however, refused to be denied their pleasure, so a committee began the work which resulted in setting aside August 3 as the occasion.

The hardware dealers and the in-

surance and real estate men were the next to fall in line, and announcement was made that they would join with the grocers and butchers, and the same statement soon followed from the dry goods men, feed men, jewelers and other merchants, thus making the holiday of as much general interest as in years past, although the arrangements are not as elaborate.

The programme for the day embraces an old fashioned basket picnic, and there will be band concerts and balloon ascensions. The resort also affords facilities for boating, bathing, bowling and fishing, and there will be dancing in the afternoon and evening. J. F. Cremer.

The Meat Dealers' Convention a Success.

The butchers' convention now in session in this city is probably the largest gathering of the kind ever held in this country. The weather is delightful, the attendance is large and enthusiastic and the programme is being carried out substantially as previously published in the Tradesman.

To-morrow is the big day of the convention, inasmuch as most of the entertainment features will be carried out during the day. The principal feature of the morning will be the parade, in which it is expected that 7,000 marchers will take part. There will be a band from Lansing followed by 1,000 marchers; a band from Kalamazoo followed by 500 marchers; a band from Grand Haven followed by 350 marchers, and two local bands, one of which will be a rube band. Four hundred clerks have been recruited to ride in the cavalry squad, commanded by a lieutenant. The proprietors to the number of 500 will dress in white. They will walk, preceded by a band. The city salesmen will ride in hacks. C. W. Mulholland is in charge of this feature. The visiting delegates will ride either in carriages or automobiles. The comic features will be headed by a rube band. C. M. Bradford is Marshal and Homer Klap Chief Aid.

In the afternoon a monster picnic and barbecue will be held at the West Michigan State Fair grounds and in the evening a special train will convey the delegates to Ottawa Beach to enable them to witness the Venetian Night feature.

Chas. W. Stone, who has been on the road for the past three years for the Puritan Corset Co., of Kalamazoo, has taken the management of the French Garment Co., manufacturer of skirts and underwear at Kalamazoo. Mr. Stone has resided for several years at Battle Creek, but has lately removed to Kalamazoo, to be in close touch with his new position.

Cash is the cold cream that can beautify the plainest face.

Happy is he who enjoys the confidence of his creditor.

A philosopher is a man who has quit being a fool.



Michigan Board of Pharmacy.
 President—Harry Heim, Saginaw.
 Secretary—Arthur H. Webber, Cadillac.
 Treasurer—Sid A. Erwin, Battle Creek.
 J. D. Muir, Grand Rapids.
 W. E. Collins, Owosso.
 Meetings for 1905—Houghton, Aug. 15,
 16 and 17, Grand Rapids, Nov. 7, 8 and 9.

Michigan State Pharmaceutical Association.

President—W. A. Hall, Detroit.
 Vice-Presidents—W. C. Kirchgessner,
 Detroit; 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, Kal-
 amazoo; D. S. Hallett, Detroit.
 Trade Interest Committee, three-year
 term—J. M. Lemen, Shepherd, and H.
 Dolson, St. Charles.

Who Gets the Job?

A pharmaceutical manufacturing house of New York City recently had occasion to advertise in one of the daily papers for a packer in its shipping department. On the morning after the advertisement had been inserted the applicants began to appear. With the strong belief that the early bird catches the worm, there arrived, at 8 a. m., a gilded youth of independent action and self-satisfied mien. A derby hat was jauntily set upon the side of his head and a cigarette breathed forth clouds of unspoken truths. The candidate was directed to the superintendent's desk, and that individual having not yet made his appearance, his cushioned chair presented itself invitingly. Without the least hesitation, this "already got the job" man seated himself, forgetting to remove either hat or cigarette, and prepared to await the coming of the "boss." In the meantime four other youths of varying ages had appeared and all awaited, with more or less trepidation, the hour of 9 and the coming of the superintendent. Promptly at 9 he came as was his wont and, concealing the surprise he felt at seeing his chair thus summarily taken possession of, hastily removed his hat and coat. He then faced the youth at the desk with a mild look of enquiry. Instead of getting up, this individual broached the following: "Are you de boss? If so I want de job I see advertised in de paper. I was waitin' since 8 o'clock and I oughter have it." "Young man," said the mild-voiced superintendent, "we advertised for a person of intelligence, someone who would do as he is bidden, without comment or questioning; one whom we can direct to do things, not one that will dictate to us. I bid you good morning." With this hasty but efficient dismissal, the superintendent, raised the lid of his desk and took the seat made vacant by the youth, who lost no time in leaving, too much surprised to reply to a well-merited rebuke. After dismissing three of the other applicants on account of their inexperience, he turned to the last person to arrive, a young man of quiet address and polite air, who came forward, hat in

hand, and stated his qualifications. A careful, searching look, a few well-directed questions on the superintendent's part and the last comer had secured the position. Moral: It is not always the early bird that catches the worm, if the bird in question has not more brains than the worm. A quiet flank movement and close observation has won greater victories than the one just quoted.

The Drug Market.

Opium—The report of small crop has been confirmed and the article is very firm with an advancing tendency.

Morphine—Is as yet unchanged, but is in a very firm position.

Quinine—Is dull and weak at unchanged prices.

Cocoa Butter—Is in a very firm position and an advance is looked for.

Cod Liver Oil—Norwegian has been advanced in the primary market and is higher here by \$2 per barrel. A further advance is looked for.

Menthol—Has again advanced and is tending higher.

Quicksilver—Has advanced and mercurial preparations are likely to follow.

Bayberry Bark—Continues to advance on account of small stocks.

Oil Peppermint—Is very weak and lower in price. There are conflicting reports in regard to amount and condition of the new crop, but it is generally believed that it will be a large one and marketed at lower prices.

Oil Cloves—Is very firm and has advanced on account of higher prices for the spice.

Oil Rose—It is believed that the price for the new crop will be 30 per cent. higher than for the last crop.

Oil Coriander—Has again advanced on account of higher prices for the seed.

Saffron Flowers—American are very firm and advancing. The stock is well controlled by one or two houses and is firmly held.

Camphor—It is said that stocks held by speculators are about exhausted and the tendency is to higher prices.

Caraway Seed—Is very firm in the primary markets and advancing here.

Sunflower Seed—Stocks are small and concentrated and prices higher.

Gum Shellac—Is very firm and steadily advancing.

Linseed Oil—Has again advanced and higher prices are looked for.

George W. Vanderbilt is to give up farming at Biltmore, N. C., and will divide his great estate into numerous small farms which he will rent to tenants on the English plan. He has believed all along that his venture could be made to pay expenses, or nearly so, but has been disappointed. He considers that his experiment of ten years justifies him in changing his mind about the money there is to be made in farming. Mr. Vanderbilt has made the Biltmore farms among the most famous in the country. They consist of general truck farms, a dairy, a creamery, a chicken and duck farm, livestock, kennels and hothouses.

Suicide by Carbolic Acid.

Health Commissioner Darlington, of New York City, gives out some startling figures relating to the use of carbolic acid by suicides in the big city, and calls upon druggists to be more careful in dispensing the poison. In 1903, 805 men and women in the five boroughs of that city killed themselves, and, of these, 337 used carbolic acid, a trifle more than 40 per cent. of the total number. The records show a steady increase in the number and proportion of suicides by carbolic acid.

It has been suggested that an ordinance be enacted like that now in force in Chicago, providing generally that carbolic acid may be sold only in 5 per cent. solution, unless called for in a prescription.

The question presents itself whether any such enactment would result in decreasing the number of suicides, presuming that to be the purpose. Anybody so desperate as to attempt to use carbolic acid to destroy himself, after all that has been printed of the horrible agonies of such a death, would be likely, if thwarted in his original attempt, to find some other way of accomplishing his end. When the carbolic-acid ordinance shall have been in effect for a year in Chicago, other municipalities will know whether or not similar ordinances are likely to be worth while.

Carnauba Wax.

This wax is collected in Brazil, especially along the banks of the Jaguariba, in the provinces of Ceara and Parahyba. The leaves, after being gathered, are left to dry in the sun for two or three days, when the wax can be easily brushed or scraped from the surface owing to the shrinkage of the leaves. The white powder thus obtained is put into a vessel of hot water, when it melts, floats and can be removed from the surface or left to cool. When quite cold it forms a hard, somewhat yellow, or pale greenish wax. Two to five thousand leaves are necessary to give 15 kilos. of the wax. The yearly export is about 1,000 tons. It is usually packed in bags containing about 90 kilos., and is chiefly sent to Hamburg. It melts at 84 deg., and has a specific gravity of 0.995. It is largely used in the preparation of church candles to prevent guttering, in the manufacture of shoe paste, and for phonograph and gramophone records. About 10 per cent. of it added to stearin, paraffin or ceresin raises their melting points and increases their hardness and luster. It is also used in the manufacture of sealing wax, waxed colored papers and other tissues, wax varnishes and Swedish matches.—Phar. Weekblad.

Ozone Held to be Poisonous.

The hosannas with which ozone was at first hailed as the quintessence of life and vitality are dying away in cries less laudatory. Prof. E. Wiedemann of Erlangen says that ozone belongs to the poisonous gases, and is the more dangerous since the injurious effects are not manifest at the

time; on the contrary breathing the gas at first produces a feeling of exhilaration, but afterwards it has a depressing effect on the nervous system. Binz has shown that it may cause sleep. During his observations he has suffered severely from nervous disturbances due to breathing ozone. These lasted for one or two years. Moreover he always experiences discomfort after giving experimental lectures relating to ozone. He advises persons who work for a long while with influence machines not to have these machines situated in the working room.

Removal of Dust from the Eye.

A correspondent of the Chemist and Druggist has related the following experience: "An experiment I made the other evening in taking a speck of dust out of one of my own eyes was so successful that I send you particulars, in the hope that they may be useful to chemists, who are often appealed to do this minor operation. The particle entered my eye on my way home, and was causing a good deal of pain. Finding none of the usual means at hand by which to get rid of the offender, I thought of trying a thread of worsted folded to form a bow. I raised the eyelid, inserted the bow, let the lid fall, then drew out the bow, and was successful in bringing out the trespasser at the first attempt, adhering to the thread."

Six million acres of land belonging to the state of Texas will be offered for sale September 1. This land in Western Texas has been used for cattle ranches, but farming interests have been encroaching on it and now the people are to have a chance to acquire possession. The land is to be sold in lots of from one to eight sections. And no one person can acquire more than eight sections. The minimum price will be \$1 per acre payable in forty annual installments with 3 per cent. interest.

SCHOOL SUPPLIES

Tablets, Pencils, Inks,
 Papeteries

Our Travelers are now out with a complete line of samples. You will make no mistake by holding your order until you see our line.

FRED BRUNDAGE

Wholesale Drugs and Stationery
 32 and 34 Western Ave.
 Muskegon, Mich.

See our line of
SCHOOL SUPPLIES
 before placing orders.

Special Prices on Hammocks
 to close out line.

Grand Rapids Stationery Co.
 29 N. Ionia St.
 GRAND RAPIDS, MICH.

WHOLESALE DRUG PRICE CURRENT

Advanced— Declined—

Table of drug prices including categories like Acidum, Ammonia, Aniline, Baccae, Balsamum, Cortex, Extractum, Flora, Folia, Gummi, Herba, Magnesia, Oleum, and Symplicia.

Table of drug prices including categories like Liquor, Rubia, Vanilla, Zinci Sulph, Oils, and various chemical compounds.

The Hazeltine & Perkins Drug Company Holiday Line

is now complete and the most complete we have ever shown. Our Mr. Dudley will notify you when to inspect it. We give below a partial list of the goods we are showing this season:

- List of products including Albums, Ash Trays, Atomizers, Austrian Novelties, Autographs, Baskets, Blocks, Bronze Figures, Bouquet Holders, Candelabra, Candlesticks, Card Receivers, Child's Sets, Cigars Sets and Cases, Collar and Cuff Boxes, Curios, Cut Glass, Desk Sets, Dolls, Fancy Box Paper, Fancy China, Fancy Hair, Cloth, Hat and Bonnet, Brushes, Flasks, Games, Gents' Leather Cases, German Novelties, Glove and Handkerchief Sets, Gold Clocks, Hand Painted China, Hargreave's Wooden Boxes, Hovey & Harding Novelties, Infants' Sets, Ink Stands, Japanese Novelties, Jewel Cases, Lap Tablets, Match Safes, Manicure Sets, Metal Frames, Mirrors, Military Brush Sets, Music Boxes, Music Rolls, Necktie Boxes, Paper Clips, Paper Files, Paper Knives, Paper Weights, Perfumes, Photo Boxes, Photo Holders, Placques, Pictures, Pipe Sets, Rogers' Silverware, Rookwood Pottery, Shaving Novelties, Stag Horn Novelties, Steins, Tankards, Thermometers, Toilet Sets, and various Books.

Hazeltine & Perkins Drug Company Grand Rapids, Mich.

GROCERY PRICE CURRENT

These quotations are carefully corrected weekly, within six hours of mailing, and are intended to be correct at time of going to press. Prices, however, are liable to change at any time, and country merchants will have their orders filled at market prices at date of purchase.

Table with columns: ADVANCED, DECLINED. Lists various grocery items and their prices.

Index to Markets

By Columns

Index to Markets table listing categories like Axle Grease, Bath Brick, Confections, Dried Fruits, etc., with corresponding column letters (A, B, C, D, F, G, H, I, J, L, M, N, O, P, R, S, T, V, W, Y).

Main price list table with columns 1 and 2. Lists items like Plums, Pineapple, Pumpkin, Raspberries, etc., with prices.

Table with column 3. Lists items like CHEWING GUM, CHICORY, CHOCOLATE, COCOA, COFFEE, CREAM TARTAR, DRIED FRUITS, etc.

Table with column 5. Lists items like Jennings Terpeness Lemon, GRAIN BAGS, GRAINS AND FLOUR, etc.

6

Table with 2 columns: Item Name and Price. Includes sections for MOLASSES, MINCE MEAT, MUSTARD, OLIVES, PICKLES, POTASH, PROVISIONS, LARD, SAUSAGES, BEEF, PIG'S FEET, CASINGS, UNCOLORED BUTTERINE, CANNED MEATS, and various other food items.

7

Table with 2 columns: Item Name and Price. Includes sections for RICE, SALAD DRESSING, SALARATUS, SAL SODA, SALT, SALT FISH, MACKEREL, WHITEFISH, SEEDS, SHOE BLACKING, SOAP, and various other food items.

8

Table with 2 columns: Item Name and Price. Includes sections for A. B. Wrisley, SOAP POWDERS, SOAP COMPOUNDS, SCOURING, SODA, SOUPS, SPICES, STARCH, SYRUPS, TEA, and various other food items.

9

Table with 2 columns: Item Name and Price. Includes sections for TOBACCO, WICKING, WOODENWARE, and various other food items.

10

Table with 2 columns: Item Name and Price. Includes sections for PAILS, TOOTH PICKS, TRAPS, TUBS, WASH BOARDS, WINDOW CLEANERS, WOOD BOWLS, WRAPPING PAPER, YEAST CAKE, and various other food items.

11

Table with 2 columns: Item Name and Price. Includes sections for JUMBO 32lb, GROCERS, GYPSY HEARTS, COCOA, FUDGE SQUARES, PEANUT SQUARES, SUGAR PEANUTS, SALTED PEANUTS, STALIGHT KISSES, SAN BLAS GOODIES, LOZENGES, CHAMPION CHOCOLATE, ECLIPSE CHOCOLATES, EUREKA CHOCOLATES, QUINLETTE CHOCOLATES, CHAMPION GUM DROPS, MOSS DROPS, LEMON SOURS, IMPERIALS, ITAL CREAM OPERA, ITAL CREAM BON BONS, MOLASSES CHEWS, GOLDEN WAFFLES, TOPAZOLAS, BITTER SWEETS, BRILLIANT GUMS, A. A. LICORICE DROPS, LOZENGES, IMPERIALS, MOTTOS, CREAM BAR, G. M. PEANUT BAR, CREAM BUTTONS, STRING ROCK, WINTERGREEN BERRIES, OLD TIME ASSORTED, BUSTER BROWN GOODIES, UP-TO-DATE ASSORTMENT, TEN STRIKE ASSORTMENT, TEN STRIKE NO. 2, TEN STRIKE NO. 3, TEN STRIKE SUMMER ASSORTMENT, KALAMAZOO SPECIALTIES, HANSELMAN CANDY CO., CHOCOLATE MAIZE, GOLD MEDAL CHOCOLATE, ALMONDS, CHOCOLATE NUGATINES, QUADRUPLE CHOCOLATE, VIOLET CREAM CAKES, GOLD MEDAL CREAMS, POP CORN, DANDY SMACK, DANDY SMACK 100s, POP CORN FRITTERS, POP CORN TOAST, CRACKER JACK, POP CORN BALLS, CICERO CORN CAKES, NUTS-WHOLE, ALMONDS, PECANS, ALMONDS CALIFORNIA, SHELL NEW, BRAZILS, FILBERTS, CAL. NO. 1, WALNUTS, TABLE NUTS, PECANS, PECANS EX. LARGE, PECANS JUMBOS, HICKORY NUTS, OHIO NUTS, COCONUTS, CHESTNUTS, SPANISH PEANUTS, PECAN HALVES, WALNUT HALVES, FILBERT MEATS, ALICANTE ALMONDS, JORDAN ALMONDS, FANCY H. P. SUNS, FANCY H. P. SUNS ROASTED, CHOICE H. P. JBO, CHOICE H. P. JUMBO, ROASTED.

Special Price Current

AXLE GREASE



Mica, tin boxes .75 9 00
Paragon .55 6 00

BAKING POWDER



1/4 lb. cans, 4 doz. case.. 45
1/2 lb. cans, 2 doz. case.. 85
1 lb. cans, 2 doz. case 1 60

Royal



10c size 90
1/4 lb cans 1 35
6oz. cans 1 90
1/2 lb cans 2 50
3/4 lb cans 3 75
1 lb cans 4 80
3 lb cans 13 00
5 lb cans 21 50

BLUING

Arctic, 4oz ovals, p gro 4 00
Arctic, 8oz ovals, p gro 6 00
Arctic, 16oz ro'd, p gro 9 00

BREAKFAST FOOD

Walsh-DeReo Co.'s Brands



Sunlight Flakes
Per case 4 00
Wheat Grits
Cases, 24 2lb pack's.. 2 00

CIGARS



G. J. Johnson Cigar Co.'s bd
Less than 500. 33
500 or more 32
1,000 or more 31

Worden Grocer Co. brand
Ben Hur 35
Perfection 35
Perfection Extras 35
Londres 35
Londres Grand. 35
Standard 35
Puritanos 35
Pantellas, Finas. 35
Pantellas, Bock 35
Jockey Club. 35

COCOANUT

Baker's Brazil Shredded



70 1/4 lb pkg, per case 2 60
35 1/2 lb pkg, per case 2 60
38 1/4 lb pkg, per case 2 60
16 1/2 lb pkg, per case 2 60

FRESH MEATS

Beef
Carcass 4 1/2 @ 7 1/2
Forequarters 4 1/2 @ 5
Hindquarters ... 7 1/2 @ 9
Loins 9 @ 16
Ribs 8 @ 14
Rounds 7 @ 8
Chucks 5 @ 6
Plates @ 3

Pork.

Loins @ 11 1/4
Dressed @ 7 1/4
Boston Butts @ 10 1/2
Shoulders @ 9
Leaf Lard @ 7 1/4

Mutton

Carcass @ 7 1/2
Lambs @ 12

Veal

Carcass 5 1/2 @ 8



24 10c cans 1 84
12 25c cans 2 30
6 50c cans 2 30

CLOTHES LINES

Sisal

60ft. 3 thread, extra.. 1 00
72ft. 3 thread, extra.. 1 40
90ft. 3 thread, extra.. 1 70
60ft. 6 thread, extra.. 1 29
72ft. 6 thread, extra.. 1 50

Jute

40ft. 75
72ft. 90
90ft. 1 05
120ft. 1 50

Cotton Victor

50ft. 1 10
60ft. 1 25
70ft. 1 40

Cotton Windsor

50ft. 1 30
60ft. 1 44
70ft. 1 80
80ft. 2 00

Cotton Braided

40ft. 95
50ft. 1 35
60ft. 1 65

Galvanized Wire

No. 20, each 100ft. long 1 90
No. 19, each 100ft. long 2 10

COFFEE

Roasted
Dwinell-Wright Co.'s B'ds.



White House, 1lb
White House, 2lb
Excelsior, M & J, 1lb ..
Excelsior, M & J, 2lb ..
Tip Top, M & J, 1lb ..
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; Miesel & Goeschel,
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

FISHING TACKLE

1/2 to 1 in 6
1 1/4 to 2 in 7
1 1/2 to 2 in 9
2 in 11
3 in 20

Cotton Lines

No. 1, 10 feet 5
No. 2, 15 feet 7
No. 3, 15 feet 9
No. 4, 15 feet 10
No. 5, 15 feet 11
No. 6, 15 feet 12
No. 7, 15 feet 15
No. 8, 15 feet 18
No. 9, 15 feet 20

Linen Lines

Small 20
Medium 26
Large 34

Poles

Bamboo, 14 ft., per doz. 55
Bamboo, 16 ft., per doz. 60
Bamboo, 18 ft., per doz. 80

GELATINE

Cox's 1 qt. size 1 10
Cox's 2 qt. size 1 61
Knox's Sparkling, doz 1 20
Knox's Sparkling, gro 14 00
Knox's Acidu'd. doz 1 20
Knox's Acidu'd. gro 14 00
Nelson's 1 50
Oxford. 75
Plymouth Rock. 1 25

SAFES



Full line of fire and burglar proof safes kept in stock by the Tradesman Company. 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.

SOAP

Beaver Soap Co.'s Brands



100 cakes, large size.. 6 50
50 cakes, large size.. 3 25
100 cakes, small size.. 3 85
50 cakes, small size.. 1 95

Tradesman Co.'s Brand.



Black Hawk, one box 2 50
Black Hawk, five bxs 2 40
Black Hawk, ten bxs 2 25

TABLE SAUCES

Halford, large 3 75
Halford, small 2 25

A Catalogue That Is Without a Rival

There are something like 85,000 commercial institutions in the country that issue catalogues of some sort. They are all trade-getters—some of them are successful and some are not.

Ours is a successful one. In fact it is THE successful one.

It sells more goods than any other three catalogues or any 400 traveling salesmen in the country.

It lists the largest line of general merchandise in the world.

It is the most concise and best illustrated catalogue gotten up by any American wholesale house.

It is the only representative of the largest house in the world that does business entirely by catalogue.

It quotes but one price to all and that is the lowest.

Its prices are guaranteed and do not change until another catalogue is issued.

It never misrepresents. You can bank on what it tells you about the goods it offers—our reputation is back of it.

It enables you to select your goods according to your own best judgment and with much more satisfaction than you can from the flesh-and-blood salesman, who is always endeavoring to pad his orders and work off his firm's dead stock.

Ask for catalogue J.

BUTLER BROTHERS

Wholesalers of Everything—
By Catalogue Only.

New York Chicago St. Louis

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, 47 N. Div. St., Grand Rapids

Mica Axle Grease

Reduces friction to a minimum. It saves wear and tear of wagon and harness. It saves horse energy. It increases horse power. Put up in 1 and 3 lb. tin boxes, 10, 15 and 25 lb. buckets and kegs, half barrels and barrels.

Hand Separator Oil

is free from gum and is anti-rust and anti-corrosive. Put up in 1/2, 1 and 5 gal. cans.

Standard Oil Co.

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.

The Grand Rapids Sheet Metal & Roofing Co.

Manufacturers of Galvanized Iron Cornice, Steel Ceilings, Eave Troughing, Conductor Pipe, Sky Lights and Fire Escapes.

Roofing Contractors
Cor. Louis and Campau Sts. Both Phones 2731

Leading the World, as Usual

LIPTON'S CEYLON TEAS.

St. Louis Exposition, 1904, Awards

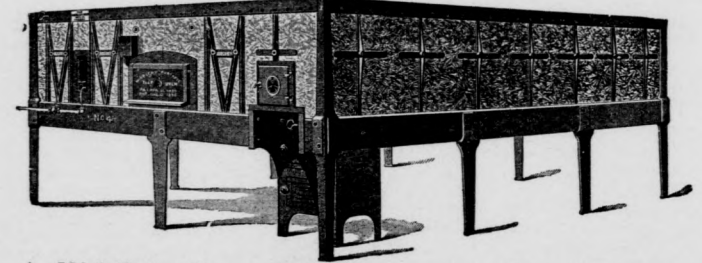
GRAND PRIZE and Gold Medal for Package Teas.
Gold Medal for Coffees.

All Highest Awards Obtainable. Beware of Imitation Brands.

Chicago Office, 49 Wabash Ave.

1 lb., 1/2-lb., 1/4 lb. air-tight cans.

Grocers, Why Not Turn Out Your Own Bakery Goods



A Middleby Oven Will Guarantee You Success.

Send for catalogue and full particulars.

Middleby Oven Manufacturing Company
60-62 W. Van Buren St., Chicago, Ill.

Place your business on a cash basis by using Tradesman Coupons

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.

80 acre improved farm, good location, for sale or would exchange for stock of merchandise. Advertisement will not appear again. Address No. 810, care Michigan Tradesman. 810

Wanted—To rent space for shoe department in a department store; no shoe stock now, but business is well established; has run 10 years; have a large trade; will have a larger store in early fall, and wish to rent space on commission basis, fixtures, advertising, heat and lights, also window trimmed, all by the general store management; party must put in a good stock of reliable goods and run it on the department store plan. Address "California," care Michigan Tradesman. 826

For Sale—Grocery, market, soda fountain. Steam Loat, all first-class. A money maker. Cheap, at Gull Lake. Address P. W. Rice, Yorkville, Mich. 825

Wanted—Small farm in Western Michigan, to trade for drug store, stationery, news stand and fountain in good city in Southern Wisconsin. H. C. Eichel, Brunswick, Mich. 813

For sale or exchange for land or merchandise, store and lot in good Northern Iowa town; store 22x100; clear and in first-class shape. Address W., care Michigan Tradesman. 815

For sale or will exchange a good general stock of about \$7,000 for a well improved farm. No trader need apply. Address C. W., care Michigan Tradesman. 816

For Sale—General stock and store building located at country crossroads in center of good farming community. No other store within three miles. Good reasons for selling. Property is worth \$4,000. Will sell for \$3,000. Box 37, New Salem, Mich. 818

Merchandise stocks for sale or trade. \$6,000 stock dry goods, clothing, shoes and groceries; Minnesota; doing good business. Will sell \$5c on dollar. \$5,000 stock shoes, fine city in Ohio; will trade for good timber proposition. \$10,000 stock, Minnesota, general dry goods, furnishing goods, etc. Will trade part cash, part good land or income property. \$12,000 stock, Minnesota, shoes, dry goods and groceries. Will sell \$6c on dollar. A snap. Drugs, implements, hardware and furniture stocks in different states for sale or trade. What have you to offer? What do you want? Where do you want it? Somers & Warren, 500 Manhattan Building, St. Paul, Minn. 819

For Sale—Drug store in good town of 1,500 inhabitants. A goodly amount of manufacturing in as good a farming country as Michigan has. Best location in town, doing good business, town having good healthy growth. Worth investigating. Must be sold at once. Good reason for selling. Address No. 808, care Michigan Tradesman. 808

Wanted—Location for shoe and gents' furnishings store or will buy small stock. Box 116, Bear Lake, Mich. 822

For Rent—Meat market. Good point for experienced man. Apply E. White, corner of 6th and Scribner, Grand Rapids, Mich. 823

For Sale—Building occupied as grocery and meat market. Price \$7,500. Will either give immediate possession or lease by the year at 10 per cent. on purchase price. Apply No. 824, care Tradesman. 824

For Exchange—For income property or merchandise, a fine farm of 825 acres, located in the oil and gas belt of Eastern Kansas. R. H. Thompson, Clinton, Mo. 820

For Sale—Restaurant in first-class location and doing good business. For particulars address Box 2481, Battle Creek, Mich. 807

Wanted—Stock merchandise for improved lands or wild lands. Jno. W. Curtis, Whittemore, Mich. 812

Fine opening for young man who wants a shoe business. Stock located in summer resort town of 3,000; new invoices \$5,000; cash sales \$14,000. Owner's health failed. Address Box 742, Storm Lake, Iowa. 817

For Sale—Bargain in coal lands, 2,000 acres (mining rights) in famous Southern Illinois coal field. Fine quality coal; veins 7 to 12 feet thick. Lands lie in solid body along Illinois Central railroad. Samuel Smith, 6311 Woodlawn Ave., Chicago, Ill. 811

Business Chances—Good flour mill for sale in one of the best towns in North Dakota, capacity 100 barrels; good terms if deal made soon. Write Box 55, Mutton, N. D. 805

For Sale—An established business; stock consists of clean and fresh dry goods, cloaks, suits and byrets; doing one of best businesses and best location in thriving Indiana city; will sell whole or reserve annex carpet department; will reduce stock to suit buyer; reason for selling, death of one of partners; no bonus asked. Address at once, Schmitt, Heinly, Leachman Company, Logansport, Ind. 805

To exchange by owner, a first-class improved Illinois farm for stock of goods, want a stock to run, and will trade on a fair basis. No traders need answer. Address J. D., care Michigan Tradesman. 814

For Sale—The best water power mill, with two turbine wheels, well equipped, lumber mill. Good chance for electric light plant or any kind of factory, in the best little town in Northern Michigan. Good shipping point either by rail or lake. Address all communications to the Boyne Falls Lumber Co., Boyne Falls, Mich. 829

For Sale—The best saloon and restaurant in Northern Michigan. Want to go out of business. Address all communications to Finnan & Rae, Boyne Falls, Mich. 828

For Sale—Harness business in one of the best harness towns in Western Pennsylvania. Good schools, County seat. Stock and fixtures \$2,000. Best reasons for selling. Investigate. Address Lock Box 183, Ebensburg, Pa. 742

For Sale—Dirt Cheap, cheese factory, skimming station or creamery at North Dorr. Zealand Cheese Co., Zealand, Mich. 786

For Sale—A good paying drug stock in Michigan. Will sell for invoice price. Address No. 788, care Michigan Tradesman. 788

For Sale—Cheap for cash, drug stock, located in Kent County, Mich. A bargain if taken at once. Address No. 803, care Michigan Tradesman. 803

For Sale—First-class combination sheet metal and plumbing shop; invoice \$3,000; can cut down to \$1,000; best of reasons for selling; only shop in city; fine business and mostly cash; rent and living cheap. Address Geo. J. B. Wright, Orange, Texas. 802

Chadron, Nebraska. Population 3,000. Wants general department, dry goods and furniture stocks. Merchants can get finest quarters for such. Write P. B. Nelson. 799

Wanted to buy drug store for cash. Give full particulars. Address "King," care Michigan Tradesman. 800

For Sale—The D. Robeson ship chandlery, awnings, sails, paints, oils and wood-ware business; established over 30 years, at Port Huron, Mich. Real estate and business must be sold owing to ill health. Apply to Schoolcraft & Co., Port Huron, Mich. 743

For Sale—Only harness shop in town of 2,500 inhabitants, at invoice. Address Ed. Cordeman, Chetopa, Kansas. 769

For Sale—Clothing and shoe business in a lively up-to-date town of 2,000. Stock will invoice about \$9,000. Annual sales, \$18,000. Good reason for selling. Address No. 768, care Michigan Tradesman. 768

The store vacated by Gitts & Co., at Marsnall, Minnesota, is for rent. Enquire or write M. E. Mathews, Marshall, Minnesota. 760

Wanted—Merchandise for cash and lots in a city of 7,000. Address No. 763, care Michigan Tradesman. 763

Chance to sell for cash, all machinery in your factory or mill mortgaged or otherwise. Hastings Metal & Machinery Co., Hastings, Mich. 680

For Sale—A stock of hardware at Kalamazoo. Good location. Good reason for selling. Address Hardware, Kalamazoo, Mich. 797

6 per cent. gold bonds, interest payable January and July 1st; safe investment for trust funds. American Underwriting Company, 802-843 Majestic Bldg., Detroit, Mich. 793

For Sale—A 100-horse-power tubular boiler and 250-horse-power engine, both guaranteed to be in first-class condition; can be seen at our factory. Sligh Furniture Company, Grand Rapids, Mich. 804

Livery for Sale—Owing to my engaging in other business, I offer for sale my livery business and mail route. Address Box 218, Clarkston, Mich. 780

For Sale—Good up-to-date drug store in one of the best growing towns in Michigan of about 4,000 inhabitants. Doing good business. Will sell for part cash, balance in monthly or quarterly payments, or exchange for farm property. Invoices \$3,500. Address Pill Roller, care Michigan Tradesman. 773

For sale for cash; small stock of clean, new, up-to-date general merchandise; only store in town. Postoffice in connection. Two rural routes; in as good a farming community as there is on earth. Address Ed. Hough, Mount Hamill, Iowa. 775

Bakery—Good business, price \$700. Cash or easy payments. Address Emil Kuhr, Rock Island, Ill. 771

For Sale—General merchandise; inventory eight thousand dollars; store 70x20; flour house 20x20; shoemaker employed; shoes a specialty; fine opening for shoes exclusively; town twelve hundred; big country trade; best location and trade in town; stock reduced half if desired. No trades. Health failing. Address F. F. Frazee, Seneca, Ill. 776

For Sale—A Vincent gas lighting machine and fixtures. In good condition. Call or address Dudek & Kage, Petoskey, Mich. 777

For Sale—Profitable pharmacy. Will give you a bargain this month. Must go South. Write 30 North College Ave., Grand Rapids, Mich. 784

For Sale—First-class general stock, \$3,500. Live town, 25 miles from Grand Rapids. Apply E. D. Wright, care Musseiman Grocer Co., Grand Rapids, Mich. 576

For Sale or Trade—One hundred shares of the Watson, Durand-Kasper Grocery Co.'s capital stock, of Salina. Enquire W. J. Hughes, Box 367, Enid, O. T. 598

For Sale—A good clean stock of groceries, lamps and crockery, located in one of the brightest business towns in Central Michigan. Has electric lights, water works and telephone system, population 1,500 and surrounded by splendid farming community. Store is situated on popular side of the street and one of the finest locations on the street. No trades will be entertained, but reasons for selling will be entirely satisfactory to the purchaser. Address No. 422, care Michigan Tradesman. 422

For Sale at a bargain, small stock of clean general merchandise and store with adjoining dwelling. Wish to go out of business before September 1. Address Bargain, care Tradesman. 721

For Sale—Grocery and crockery stock. A good clean stock, good store building situated in best of location and on popular side of the street, in active up-to-date town of 1,500 in the midst of good farming country. Address No. 666, care Michigan Tradesman. 666

For Sale—A large second-hand safe, fire and burglar-proof. Write or come and see it. H. S. Rogers Co., Copemish, Mich. 713

Stores Bought and Sold—I sell stores and real estate for cash. I exchange stores for land. If you want to buy, sell or exchange, it will pay you to write me. Frank F. Cleveland, 1261 Adams Express Bldg., Chicago, Ill. 511

Wanted—Established mercantile or manufacturing business. Will pay cash. Give full particulars and lowest price. Address No. 652, care Michigan Tradesman. 652

For Sale—One of the nicest little drug stores in the best business city of 30,000 in Southern Michigan. Rent \$35. Have bought and paid for \$2,000 home off this store the past year. June sales over \$800. Address No. 764, care Michigan Tradesman. 764

POSITIONS WANTED

Situation Wanted—Position wanted by young man to do some light work at home, like copying letters, folding circulars, etc., good reference. H. C. Lundy, Cameron, Wis. 792

HELP WANTED.

Wanted At Once—An experienced drug clerk. Must be of good character, active and young. A good place for the right man. Address No. 794, care Michigan Tradesman. 794

Wanted—An experienced men's furnishing goods man, to take charge of a department in department store; will have a new location in early fall; a man preferred who can invest from \$1,000 to \$1,000; good pay to the right party. Address, W.C., references, No. 827, care Michigan Tradesman. 827

Wanted—Agents competent to sell territory or manufacturer to put on the market, best heat and fuel saver made, A money maker. Address J. A. McDaniel, Letts, Iowa. 809

AUCTIONEERS AND TRADERS.

To Traders—L. L. Weaver, Fremont, Mich., with 30 years experience in merchandise, inventories and prices stocks, takes full charge until deal is closed. References, three leading bankers and a score of merchants. 821

H. C. Ferry & Co., Auctioneers. The leading sales company of the U. S. We can sell your real estate, or any stock of goods, in any part of the country. Our method of advertising "the best." Our "terms" are right. Our men are gentlemen. Our sales are a success. Or we will buy your stock. Write us, 324 Dearborn St., Chicago, Ill. 490

Want Ads. continued on next page.

For Sale

Drug store. Greatest bargain yet offered. If not sold at once will close at auction. Other business. Don't miss this.

PHARMACY, care of Tradesman

MAKE US PROVE IT



J. S. TAYLOR



F. M. SMITH

MERCHANTS, "HOW IS TRADE?" Do you want to close out or reduce your stock by closing out any odds and ends on hand? We positively guarantee you a profit on all reduction sales over all expenses. Our plan of advertising is surely a winner; our long experience enables us to produce results that will please you. We can furnish you best of bank references, also many Chicago jobbing houses; write us for terms, dates and full particulars.

Taylor & Smith, 53 River St., Chicago

AUCTIONEERING



A. W. THOMAS

Been at it 13 years

STILL AT IT

Write for terms

477 Wabash Ave., Chicago, Ill.

WE ARE EXPERT AUCTIONEERS

and have never had a failure because we come ourselves and are familiar with all methods of auctioneering. Write to-day.

R. H. B. MACRORE AUCTION CO., Davenport, Ia.

FORESTRY ASSOCIATION.

What the Proposed Organization Will Stand For.

At Grand Rapids on Tuesday and Wednesday, August 29 and 30, the Michigan Forestry Association will be organized. It will have for its mission one of the most important objects connected with statecraft in Michigan.

There has for a great many years been an agitation of the great problem of forest conservation in our State, which has resulted in the organization of a Forestry Commission, having certain limited powers given it by the Legislature. Experimentation in a small way has been attempted. There is awakening, however, among the people a feeling that the problems connected with the cutting off of our timber and the maintaining of our manufactories which depend upon wood for raw material are so far reaching and of immediate importance that there must be a general movement looking toward carefully planned methods of action.

The Michigan Horticultural Society accomplished a great work in bringing home to the masses of the people the possibilities of our State in connection with fruit-growing, and this same kind of a movement must be inaugurated to enlist the people in this greater problem of forestry.

For over half a century the exploitation of the enormous forest growth has been the second greatest industry of our State. For many years this great resource was deemed inexhaustible, but the last fifteen years have clearly proven otherwise. The State has changed from the greatest lumber exporting district in the world into an importing timber district. Hundreds of thousands of dollars are paid by our people for freight alone upon imported raw material which should be grown in abundance within our own State. This is but a feeble indication of the great changes that have been wrought. Probably no less than \$100,000,000 of our own capital have sought investment during the last fifteen years outside of our borders, simply because the timber was no longer to be found in the State. At the same time millions of acres of land which have been stripped of their forest cover still remain denuded, having been wasted by continuous conflagrations, and are now an unproductive waste. This capital is needed in our State. Hardly one-third of our land is improved and less than one-half is actually settled. The loss to our State which results from this lack of intelligent management amounts to at least \$10,000,000 per year.

One of the great objects in the formation of the Forestry Association is to check these enormous losses; to induce the State and private enterprise to handle judiciously what there is left of our forest growth, and to protect and restock the vast areas of denuded lands. What more important work can be undertaken in our State than to utilize properly the more fertile of these waste lands for

agriculture and the less fertile for permanent forest growth? This is not a Utopian scheme. Under a proper forest policy Michigan will in the near future again have her home supply of timber and will be able to hold the many industries dependent upon the raw material from the forest, which are now rapidly slipping away from us. A factor also to be considered in this relationship is the importance of awakening in our people a moral sense with regard to the extravagant waste in connection with our forest cover.

At this initial meeting of the Forestry Association, there are three subjects which will probably be considered by the most level-headed men of our State. They are: first, proper, business like action of the State with regard to its large holdings of lighter and inferior lands; second, better protection of all kinds of forestry property, especially protection from fire; and third, a reasonable method of taxation of forest property which shall make investment in lands for the production of timber attractive to capital. Several hundred men have already indicated interest in this movement by becoming members of the Association, and there certainly should be a thousand Michigan names in its roster of members before this convention shall adjourn. We shall give other details with regard to the program of the meeting in succeeding numbers of the Tradesman.

Recent Business Changes in the Buckeye State.

Cincinnati—Julius C. Frei will continue the leaf tobacco business formerly conducted by Daly & Frei.

Dayton—Henry Hoeke has discontinued his wholesale grocery business.

Dayton—Weidner & Kielman will continue the tinning business formerly conducted by John Kielman.

Minersville—Jacob Gimbel & Co. are succeeded in the grocery and meat business by John Hudock & Co.

North Baltimore—F. E. Davis has removed his bakery to Toledo.

Pemberville—The stock of general merchandise and implements of the Hobart-Bowins Co. has been destroyed by fire.

Toledo—The millinery business formerly conducted by the Le Baron Co. has been absorbed by the Clinton Close Co.

Chillicothe—A petition in bankruptcy has been filed by the creditors of A. C. Athey, who formerly conducted a laundry business under the style of the Chillicothe Laundry.

Cleveland—John H. Boldon has given a bill of sale of his grocery stock to Jos. W. Kirk.

Cleveland—The creditors of the Ferry Butter Co., which formerly conducted a wholesale butter and egg business, have filed a petition in bankruptcy.

Cleveland—A receiver has been appointed for the National Popcorn Co., which does a manufacturing business.

Cleveland—A petition in bankruptcy has been filed by the creditors of Herman Rosenberg, manufacturer of cigars.

Cleveland—A receiver has been appointed for the Williams-Pivos Sash Co.

Dayton—A chattel mortgage has been uttered by the Sachs-Pruden Co., which manufactures mineral waters.

Elgin—A petition in bankruptcy has been filed by Wm. E. Bennett, of the firm of Bennett Bros., who conduct a general store business.

Galion—S. M. Reese, dealer in clothing, has made an assignment.

Glouster—An assignment has been made by W. E. Wheeler, grocer.

Lima—A petition in bankruptcy has been filed by the creditors of the National Oil Co.

Marion—The creditors of A. O. Jennings, dealer in queensware and notions, have filed a petition in bankruptcy.

Martins Ferry—W. A. Blockinger, hardware dealer, has made an assignment.

Shepards—An assignment has been made by James J. Halley, baker.

Recent Business Changes in the Hoosier State.

Butler—Maxwell & Robinett are succeeded in the feed and implement business by Robinett & Fink.

Hillsboro—Earl Shular succeeds Wm. M. Lyon in the grocery business.

Indianapolis—Robert Bell has merged his grain business into a stock company under the style of the South Side Grain Co.

Indianapolis—The capital stock of the National Grain & Hay Co. has been increased to \$15,000.

Knox—Chas. Prettyman has sold his interest in the general merchandise business formerly conducted by Prettyman & Scott.

Lafayette—Phillip J. Tresch, druggist, is dead.

Marion—The business formerly conducted by the Marion Wholesale Notion Co. will be continued in future by the Osborne Paper Co.

Mecca—The general merchandise business formerly carried on by J. M. Goshorn & Co. will be conducted in future by Oliver Hixon.

Middlebury—Griner Bros. are succeeded in the lumber business by Griner & Nusbaum.

Richards—J. L. Turner is succeeded by Singleton Bros. in the general merchandise business.

Rockport—Glackman & Son, dealers in furniture, have dissolved partnership. The business will be continued in the future by Glackman & Co.

South Bend—The Post Paper & Mercantile Co. has been incorporated under the same style.

Seeking New Manufacturing Enterprises.

St. Johns, Aug. 1.—J. Earle Brown is receiving a number of inquiries from a number of concerns all over the country relative to locating here. It seems unquestioned that as soon as the city purchases the buildings of the St. Johns Table Co. they will be occupied by reputable concerns. The election to decide the advisability of purchasing the buildings will be held August 14.

Failure of Grocer Jones at Dowagiac.

Dowagiac, July 28.—Actuated by the downward trend of business affairs, resulting from a long period of ill health which has incapacitated him to a great extent, Ex-Mayor W. D. Jones has uttered a trust mortgage to W. M. Vrooman as trustee.

The liabilities amount to \$6,497.44. The assets, it is believed, will be sufficient in amount to meet every cent of the liabilities. The creditors number upwards of fifty, whose accounts vary in amounts, they being debts chiefly contracted in the course of Mr. Jones' retail business. To secure their payment Mr. Jones executed chattel and real estate mortgages to William M. Vrooman, as trustee, to be held in trust for creditors, covering all personal and real estate holdings to be sold and applied as payment on the debts.

The English Language.

"Ah, your language! Eet ees so difficult."

"What's the matter, Count?"

"First zis novel eet say ze man was unhorsed."

"Yes?"

"Zen it say he was cowed."

Business Wants

BUSINESS CHANCES.

Two hustling young men can clear two thousand dollars a year with our hardware and implement store. Town 1,500, electric light, water works, excellent farmers, pretty town, low rent. Cheap help. Annual sales, \$20,000. If taken at once will discount two per cent. Address "Northern Indiana," care Michigan Tradesman. 830

Wanted—To buy stock of merchandise from \$4,000 to \$30,000 for cash. Address No. 253, care Michigan Tradesman. 253

Wanted—Stock of general merchandise or clothing or shoes. Give full particulars. Address "Cash," care Tradesman. 324

Cash for your stock. Our business is closing out stocks of goods or making sales for merchants at your own place of business, private or auction. We clean out all old dead stickers and make you a profit. Write for information. Chas. L. Yost & Co., Detroit, Mich. 250

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, 23 Morris Ave., South, Grand Rapids, Mich. 835

For Sale—Factory doing a good custom business. Plenty of work on hand. Present owner has age and infirmities. Address Jackson Rug Co., Jackson, Mich. 772

For Sale—General stock, store building, dwelling and barn located in thriving portion of Holland colony. Only store within four miles. Enquire 240 Alpine avenue, Grand Rapids, or Michigan Tradesman. 762

For Sale—Nice clean stock groceries, located in Newaygo county, town of 2,000; good location; good business; with or without building; stock invoices about \$1,800. Reason, owner wishes to retire. Address E. J. Darling, Fremont, Mich. 756

Merchants, are you overstocked? Yes! Then employ us to conduct a special 10-day sale for you. Our new and only system never fails to realize the Quick Cash with a Profit on Your Old Merchandise. All correspondence confidential. References given. C. N. Harper & Co., Quick Sale Promoter, Room 211, 87 Washington St., Chicago, Ill. 755

For Sale—One of the best stocks of general merchandise in Northern Michigan, in farming community and on the finest lake in Michigan. Address No. 758, care Michigan Tradesman. 758

For Sale—Number seven Blickensdorfer typewriter; just the thing for country merchant. Ernest McLean, Livingston Hotel Grand Rapids, Mich. 740

For Sale—Drug stock in town of 700. Nearest drug store 12 miles. Reason for selling, am not registered. Address No. 789, care Michigan Tradesman. 789