

MICHIGAN TRADESMAN

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Twenty-Third Year

GRAND RAPIDS, WEDNESDAY, NOVEMBER 8, 1905

Number 1155

BALLOU BASKETS ARE BEST



SIDE VIEW

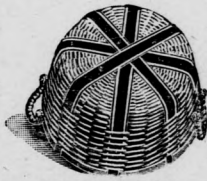
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Waste Dollars
By Using Cheap Baskets**

A Braided Pounded Ash Basket, either Plain or Iron strapped, will outwear dozens of them.

A Dollar basket is cheap if it gives five dollars of wear, measured by those commonly used.

Write for particulars. We can save you money.

Ballou Basket Works
Belding, Mich.



BOTTOM VIEW



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"There's only wan way to get more satisfaction out of smokin' wan of thim S. C. W. seegars, and that's smokin' two"—and Dorgan hits the nail on the head.

A man who has once smoked an

S. C. W. 5c Cigar

wants to encore its pleasure-giving—not only once, but many hundred times.

Try One Now

G. J. JOHNSON CIGAR CO., Makers
Grand Rapids, Mich.

DO IT NOW

Investigate the

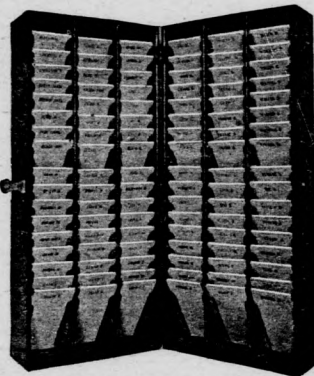
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It earns you 525 per cent. on your investment. We will prove it previous to purchase. It prevents forgotten charges. It makes disputed accounts impossible. It assists in making collections. It saves labor in book-keeping. It systematizes credits. It establishes confidence between you and your customer. One writing does it all. For full particulars write or call on

A. H. Morrill & Co.

105 Ottawa St., Grand Rapids, Mich.
Both Phones 87.

Pat. March 8, 1898, June 14, 1898, March 19, 1901.

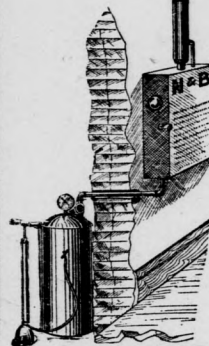


Thousands of the N. & B. Automatic Lighting Systems

are in use. Why? Because it is the best ever. Don't be in the dark forever. Write us to-day and we will tell you all about it.

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Mfrs. of Gasoline Lighting Systems and Supplies
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Store Your Poultry at Buffalo

And have it where you can distribute to all markets when you wish to sell.

Reasonable advances at 6 per cent. interest.

A GOOD INVESTMENT THE CITIZENS TELEPHONE COMPANY

Having increased its authorized capital stock to \$3,000,000, compelled to do so because of the REMARKABLE AND CONTINUED GROWTH of its system, which now includes more than

25,000 TELEPHONES

of which more than 4,000 were added during its last fiscal year—of these over 1,000 are in the Grand Rapids Exchange, which now has 6,800 telephones—has placed a block of its new

STOCK ON SALE

This stock has for years earned and received cash dividends of 2 per cent. quarterly (and the taxes are paid by the company.)

For further information call on or address the company at its office in Grand Rapids.

E. B. FISHER, SECRETARY

PAPER BOXES

OF THE RIGHT KIND sell and create a greater demand for goods than almost any other agency.

WE MANUFACTURE boxes of this description, both solid and folding, and will be pleased to offer suggestions and figure with you on your requirements.

Prices Reasonable.

Prompt Service.

Grand Rapids Paper Box Co., Grand Rapids, Mich.

The Best People Eat

Sunlight Flour Flakes

Sell them and make your customers happy.

Walsh-DeRoo Milling & Cereal Co., Holland, Mich.

Michigan Fire and Marine Insurance Company

Detroit
Michigan

Established 1881.

Cash Capital \$400,000.

Surplus to Policy Holders \$625,000.

Assets \$1,000,000.

Losses Paid 4,200,000.

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

The Fleischmann Co.,

Detroit Office, 111 W. Larned St., Grand Rapids Office, 29 Crescent Ave.



Look Out!!

For the little fellows who will destroy you when you imagine all is safe. They are always looking for a chance to get the best of you, and unless you are provided with the right kind of protection they will succeed. Small leaks and losses which are as persistent on your old scales as leaches will absorb enough of your profits in a short time to fully cover the cost of one of our best and latest improved computing scales.



Look Out!!

For the scale which is said to be **Just as Good** as ours for you will soon be convinced that you have been deceived. Do not think because our scales are **Best** that they are the most expensive, for an investigation will prove to the contrary. We can provide you with just what you want as our patents cover every principle of scale construction. If interested in scales do nothing definite until you have seen our complete line.

Danger Close at Hand

You have doubtless heard the argument that a system of weighing which has been used for centuries and which to a certain extent is being used to-day is good enough for any merchant. This same merchant will tell you that he never makes mistakes in weights or calculations.

A man never makes a mistake intentionally. Then how does he know how many mistakes he has made? The safest and surest way of finding out how many errors he has made is to find out how easily they can be made. The best way of finding out how easily they can be made is to send for one of our representatives who is located in your vicinity. He will tell you in a very few minutes what it might take years to find out without his assistance.

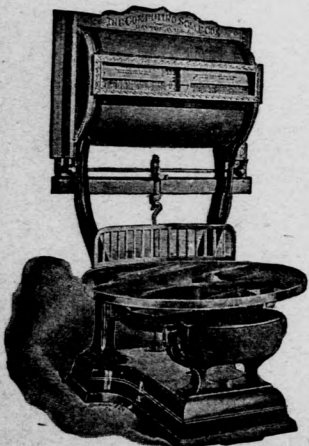
The Moneyweight System is Indispensable

to the successful operation of a retail store. In the past six months we have received orders calling for from 25 to 60 scales each. This is the best evidence that our scales will do what we claim for them. Send for our free illustrated catalogue and say that you saw our advertisement in the "Michigan Tradesman."

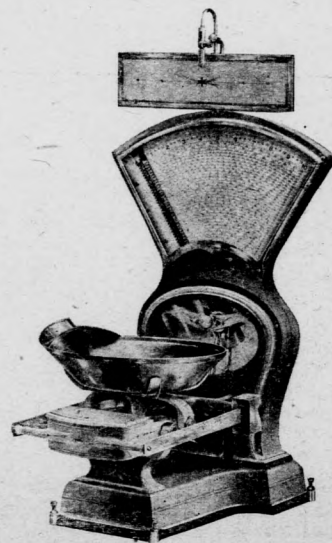
The Computing Scale Co.
Manufacturers
Dayton, Ohio

MONEYWEIGHT SCALE CO.
47 State St., Chicago, Ill.
Distributors

LOCAL OFFICES IN ALL LARGE CITIES



No. 63 Boston Automatic



No. 84 Pendulum Automatic

MICHIGAN TRADESMAN

Twenty-Third Year

GRAND RAPIDS, WEDNESDAY, NOVEMBER 8, 1905

Number 1155

GRAND RAPIDS FIRE INSURANCE AGENCY

W. FRED McBAIN, President

Grand Rapids, Mich. The Leading Agency

ELLIOT O. GROSVENOR

Late State Food Commissioner

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

2321 Majestic Building, Detroit, Mich

Collection Department

R. G. DUN & CO.

Mich. Trust Building, Grand Rapids

Collection delinquent accounts; cheap, efficient, responsible; direct demand system. Collections made everywhere for every trader.
C. E. McCORNE, Manager.

We Buy and Sell
Total Issues

of
State, County, City, School District,
Street Railway and Gas

BONDS

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H. W. NOBLE & COMPANY
BANKERS

Union Trust Building, Detroit, Mich.

The Kent County Savings Bank

OF GRAND RAPIDS, MICH

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

3 1/2 Per Cent.

Paid on Certificates of Deposit

Banking By Mail

Resources Exceed 3 Million Dollars

Commercial Credit Co., Ltd.

OF MICHIGAN

Credit Advances, and Collections

OFFICES

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42 W. Western Ave., Muskegon
Detroit Opera House Bldg., Detroit

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

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HONORING ADMIRAL TOGO.

The enthusiastic reception accorded Admiral Togo by his fellow-countrymen on his arrival at Tokio a few days ago will be received with sympathetic approval all over the world. There can be no denying that Admiral Togo has deserved well at the hands of his countrymen, as it is beyond question a fact that he, more than any other one man, made victory for Japanese arms in the recent war with Russia. It is also a fact past controverting that Togo has shed imperishable luster upon the naval history of Japan by winning the greatest naval victory the world has seen since Trafalgar.

Had Admiral Togo failed in a single one of the engagements he fought during the war Japan would have been impotent to bring Russia to her knees. To Japan the control of the sea was not only important but essential. Without it she would not have been able to send troops into Corea at the outset nor dispatch large expeditions to Manchuria later on, as well as keep these large armies fully supplied with subsistence and stores. Had the engagement of Aug. 10, 1904, proven unfortunate for Japan Port Arthur would never have fallen, and the army of Oyama in Manchuria would never have entered Mukden. Had Rojestvensky been the victor in the Sea of Japan instead of Togo Russia would not have thought of listening to terms of peace, but would have fought on with renewed hope, and with certainty of making terms far less satisfactory to Japan than those finally accepted.

Few of the wars of modern history have illustrated more strongly the importance of sea power to a country that must transport its troops over sea, or is dependent upon the outside world for supplies. The control of the sea was, therefore, the first objective of the Japanese, and the very first day of the war marked an effort in every way successful on the part

of Admiral Togo to strike at Russia's fleet. On that first day three battleships were put out of action for a considerable time at Port Arthur and two cruisers were destroyed at Chemulpo. This disaster did not, of course, destroy Russia's sea power, but it certainly paralyzed it for the time being. These initial victories of the Japanese gave their sailors the confidence and enthusiasm which never forsook them for the rest of the war.

Despite the fame he has achieved, Admiral Togo is a modest sailor, and shows no symptom of losing his head in the midst of the enthusiasm and praise he is receiving. He has shown a disposition to escape from the public adulation as much as possible. There is, therefore, little fear that the honors that are being showered upon him will turn his head, as has been the fate of so many military heroes before him. After a brief period of praise the public will probably quickly forget the taciturn, unsympathetic sailor, who seems to have done everything from a strict sense of duty and not through any ambition for the rewards and fame which deeds such as his commonly merit. Togo's disposition is probably not of the sort that the people go wild over, but it is of that enduring and stable quality which accomplishes great deeds unerringly and without a blare of trumpets, and makes history that will stand the test of time.

A London philologist finds that "Vote" is a word with a curious history. It seems a long way from "votum," a solemn promise made to a deity, to the "votes" in a popular election; but every step is perfectly clear. From the solemn promise itself, the meaning of "votum" gradually became the prayer or intense wish that accompanied the promise, and then any intense wish whatever. So far the development proceeded in Latin, and "vote" passed into English with the same sense. When Ben Jonson wrote of "public votes" to heaven he meant not mass meeting resolutions, but prayers. Finally, "vote" acquired its present meaning—the formal and emphatic expression of a wish; while the old sense remains with its doublet "vow."

Japan is to establish a line of steamers to ply between that country and South America. The purpose is to get cheap wheat from Argentina. Rice eating in Japan is giving way to bread made from wheat, or from a mixture of wheat and rice or other cereals. Japan's representative in Brazil is instructed by his government to collect data of trade possibilities between the two countries.

GENERAL TRADE OUTLOOK.

The engrossment of public attention by the interests involved in the November elections had its natural effect in holding down the volume of transactions and lowering slightly the level of values below the high record they were maintaining. However, this influence was not strong enough to cause any material decline, simply the interests of the various campaigns and the natural waiting for the decisions of questions of policy were sufficient to call a halt until the outcome. It is to be expected that an increase of activity will follow the interruption, but whether to be accompanied by any material advance is a matter of doubt. The high level in the opinion of many of the most careful observers fully measures the expansion in the country's industries. A material advance all along the line would endanger the usual reaction, which the conservative interests now so prominently in control seem anxious to avoid.

Industrial reports continue most favorable on every hand. The most significant, perhaps, is the fact that railway earnings are reported very largely in excess of all previous comparisons. As this is the real gauge of industrial prosperity it is worthy of more than passing attention. Another significant item is the report of the United States Steel Corporation, showing enormous earnings and more unfilled orders than ever known before in the history of the company.

The only hindrance in general trade distribution is the continued dearth of equipment of the railroad companies. However, these are meeting the emergency as rapidly as possible and the consequence of the delays is perhaps a more healthy rate of distribution. It is a delay, but the trade is not lost generally.

In textiles the reports are most favorable. As a whole it is probable that the mills and factories are generally more active than at any previous time in the history of the nation. The principal hindrance here is in distribution, especially to distant points on account of freight congestions, but buyers are coming to expect this and are placing more liberal orders for later business. The most significant change in wearing apparel prices is the sensational advance in shoes, but this should have been expected as it was preceded by a still greater advance in the price of hides. The iron and steel mills still report increasing activity, fully keeping pace with the constantly increasing capacity. Structural and railway departments especially are crowded to the utmost.

There are times when it is safest to laugh in your sleeve.

SERVE AS A SIGNAL

To Arouse the Trade To Take Energetic Action.

The postponement of final official action on the question of the propriety of permitting the delivery of mail to the patrons of rural routes by box number only, and authorizing the postmasters to furnish to applicants the number of routes and boxes thereon radiating from their respective offices, has aroused the suspicion that the matter will be in some way referred to Congress, possibly in connection with the forthcoming reports of the Postmaster General and his assistants. These reports are now well under way and will all be made public within the next thirty days. Whether they contain any reference to this particular matter or not, there is ground for belief that at least two important recommendations will be made of vital interest to the retail merchants in all lines. The publication of these suggestions will doubtless serve as a signal to arouse the trade to make once more the energetic campaign which last year resulted in the defeat of both propositions.

The most important of these recommendations will be that of Third Assistant Postmaster General Madden, who for several years past has urgently endeavored to induce Congress to authorize the consolidation of third and fourth-class mail matter, including miscellaneous printed matter and merchandise, under the rate now levied on third-class matter of 8 cents per pound, or one-half the merchandise rate. This proposition, of course, means simply the cutting in two of the postage bills of the big mail order houses and the loss to the Government of not less than \$2,000,000 per annum, which would have to be met by the general tax payers for the benefit of a few big concerns.

Gen. Madden's argument in favor of this project is a very simple one. He says that "the difficulty of differentiating between third and fourth-class matter is annoying to the postal official and irritating to the public," and that "this irritation is accentuated by the well known fact that under the parcels post arrangements matter of the fourth-class (merchandise) is sent to certain foreign countries in packages larger than are admissible to the domestic mails, and at less than the domestic rate of postage—I cent an ounce or fraction thereof." He adds that "the knowledge that this rate is conceded by the Department to be in excess of the actual cost of transportation and handling, that the third-class rate of postage fully covers such cost, and that the volume of fourth-class matter constitutes but a small portion of matter transmitted in the domestic mails, justifies a demand for relief."

Mr. Madden's proposition, therefore, is that because a good deal of agitation for a domestic parcels post is based on the fact that the international rates are lower than domestic rates, something should be done to provide a sort of parcels post in the domestic mails. There can be no

doubt that an 8 cent rate on merchandise would go a long way toward meeting the views of the parcels post boomers, and it is highly significant that when this proposition was brought forward last year, its chief advocate was Secretary Cowles, of the Postal Progress League, who came to Washington on several occasions and filed arguments in behalf of the project. The House Committee rejected the measure, but the Senate Committee adopted it. When the bill was reported to the Senate, however, Senator Dolliver raised the point of order against it that it was new legislation, in which he was sustained by the chair, and the scheme went out.

As to the loss to the postal revenues that would result if this scheme should be carried through, we have only Mr. Madden's figures. He calculates that at the outset there would be a decrease of \$1,901,780.92, but he says that "the experience of the Department shows that where there has been a reduction in the postage rate, there has been a corresponding increase in the amount of matter mailed." And he therefore argues that "it may reasonably be assumed that if these two classes of mail matter were consolidated, no material loss of revenue would result, while the cause of existing friction and annoyance would be removed and the business interests of the country would be served."

It would seem to be a very inopportune time to suggest any scheme involving a probable loss of revenue when the annual postal deficit for the current fiscal year promises to exceed \$15,000,000. The "irritation" and "friction" of which Gen. Madden speaks are purely imaginary. A great deal has been made of the fact that a few articles like printed calendars appear to be subject to classification either as printed matter or merchandise, but the category of such doubtful articles is very small, and as to the great bulk of matter subject to postage at either third or fourth-class rates, no school boy would find difficulty in making the proper classification.

It is highly significant that last year Gen. Madden's project made greater progress than at any time since he first brought the suggestion forward in his annual report. Retail merchants will consult their own interests in keeping a sharp eye on developments and taking the matter up promptly with their Senators and Congressmen as soon as it is known that this scheme is again to be urged upon the attention of the law makers.

It is understood that Fourth Assistant Postmaster General DeGraw will renew the recommendation made a year ago by Gen. Bristow, for the establishment of a rate of three cents per pound on local packages originating at the distributing offices of rural routes. This recommendation was designed to produce additional revenue from the rural service and was set forth in Gen. Bristow's report as follows:

"With the establishment of rural mail delivery, and the increasing extension of rural telephone service by

private interests, there has grown up a demand by the patrons of the rural service for the delivery of small packages of merchandise, such as food stuffs, tobacco, dry goods, drugs, etc., on an order to the local merchant by postal card, telephone, or otherwise. The value of these packages of merchandise is usually small, and the present rate of postage of 1 cent per ounce is practically prohibitive. The patron or merchant can not afford to pay 16 cents for the delivery of a pound of coffee or tobacco, or similar article, but if a special rate were established on such matter from the distributing office for delivery to any patron on the rural routes from that office, it would be a great convenience to the patrons and become a source of revenue to the Department.

"It is therefore recommended that Congress fix a rate of 3 cents per pound, or any fractional part thereof, on packages of books or merchandise not exceeding five pounds mailed at the distributing postoffice of any rural free delivery route for delivery to a patron on said route. This rate should apply only to packages deposited at the local postoffice for delivery to patrons on routes emanating from that office, and not to mail transmitted from one office to another. The rate of 3 cents per pound would be ample remuneration for the Department, because there is no expense for railway transportation, and the system by which these packages are to be delivered is already established, and such delivery would entail no additional expense upon the Department. A special stamp could be provided for this class of mail matter."

It will be noted that this project is apparently in the interest of local retail merchants, and Gen. Bristow was at much pains to point out to the Congressional Committee that the big catalogue houses could not utilize it because packages to be entitled to the reduced rate must originate at the distributing offices of the rural routes. Much opposition was aroused to the plan, however, on the ground that it would operate merely as an entering wedge for a domestic parcels post. No serious suggestion has ever been made that Gen. Bristow so regarded the scheme, as he was known to be violently opposed to a parcels post on the score of the enormous expense

that would be incurred. It must be admitted, however, that the project does partake of the nature of a parcels post on a limited scale, and the fact that it discriminates against one

We want competent
Apple and Potato Buyers
to correspond with us.

H. ELMER MOSELEY & CO.
504, 506, 508 Wm. Alden Smith Bldg.
GRAND RAPIDS, MICH.

OUR CASH AND
CHARGE
DUPLICATING SALES BOOKS



ARE
SATISFACTION
GIVING,
Error Saving,
Labor Saving
Sales-Books.

THE CHECKS ARE
NUMBERED, MACHINE-
PERFORATED, MACHINE-
COUNTED. STRONG &
HIGH GRADE-CARBON

THEY COST LITTLE
BECAUSE WE HAVE SPECIAL
MACHINERY THAT MAKES THEM
AUTOMATICALLY.

SEND FOR SAMPLES AND ASK
FOR OUR CATALOGUE. A

W. R. ADAMS & Co. MAKERS - MICH.
SALES BOOK DETROIT.

A New Savings Bank

Beginning Monday, November 6, we will supply those who wish it a handsome nickel plated pocket bank. Its size is 2 1/4 x 3 1/2 inches and it is flat like a card case.

Will hold six dollars in small coin, and is of a convenient size; can be carried in the pocket to the bank to have opened.

The bank costs you nothing—we ask only for a deposit of 50 cents—which is refunded to you later. **Must be seen to be appreciated.**

Come in and get one for your wife, children or yourself.

Enclosed and mailed anywhere for five cents postage.

OLD NATIONAL BANK

50 Years at No. 1 Canal St.
Assets Over Six Million Dollars
GRAND RAPIDS, MICH.

This is  the Sign

That Guarantees Good Service

The best is always the cheapest. It pays to use the Long Distance Telephone because you are there and back before your slow competitors, writing, telegraphing or traveling get started. 4,000 subscribers in Grand Rapids. Are you one of them? Call Contract Department Main 330 or address

Michigan State Telephone Company

C. E. WILDE, District Manager, Grand Rapids

class of merchants and in favor of another, even although the latter are the retailers, is a source of weakness. The strength of the opposition to all the schemes that the retail merchants have combated in recent years has been due to the fact that they have sought no privileges but have contented themselves with demanding that the Government shall not discriminate in favor of their competitors.

Gen. Bristow's project was rejected by the House Committee a year ago, but was placed on the appropriation bill by the Senate Committee and adopted by the Senate. When the bill reached the Conference Committee, however, the House conferees refused to consider the Bristow proposition and the Senate yielded the point. If the scheme is again brought forward, the history of last year's legislation will help it somewhat, and its opponents will do well to keep the members of both the Senate and House Postoffice Committees fully informed as to its objectionable features, in order that it may not be surreptitiously slipped in during any of the numerous stages of the consideration of the appropriation bill.

Will Increase Its Output a Third.

Bay City, Nov. 7—The North American Chemical Co. has begun the rebuilding of its salt plant, and the vacuum pans will be increased so as to raise the salt production from 1,000 barrels per day to nearly 1,300 barrels. The company has run its es-

tablishment steadily for over a year and the production of sodium and other products has also been increased to some extent. The old salt wells, which have been in use since the lumbering days, show no signs of depreciating, either in quantity or quality, and at every well there is now an individual motor and pump.

The new Bay City Alkali plant has not yet been started and no determination has been reached as to erecting temporary wooden buildings in order to start manufacturing this year. The land for the site has not yet been fully surveyed, owing to the poor condition of the maps showing plats, etc., and unless the property lines are established at once there is little probability of beginning work this season.

The excellent condition of the lumber market is reflected by the increased activity in lumber movements and at the mills. During the past nine months 107,800,000 feet of logs were received over the Mackinaw division of the Michigan Central alone, that division now bringing from 150 to 200 cars of logs per day to the city. Building operations continue active.

Desertions from the American army last year aggregate about 10 per cent, of the entire force, which is a very high figure. This condition of affairs is attributed to the prevailing prosperity and the high wages offered in civil pursuits. It is hard to keep men as soldiers at \$13 per month when they know they can earn much more than that in a week.

Labor-Saving Habits.

A good habit is a labor-saving tool. A machine which enables one man to do the work of twenty sets nineteen free for other efforts, and increases by so much the welfare and comfort of the community. So every good habit, thoroughly acquired, whether it be a useful action of the hand or a virtuous choice of the mind, sets free all the power and energy that have been employed in its cultivation for fresh efforts and new conquests.

Take the art of penmanship, for example—everyone can recall the time when he bent painfully over his copy-book, his whole body under tension and his entire faculties concentrated upon the effort to form those lines and curves which now fall from his pen almost unconsciously, while his body is at rest and his mind is entirely free to arrange the ideas which those lines and curves are to convey. It is this labor-saving habit of action, in a thousand ways, which transforms the child into the man, which conserves and increases human power, giving it more and more difficult tasks to perform, and which carries civilization step by step upward and onward.

Even more valuable, although perhaps less easily discerned, is the power of habit when employed to build up character. Here, too, the inexorable law prevails that every thought, choice or act shall grow easier by each successive repetition; that is, that less and less force will be required to produce the same result,

thus setting free more and more power for other purposes.

The habit of persevering industry, for instance, how difficult it is to acquire! says the Citizens' Industrial Economist. The love of ease, the desire for novelty, the passion for pleasure and excitement, all fight against it. The young man or woman who resolutely battles against these foes and conquers them must expend all his or her energy in the contest. But the victory gained which makes the young victor more assiduous and painstaking grows into a habit, and the strenuousness put forth to attain the result, no longer needed for this purpose, springs to the acquisition of other virtues.

So with the habits of temperance, economy, truthfulness, honesty, generosity—they are all truly labor-saving machines.

On a More Solid Basis.

Kalamazoo, Nov. 7—The Inventors Manufacturing Co. has been organized with a capital stock of \$25,000. The company has leased the old Ames factory building and will remove the machinery which was formerly the property of the Michigan Novelty Co. into the new building. The factory will be in operation in three weeks. Seventy-five skilled men will be employed at the start. The company will pay particular attention to new inventions and manufacture for many smaller concerns articles of all kinds. It will do an altogether mail order business, similar to that done by the Michigan Novelty Co.

A DOUBLE PROFIT

Royal Baking Powder Pays a Greater Profit to the Grocer Than Any Other Baking Powder He Sells.

Profit means real money in the bank. It does not mean "percentage," which may represent very little actual money. A grocer often has the chance to sell either:

1. A baking powder for 45c a pound and make a profit of 5c. or 6c., or,
2. A baking powder for 10c. a pound and make "20 per cent. profit," which means only 2c. actual money. Which choice should you take?

Royal Baking Powder makes the customer satisfied and pleased, not only with the baking powder, but also with the flour, butter, eggs, etc., which the grocer sells.

This satisfaction of the customer is the foundation of the best and surest profit in the business—it is permanent. Do not take the risk of selling a cheap alum baking powder; some day the customer may find out about the alum, and then your best profit—viz., the customer's confidence—is gone.

Royal Baking Powder pays greater profits to the grocer than any other baking powder he sells.

AROUND THE STATE

Movements of Merchants.

Millersburg—E. M. Lewis succeeds Chauncey M. Robbins in the general merchandise business.

Vestaburg—Geo. L. Crawford succeeds Hart, Livingston & Co. in general trade at this place.

Port Huron—John Coole has opened a grocery store at the corner of Twenty-eighth and Moak streets.

Ellisville—Frank Buell will continue the general merchandise business formerly conducted by J. & H. Rhone.

Port Huron—Elmer Lymburg has opened a grocery and notion store in connection with the South Park creamery.

Eaton Rapids—Manheimer Bros., of Hillsdale, have purchased the shoe stock of the Co-operative store and moved same to Hillsdale.

Beaverton—Manson Morris will continue the agricultural implement and carriage business formerly conducted by C. H. Glidden & Co.

Pinconning—The general merchandise business formerly conducted by H. Barsky & Son will be continued in the future by Alexander McDonald.

Frankfort—The flour and feed business formerly conducted by Blanchard & Wareham has been purchased and will be continued by W. & P. Burroughs.

Detroit—Charles T. Engwall, who has been a clerk in Crandall's store for several years, has started a grocery business of his own at 220 Milwaukee avenue, East.

Port Huron—James Pugh, recently employed by the Howard Furniture Co., has purchased the Murphy grocery store on Seventh street, which he will conduct in the future.

Port Huron—J. L. Stanzel, the Pine Grove avenue meat dealer, has added a stock of groceries and will occupy the store recently vacated by the Lohstorfer drug business in his building.

Petoskey—Lou Baker, until recently connected with the clothing department of S. Rosenthal & Sons' store, has opened a clothing store under the style of the Consumer's Clothing Co.

Sturgis—Chas. Neuman, who has conducted a harness and carriage business here for the past twelve years, has sold his stock to Geo. W. Landis, of Grand Rapids, who will continue the business.

Ludington—A corporation has been formed under the style of the Mason County Land Co. to deal in real estate. The company has an authorized capital stock of \$10,000, all of which is subscribed and paid in cash.

Battle Creek—The men's furnishing business formerly conducted by Butcher & Kneeland will be continued by a new corporation under the style of the T. H. Butcher Co. This new company has an authorized capital stock of \$15,000, all subscribed and paid in property.

Hillsdale—J. Strifling, of Columbia City, Ind., was in this place last week and leased the store building in the Sutton block formerly occupied by Kreiter & Steward. Mr. Strifling will carry notions, dry goods and general merchandise.

Detroit—Simons & Cooper, druggists, have merged their business into a stock company under the style of the Simons & Cooper Co., with an authorized capital stock of \$10,000, of which \$5,800 has been subscribed and paid in in property.

Battle Creek—The candy business formerly conducted under the style of Taylor's Candy Store has been merged into a stock company under the style of Taylor's. The new corporation has an authorized capital stock of \$15,000, of which \$10,000 has been subscribed and paid in in cash.

Frankfort—Frank D. Nay, who has been engaged in the furniture business here for the past year, has sold his stock to W. R. Thomas, of South Frankfort, who will continue the business at the same place. Mr. Nay and his wife have removed to Traverse City, which city they will make their future home.

Milford—R. E. Williams, who last March succeeded his father in the shoe business here, has sold his stock to N. B. Babcock, a resident auctioneer. The latter began a ten days' sale on Oct. 28 to close out the stock. Mr. Williams was brought up in the shoe business and was for several years a partner with his father. He has decided to locate at Charlotte in the same line.

Battle Creek—George and Theodore Klemo, who have conducted two confectionery stores at this place, one on West Main street and the other on East Main street, have so divided their business that in future George Klemo will own and conduct the business on West Main street and Theodore will own and carry on the business of the East Main street store.

Kalamazoo—Flexner Bros. expect to move into their new quarters at 116 East Main street in about three weeks. The new store includes four floors and a basement, all of which will be occupied by the firm. The stairways have been built and an elevator is being installed. A steam heating plant is also being installed with a thermostat for regulating the temperature throughout the building. The equipment of the store will include a Lamson cash carrier system. The store will have an exceptionally attractive front with swell glass effect in the second story, besides a novel glass effect in the first story.

Petoskey—M. E. Brackett has disposed of a portion of his holdings in the Brackett Hardware Co., resigning the management of same to James Buckley, who will assume the general management of the store, although the sales department will be under the direction of Burt King. John O' Brien will conduct the office and Rollo Trask will retain control of the plumbing and sheet metal department. Mr. Brackett has been identified with the hardware line in some capacity for more than two decades. It is understood that Mr.

Brackett has entered into a partnership relation with Harry Ward, at Portland, Ind., and will go there as soon as matters here are properly arranged. Mr. Ward already has a fence factory in operation and intends to erect a steel wire mill in the future.

Manufacturing Matters.

Allis—McTiver & Clark are succeeded by McTiver & Hughes in the sawmill business.

Lansing—The Iama Hamper Co., Ltd., has increased its capital stock from \$5,000 to \$100,000.

Saginaw—H. E. Lee & Co. are succeeded in the manufacture of sash, doors and blinds by the Lee & Christie Lumber Co.

Hillman—The flour mill business formerly conducted by Andrew Hanson will be continued in the future by W. E. Jones.

Millersburg—C. L. Austin and A. W. Gowen have purchased the Roberts & Abbott shingle mill and are fitting it up for the winter run.

Detroit—The C. E. Winters Cigar Manufacturing Co., 761 St. Antoine street, has made a voluntary assignment in bankruptcy to George Scott.

Pontiac—The property of the Co-operative Canning Co. has been sold to R. L. King, of Waterford, who will run it next season. As a co-operative concern the venture was a failure.

Sparta—Delbert Van Wiltenburg has purchased the lumber and planing mill business of his father, Michael Van Wiltenburg, and will conduct the business along the same lines as heretofore.

Coldwater—The Coombs Milling Co. recently shipped twelve carloads of flour to Ireland. Twelve more will be sent this month. An enquiry for the price of thirty cars for January delivery has been received.

Millersburg—R. P. Holihan will establish a large cedar yard at this place. He is operating a number of cedar camps and is constructing a spur 1,000 feet long to connect with the Detroit & Mackinac main line.

Rose City—The Detroit & Mackinac is building a branch road four miles long four miles from this place, being an extension of the Rose City branch, to reach a body of timber belonging to the Prescott Miller Lumber Co.

Jackson—A corporation has been formed to manufacture and sell stoves under the style of the Novelty Manufacturing Co. The authorized capital stock of the company is \$200,000, of which \$125,000 has been subscribed and paid in in property.

Marine City—Davidson & Wonsey, salt manufacturers, have merged their business into a stock company under the style of the Davidson-Wonsey Co., with an authorized capital stock of \$60,000, all of which is subscribed and paid in in property.

Marquette—The Dalton Lumber Co., which operates a large double band mill in Skandia township, Marquette county, is using large quantities of hardwoods in the manufacture of rockers and chair stock. The greater portion of the output is shipped to Lower Michigan, where it is manufactured.

Adrian—A corporation has been formed to manufacture and sell patent razors under the style of the United States Safety Razor Co. The authorized capital stock of the company is \$25,000 of which \$15,000 has been subscribed and \$1,750 paid in in cash and \$2,500 in property.

Alfred—The lumber business formerly conducted under the style of Lindsley Bros. Co. will be continued under the style of the Lindsley Bauman Co. The company has changed its office from Menominee to this place and increased its capital stock from \$25,000 to \$50,000.

Muskegon—G. W. Begole, of Grand Rapids, and Chas. H. Green, of this city, are attempting to form a stock company for the purpose of manufacturing a line of patent twine and bag holders for use in retail stores. They offer to locate here in the event of their being given a cash bonus of \$3,000.

Saginaw—The baking business formerly conducted by Henry Schust & Sons has been merged into a stock company under the style of the Schust Baking Co. The corporation has an authorized capital stock of \$36,000, all of which has been subscribed and \$182.84 paid in in cash and \$29,817.16 in property.

Marquette—The Marquette & Southeastern construction crew has completed the laying of steel on the Lake Independence extension as far as Birch. As soon as the track shall be ballasted the machinery for the sawmill plant of the Northern Lumber Co. will be delivered. Several carloads are here awaiting the opening of the line.

Portland—The E. D. Verity Manufacturing Co. has closed a lease with the Trade Table Co. by the terms of which the Verity Co. will occupy the factory for the remainder of the time granted by the lease which the Table Co. obtained of S. E. Jarvis. Very satisfactory arrangements have been made, the Trade Table Co. taking a block of stock in the new concern.

Au Sable—The H. M. Loud's Sons Co. has acquired all of the property on the Au Sable River the title of which was held in Alpena. Two parties have been engaged in acquiring property along the river—the Loud Co. and a man named Watkins, representing a Grand Rapids syndicate—the purpose being to develop the water power of the river. The Loud Co. has extensive holdings of its own and has acquired enough additional to give it control.

Escanaba—By a recent circuit court verdict the Escanaba Woodware Co. can recover \$3,329.50 from McArthur Bros., of Detroit, on a timber contract, which amount was disputed by the defendant firm. The suit was founded on the quality of elm timber cut on the lands of the woodware company on a contract with McArthur Bros. It was claimed by the company that the representative of McArthur Bros. refused to accept a certain amount of elm timber that was up to the grade required, while McArthur Bros. claimed that swamp elm was offered in the contract and was rejected.



The Produce Market.

Apples—Winter fruit is steady and strong at \$3 for ordinary, \$3.25 for choice and \$3.50 for fancy. There is no change in the situation. Prices are high, but the trade is larger than might be expected considering the figures.

Bananas—\$1.25 for small bunches, \$1.50 for large and \$2 for Jumbos. They are selling about as well as could be expected. The cold weather interfered with handling them a little, but, so far as heard from, none were frosted.

Butter—Creamery is steady at 23c for choice and 24c for fancy. Dairy grades are firm at 21c for No. 1 and 16c for packing stock. Renovated is in moderate demand at 21c. The demand is heavy and the supplies are cleaned up each day. The Eastern markets have been very attractive to the shippers of late and they have pulled rather more than their share of butter away from the West, but a reaction is likely at almost any time, when the East is well filled up. Packing stock is selling fairly well, although the quotation is not always obtained on large lots.

Cabbage—75c per doz.

Carrots—\$1.20 per bbl.

Celery—25c per bunch.

Chestnuts—\$4.50 per bu.

Cranberries—Early Blacks command \$9.50 per bbl.; Jerseys, \$10; Late Howes, \$12. They are \$2 a barrel higher than they were a year ago. The demand is tremendous from all parts of the country and, as the crop was short, prices have been steadily advancing.

Eggs—Local dealers pay 21c on track for case count, holding candled at 23@24c and cold storage at 22c. A firm market sums up the situation. This in spite of the large quantities in storage which were counted upon by many to hold the market down well into the winter. As a matter of fact, even with the withdrawals of a large quantity of storage stock, the market holds strong, as the demand is heavy. It is not only the large consumption, however, but the current receipts are so bad that very few No. 1 eggs are to be found in each shipment.

Grape Fruit—Florida has advanced to \$5@5.25 per crate.

Grapes—Niagaras are still in the market, commanding 20c for 8 lb. baskets. Malagas have advanced to \$6@6.50 per keg. Aside from these there are Tokays, Muscats and Cornecheons, from California, selling at about the same prices as last week.

Honey—13@14c per lb. for white clover.

Lemons—Messinas are steady at \$6 for 360s or 300s. Californias are steady at \$6.25. There is plenty of stock on hand for the present demand.

Lettuce—12c per lb. for hot house.

Onions—Local dealers hold red and yellow at 80c and white at \$1. Span-

ish are in moderate demand at \$1.60 per crate.

Oranges—Floridas fetch \$3.25; Mexicans have advanced to \$4.

Parsley—25c per doz. bunches.

Pears—Kiefers fetch 85c. Lawrence, \$1.

Pop Corn—90c per bu. for rice on cob and 4c per lb. shelled.

Potatoes—The market is not quite so strong as a week ago, due to the discovery of country shippers that they can not readily obtain cars in which to move their stocks. The buying price at country points has settled down to 50c, except where competition is strong, when 55c is being paid in some cases. Local dealers meet with no difficulty in effecting sales in small lots on the basis of 75c.

Poultry—Local dealers pay as follows for live: Spring chickens, 10@11c; hens, 8@9c; roosters, 5@6c; spring turkeys, 16@17c; old turkeys, 12@14c; spring ducks, 10@11c; No. 1 squabs, \$2@2.25; No. 2 squabs, \$1.50@1.75; pigeons, \$1@1.25.

Quinces—\$2.25 per bu.

Squash—Hubbard, 1c per lb.

Sweet Potatoes—\$1.75 for Virginias and \$2.85 for Jerseys.

Turnips—\$1.20 per bbl.

Charged With Failing to Deliver the Goods.

The recent advance in the price of potatoes served to illustrate the custom of some of the country buyers of making contracts for sales and then refusing to carry them out. Among the men who rest under charges of this kind is Bruce L. Crystal, who conducts a saloon and livery stable at Yuma and handles potatoes as a side line. Before the recent advance in tubers he sold one car to C. D. Crittenden for 35 cents and two cars to the Vinkemulder Co. for 41 cents and subsequently refused to fill the orders on the ground that the price had advanced. Both purchasers said nothing and bided their time, replacing the potatoes which they had contracted to purchase of Crystal and keeping track of their losses. It so happened that Mr. Crystal dropped into the Grand Rapids market last Saturday morning with a car of potatoes, which he sold later to John G. Doan. In some way Messrs. Crittenden and Vinkemulder got wind of the transfer and promptly invoked the assistance of garnishment process with the purchaser and the matter is to be threshed out in justice court, the case being set for trial Nov. 11.

Notice of Trustee's Sale.

Notice is hereby given that the Wm. E. Patterson general stock, located at Ravenna, will be offered by me at public sale at 10 o'clock Friday, Nov. 17, at the store known as Patterson's store, at Ravenna. The stock inventories between \$5,000 and \$6,000. Copy of the inventory can be seen by calling on me at my office in Grand Rapids.

Geo. H. Reeder, Trustee.

A. J. Stevens has arranged to open a grocery store at Wayland. The Worden Grocer Co. has the order for the stock.

The Grocery Market.

Sugar—Another decline of ten points took effect in the sugar card Saturday. Reports from New York show a rather unsettled and listless market, and to this is in part due the decline. The conditions in sugar appear to be fairly easy just at present. The new crop is coming on the market and all reports indicate that in both beet and cane it will be a very large one. This, added to the smaller buying as the canning season passes, has given the market an easier feeling all through. However, it is not probable that the whole trade was prepared for another decline following upon the one of last week.

Coffee—There is considerable speculation in coffee options, but it does not in the least affect the statistical position of coffee, which is much stronger than a year ago. No radical changes seem likely in coffee in the near future, but if there is any change it will probably be upward instead of downward. Mild coffees are steady and unchanged. Mocha is about 1/8c firmer. Java is steady and unchanged. All coffees are in fair demand.

Tea—The retailers are coming into the market more and more freely as their old stocks are giving out and business is very brisk with all handlers of tea. New crop China teas are coming in and are proving to be of excellent quality.

Canned Goods—Corn is attracting rather more attention owing to the high prices of tomatoes, and the buying runs fairly liberal. More interest is taken in peas, although they are high, as has been noted before. Tomatoes still hold their firm position, with nothing to indicate any particular changes. The buying is fair but undoubtedly is restricted by the high prices asked. There is some guessing as to how much of the present advance is due to the speculators. If any large part of it is, the market is naturally not a particularly secure one. There seems to be a general opinion that some one has a very large block of tomatoes which he is holding for the rise. If this is large enough it may have some effect on the market later. Other vegetables show no changes of importance. Asparagus is selling well in small lots. String and wax beans are active. New succotash, recently on the market, is doing well. California canned fruits are selling in a moderate way. The demand is not heavy for several reasons. One is that the fresh fruit season is too recently over and another is that prices on the canned goods are high. When the actual need of the fruit is felt the trade will doubtless pick up. All reports indicate that the market is holding firm and no reductions are anticipated, at least on any of the more staple lines. Berries are attracting a little more attention as they are lower than the other fruits, as a rule. It is likely that a good business will be done in all varieties of them this winter. The salmon market shows no change. The fall catch in the Western coast streams promises to be a very large one.

Dried Fruits—Raisins did not decline after all, the Association an-

nouncing that enough orders were not secured at the reduced prices to warrant it. Loose raisins are unchanged, and there is little or no demand either for seeded or loose. The California Raisin Association, by making prices so high, have opened the gates for foreign raisins again and a very large business has this year been done in imported Sultanas, which can be laid down cheaper than the California Sultanas. Foreign Valencias can also be brought in for less than the California packers ask, and a good business has been done in those also. Up to the present time the general buying of raisins has been light. It is certain that few, if any, jobbers have bought enough to last them through the holiday season, and some people seem to be expecting a squeeze. Apricots are firm and unchanged. Currants are steady at ruling prices and in fair demand. Prunes have settled down to a coast basis of 3/4c, which is a good half cent below the highest prices asked some weeks ago. The reason for the decline seems to be lack of demand. Even at the lowered prices there is very little interest being shown. Peaches are unchanged and dull, but prices are fully held.

Rice—Rice is a good seller at unchanged figures. Reports from the fields are of a bullish nature and probably prices will advance during the winter.

Syrups and Molasses—The sale of syrups and molasses is good, as it should be at this season. Corn products are firm and rather high, while heavy molasses is moderate in price.

Fish—Cod, hake and haddock are firm and in fair demand. Salmon is still very dull, and as to red Alaska, greatly depressed. Whitefish and lake fish are fairly active and steady. It is announced that this year's pack of domestic sardines will be nearly half a million cases larger than last year, which information will not help to make the market stronger. Mackerel are unchanged, although the situation is very strong. The demand is only fair at the present time.

Detroit will soon have a competing telephone system, which will enable the 78,000 independent telephone users in the Lower Peninsula to talk with their Detroit connections without resorting to the use of a Bell phone. The franchise of the co-operative company has been purchased by the new Home Telephone Co., composed almost wholly of St. Louis capitalists, who announce their intention of spending from \$3,000,000 to \$5,000,000 in giving Detroit what it has never had—first-class telephone service.

A new corporation has been formed under the style of the Phoenix Plating Co. to manufacture and sell metal goods. The company has an authorized capital stock of \$3,000, of which \$1,500 has been subscribed and \$360 paid in cash and \$900 in property. The new company will conduct its business at the corner of Court and Bowery streets.

WINDOW TRIMMING

Shall Posters Be Introduced With Displays?

"What do you think," I asked a dry goods man, recently, "about the introduction in show-windows of advertising posters of lecturers, singers and other celebrities? Some dealers are so averse to the idea that I have seen them angrily remove them and reprimand the offender who placed them with the goods."

"That's all foolishness," replied the dealer. "It may have been that the men you have reference to didn't so much dislike the use of posters among the goods as it was they wanted to make a big splurge of authority. Some men are that way. They are never quite so contented as when 'bossing it' over some poor devil of a supe in their employ; they like to have the opportunity to scold and take occasion to do so in season and out of it—every time the ghost of an occasion presents itself.

"As far as my own place of business is concerned," continued the merchant, "I am only too glad to be asked to put posters of prominent public people in my windows, for I think, in a way, it helps to draw trade.

"A woman comes along and sees in my window, we will say, a picture of the world-famous Thompson-Seton. If she herself isn't interested in him as a magnetic lecturer and wonderful relater of experiences with animals and Indians—but the chances are she is—she hasn't been able to get away from the fact that her children are fascinated by the man and his intense stories about the lower creation, and she goes home and says to her lord and master, at luncheon time, that the children all want to go and hear Mr. Thompson-Seton next Tuesday evening and he really must allow them the pleasure. She saw his picture in Steketee's window this morning when she was in there getting some winter supplies for the household.

"The husband, if he is able to afford the little luxury and is of the good sort who like to make those around them happy, 'comes down to the tune' of the requisite amount and the family go to hear the man about whom so much is written and said and who is envied by all for his great knowledge of the animal kingdom.

"And then the queen of the family goes on to state that just after she looked at the poster she saw some woolen blankets near by, and that reminded her that they needed some new ones and might as well get them there as anywhere the next time she went down town.

"Now the chances are ten to one that the lady wouldn't have had her attention called to those special blankets just then if the Thompson-Seton picture hadn't caught her eye and focused it on the date of his lec-

tures and then, by easy transition, she drifted to the blankets and, later, to mention the lecturer was to remember the blankets. And there you are—quite a sale made by the presence in the window of the poster of a talented public speaker and popular author."

By all means put the poster in your show front along with your exhibit, no matter what the exhibit chance to be. If this course be not the direct means of inducing people to spend their money with you it at least puts your name in people's mouths, where perhaps it wouldn't get just at that particular moment, and you have just that much added lustre from a noted character.

* * *

Many of the stores are bringing to their window floors a warmer tint and covering, in the shape of a cheerful red burlap, which, decidedly, is a change for the better from the summery-looking light-toned materials which until lately covered the base of the display spaces.

Many establishments are beginning to breathe of Christmas—only some six weeks off—and their windows are taking on an atmosphere that indicates how matters will stand a little later on.

* * *

Heystek & Canfield show a couple of wall papers that are certainly a "red red"—cheerful to a degree. Most wall paper men carry pictures also, and it is getting quite the fashion to display prints by pinning them (with patent pins that come on purpose for such use) on lengths of wall covering placed perpendicular in the rear of the window. If these lengths are a bright color to go with dark monotonous, or dull to relieve gorgeous pictures, and a harmony of colors is preserved, the effect of the contrast is pleasing; the paper helps to sell the picture, and vice versa.

* * *

I noticed a number of good display cards this week, which I give herewith for the benefit of out-of-town store-keepers:

Our Shoes
Are Made
With such Care
That They Must
Of Necessity
Render the Most Satisfactory
Service.

The Quality That
Advertises
Is a Part of Every Shoe
We Sell

These Are Only a Few
Of our Styles
Many More Inside

The Seasons Come
And Go
But the Blank Shoe
Remains
A Prime Favorite

Time to Talk
Blankets
And Time for You
To Be Buying Them
If You Haven't
All You Need

Val Laces
8c Yd
80c Dozen Yd Bolts

Knit Petticoats
Large Assortment
at
Prices from 75c to \$2

Correct Silks
Very Desirable
for
Shirt Waists
* * *

Herkner's jewelry windows are splendid with beautiful goods in this special line, augmented with Bohemian glass candlesticks, "Black Jack" den pieces, etc., which have been added to the regular line of merchandise. One of these windows has a white floor, the other black.*

A card announces:

The Latest Den
Novelty
Black Jacks

Another says:

Black Jacks
Leather Bottles
and
Mugs

The first paragraph of a small open book reads as follows:

"The Egyptians, from whom we derive so much in nearly every way, applied art in connection with leather from a remote period. Wilkinson, in 'The Ancient Egyptians,' gives a description of several ingenious methods which"

Just enough to arouse the interest of the connoisseur and make him long to know the rest!

Niagara May Yet Be Saved.

What shall Niagara do to be saved from withering into extinction? As the children of Israel crossed dry shod over the Red Sea, so every American now living may some day expect to walk on dry rocks from shore to shore where now flows the most famous falls of the continent. Dr. Clark, New York's State Geologist, calculates that when 80,000 cubic feet have been subtracted from the river the American falls will have dried away. Power hunters have already located sites for the plants that will drain away 88,400 feet of the river, thus providing certain doom for the American splendor, unless swift action be taken to save it from harness and humiliation and from advertising to the world that "we are ready to coin into dollars every good and beautiful thing earth affords."

The world needs a friend more than a figure in history.

A good one horse platform
dray for sale cheap; capacity
from 3,000 to 5,000 lbs.

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

Wm. Connor

has resumed the Wholesale
Clothing business, handling
Men's, Boys' and Children's,
and is located at Room 116,
Livingston Hotel. Office
hours 8 a. m. to 5:30 p. m.,
except Saturdays, when he
closes at 1 p. m. Mail or
telephone orders promptly
attended to. Phones—Citi-
zens, 5234; Bell, 234.

Wanted

To contract the products
of one or two more first-
class creameries.

Address

Rea & Witzig

Buffalo, N. Y.

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.

DON'T RUBBER BUT

BUY YOUR

RUBBER AND STEEL STAMPS, STENCILS, ETC.

FROM

Volk Stamp and Stencil Co.

W. J. VOLK.

J. P. SOLOMAN.

62-66 Griswold St.,

DETROIT

Buying of Winter Lines of Hardware Continues.

To the surprise of most of the leading manufacturers, the demand for winter goods continues very heavy, although the period when the bulk of the buying of these goods is usually effected has long since passed. The greater part of the orders for seasonable goods which are now being placed is of the filling-in variety, but the fact that such goods are still being purchased is considered indicative of an extraordinary consumptive demand. The business in stoves is larger than in many years and stove makers are still far behind in their deliveries. Although stove boards are also in excellent request, prices have not been advanced and the margin of profit continues very small for the manufacturers.

In the stove trade the demand is for every description of goods from the heater variety to the kitchen range and cooking classes. Prices of poultry netting have been advanced slightly in view of the increased cost of raw material and the expectation that the spring business in this line will be very extensive. Although prices of wire cloth have not yet been raised, such action will probably be taken by leading manufacturers within the near future. It is likewise expected that prices of sledges and heavy hammers will also be advanced within the near future.

There is no respite in the demand for wagon and implement hardware and the mills continue unable to keep pace with the orders. Wood stock is also scarce and prices are being held a trifle higher. Orders for husking goods have reached exceptionally large proportions, owing to the harvesting of the big corn crop, and manufacturers of husking gloves, corn knives and hooks are being overwhelmed with business, which is unusually late this season.

Reports from leading mills and jobbers in almost every line of hardware show that the business during October was slightly in excess of that in September, and it is now believed that trade in November will be even larger.

Hudson Bay Route To Europe.

The dreams of Canada for a Hudson Bay route to England are coming true, and will bring the fields of Saskatchewan, which promise to be one of the world's greatest wheat growing countries, as near to Liverpool as Western New York. The railroad now runs to within 600 miles of Hudson Bay, and will be extended to the Bay within four years. A steamship line will then at once establish a line of steamers to ply between Europe and the new port in Canada, thus fulfilling hopes that compare with the dreams of the early explorers for a north passage to India. The advantages of the Hudson Bay route are inestimable. The center of Canada's remarkable wheat country will be as near a seaport as it is now to Lake Superior. The entire haul from Fort William or Lake Superior will be practically eliminated, and the Northwest will receive its supplies at much reduced rates

and minus jobbers' profits. The prevailing idea that Hudson Bay is navigable only during three summer months of the year is erroneous. The season begins in the autumn and continues until July, January being the best month.

Water Means Prosperity.

Where water power is there are population and prosperity also is the argument of C. H. Baker, who cites Niagara's influence on Buffalo as one illustration. In the Spokane Valley nothing has had more tendency to increase land values than irrigation; wherever water has had to do with the raising of crops in an arid country there the value of the lands has been measured more by water than by quality of soil and has jumped from nothing to as high as \$1,500 an acre. In many cases these lands are remote from transportation facilities. The United States Government is foremost among nations to encourage private irrigation enterprises, particularly the smaller projects that are more feasible. According to the latest census report private enterprises placed irrigation systems in thirty-one states and territories. The expense of projects is estimated at \$93,000,000, which is believed to be low. A total area of 9,500,000 acres has been covered by these systems. In an arid region water only is required to make its tillable portions the most fertile areas in the world. With the vast expanse of forest covered watershed which must drain into the innumerable lakes that dot the surrounding country, the water supply there is well nigh inexhaustible.

Fattening Poultry.

There has been considerable talk with reference to the average run of milk-fed poultry being marketed, and some complaints have been offered on it. We are inclined to believe that those who are giving their poultry the best fattening attention are getting good prices and finding their product giving satisfaction. There has a wonderful interest in poultry fattening sprung up within the last few years, and the chances are that a good many people have gone into the business in a limited way and are not using proper care. There is no doubt that poultry can be fattened with profit and that the flesh thereof can be made more palatable by proper methods of feeding. A good many of the large fatteners have been using cramming machines the last few years and generally report satisfactory results from their use.

Angostura Bitters Not a Trade-Mark.

The United States Circuit Court in New York has recently decided that the name Angostura Bitters cannot be considered as a trade-mark and cannot be monopolized by the original makers of the product. Other makers may use the name with impunity so long as there is no unfair competition or fraudulent misrepresentation in duplicating the label and general appearance of the package.

A grain of appetite will outweigh a ton of reason.

You Can Always Be Sure

When you get "Lily White" Flour that you have purchased the **best** flour it is possible to get anywhere.

If it is **quality** you want in flour, rather than any other consideration, this is the brand you ought to buy.

You can easily buy **cheaper** flour, but you cannot buy "Lily White" **quality** for less money anywhere.

If you consider **economy**, there is **no other** flour at **any** price, which is as economical as Lily White, because none of it is wasted through bad luck in baking and practically **all** of it is digestible.

Lily White

"The flour the best cooks use"

Is a fancy patent winter wheat flour, and U. S. Government Food Experts have shown by the most exhaustive tests that this kind of flour, on account of the elimination of all indigestible matter, is the **best** flour for **human use**.

It saves nature the work of sorting out and throwing out the useless, waste matter, and, therefore, makes **less wear** on the digestive organs.

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Grand Rapids, Mich.



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Entered at the Grand Rapids Postoffice.

E. A. STOWE, Editor.

Wednesday, November 8, 1905

DISTRIBUTING THE ITALIANS.

No one need be told that there are a large number of Italians in this country or that large numbers are coming to this country every year. Right here in Grand Rapids they are doing the constructive laboring work on many contracts and they are doing it pretty well. In a speech at a dinner of the New York Society of the Sons of Oneida Police Commissioner McAdoo happily and truthfully referred to the fact that years ago the Irishman who came to this country was the laboring man, but that now he is in the professions, in politics, in business or other activities, and as he put it, "Pat has turned over to Tony the pick and the shovel." It is fair to suppose that the Italian will have the same promotion, and already in Grand Rapids and all the other cities there are Italians prominent in business, who are doing good work in the land of their adoption. That hand labor which must always be done with the pick and the shovel is as necessary as anything else and as honorable. Somebody must do it and there is little likelihood that in this country there will be any lack of those ready and willing to render this service at reasonable pay.

One of the tendencies in all immigration and among all immigrants is to stay around the cities. That is only natural and can only be overcome by intelligent and systematic effort. In the first place the newcomer looks for a job as soon as he lands and looks for it where he lands. In and around New York there is more work than anywhere else within the same area in this country. If the newcomer does not stay in the metropolis it is only natural that he goes to some other city where he has friends and acquaintances, hoping through them and their influence to find employment. The foreigner who does not speak English finds it easier to get along in places where there are large numbers of his own race with whom he can talk and from whom he can receive instructions and learn. A lone foreigner in a town where no one else could understand him would be in a bad way. Every day through the season it is heard again and again that there is

need for help on the farms. The work is no harder than on contracts, has many pleasanter features and more attractive environment. The difficulty is to get the newcomers out into the country. Just now there is a movement on foot for the systematic organization of agricultural colonies for Italian immigrants. Its design and object is to get these people to the work which awaits them on the farms. The movement is in the hands of strong men, who, if they carry out their project as planned, are bound to be successful. There are sometimes too many workers in the cities and it would appear that there are always too few in the country. A better distribution would be of benefit to all concerned.

A SUM WORTH SAVING.

A million dollars a year is worth saving even when the saver has as large an income and is as rich as the United States. The saving of one particular item is not all there is to it, but extravagance in one direction makes an example and sets the pace for extravagance in others. Charles B. Landis makes public declaration that in his judgment a million dollars a year can be saved in the Government printing office and that without detriment to any public service. Unquestionably Mr. Landis has had exceptional opportunities for getting at the facts in the case. He has served as chairman of the House Printing Committee and just now is acting on the joint committee which has been investigating the office of Public Printer. If he has made good use of his facilities he must have a vast amount of valuable information on this subject.

Any one who has given the matter any thought at all and who is in any way familiar with the subject must appreciate that disbursements are very generously made in that department. There are a lot of books printed and distributed at large expense which are practically of no use to any one and of others there are tens of thousands printed where thousands would answer every reasonable purpose. Even press work and white paper run up a big bill of expense in time. No special or particular effort is made to economize in the Government printing office. The men, to say the least, are not overworked and the place seems to be a good deal like an omnibus in that there is always room for one more. Things are done on an elaborate scale where greater economy would as well suffice. Mr. Landis says that in his opinion there is no corruption there, but that there is a great deal of wasteful extravagance. He announces his intention when Congress convenes to do what he can to lessen or put an end to this extravagance and save just that much money for the people. It is understood that President Roosevelt is aware of the Congressman's intention and willingly gives it his support. Even with a balance in the treasury there is no excuse for gross extravagance in the Government printing office, or, for that matter, in any other Government department.

BOOK-KEEPING DEFICIENCIES.

The great numbers of defalcations and robberies of financial and commercial concerns by their trusted managers or their subordinates are not merely attracting attention as such, but they are emphasizing that such raids upon the money intrusted to their care can be carried on successfully for long periods without discovery.

Usually nothing is known of such criminal diversion of the money of the institutions or the firms until the business is seriously disabled, if not wholly bankrupted. It is true there are persons whose duty it is to keep watch on the progress of the business, but they are necessarily ignorant because there are no means of knowing without a detailed examination.

Strange as it may seem one of the most serious defects in the conduct of modern business is the imperfect keeping of accounts. Amid the vast changes and great improvements in all the other processes of business there has been comparatively little change in the keeping of accounts.

That some new and comprehensive methods of book-keeping are necessary is seen in the fact that accounts as recorded in the average commercial and financial institutions are usually so voluminous and complicated that the proprietor or manager is seldom able, without a long and tedious examination, to determine the standing of his business. He is commonly obliged to depend upon his subordinates for any information on the subject.

Since, in such institution the proper conduct of the business requires that at any time its condition or status might be known, there should be at any time, even every day at the close of business, such a brief but comprehensive statement of the situation that at least a fair knowledge of the existing conditions would be attainable.

Of course, there is no system of accounts that is proof against the manipulations of a rascally principal or a dishonest employe, but too often where everything has been done in perfect honesty the errors in method and the mistakes of judgment can only be discovered by an expert accountant, and most generally he is only called in to discover why the business failed.

A writer in the World's Work for October states that, leaving the question of dishonesty out of consideration, the expert accountant who is called on to examine the records of a business finds that most of the errors that are revealed are due either to the ignorance or the carelessness of the book-keeping department, or to the lack of judgment of those in charge of the business.

Often there has been a failure to charge against profits all the items which should be charged. For example, it has been found that a manufacturing concern has rebuilt its plant, charging the cost of the new plant to construction account and carrying as assets the cost of both the old and the new plants. What should have been done was to distribute the cost

of the old plant over the period of years during which it was in operation, charging the amount pro rata against the profits of each year. With this adjustment the results of operation would look far different. Many prosperous concerns deceive themselves in this manner and still remain solvent; but often an old established company, apparently flourishing, suddenly finds itself in difficulty through paying dividends not earned.

If a business is to be sold at a price based on its earning power the profits must be accurately determined. Many combinations have been formed in the last few years where the constituent companies have been purchased on the basis of, say, ten times the average yearly earnings. In such cases a difference of \$100,000 in profits involved a difference of \$1,000,000 in the amount of cash or securities transferred.

He states further that the reluctance of business men to write off bad debts is almost universal. Many companies are carrying as an asset "accounts receivable" to an amount which the public accountant, after examination of the standing of the debtor concerns, would reduce possibly 25 per cent. or even more.

Inventories, too, are not made up accurately. Goods should always be inventoried at cost of production, at most. Often, however, concerns place goods on their inventory at total cost (cost of production, plus cost of selling, plus general cost), or even at selling price. Moreover, such goods as are subject to depreciation must be put at their actual value. The ordinary "trial balance," which is in some sort a brief transcript of the footings of the various accounts, is worth little in the way of information without some detailed statement of the value of the credit assets and of the stock on hand.

But those are matters known to all good book-keepers, and they are merely items of the ancient and well-worn methods. What is needed is a new system or an addition to the old which will enable the proprietor or manager of a business, or the directors of a corporation, to determine at a glance its general condition. Of course, there is no system of accounts that is proof against fraud, and when the books are "cooked up" or manipulated only a detailed examination will discover it.

A novel and somewhat scientific method has recently been devised for the railway of Switzerland owned by the government to determine the half fare limit for children. Instead of an age limit, which has been the custom hitherto, a standard of height is to be employed and gauge and scale will be placed at each ticket office, so that the agent can tell at a glance whether the child requires a full fare. It is assumed that this is an equitable method of doing away with considerable imposition on the railroads, while at the same time children of small size who are above the legal age limit would be correspondingly benefited.

PERIL ON INLAND SEAS.

Tragedies Occur Almost Daily from Now On.

The season of extraordinary peril, when man and ships go down with alarming frequency on the inland seas, has now begun. Each year, from the first of November until the close of navigation, occur on an average more tragedies on the Great Lakes than during all of the rest of the season.

It is the season when, for the sake of higher rates, captains and owners hazard lives and property in mad races with the last cargoes from the North. From now on the scores of men who guard the dangerous points between Duluth and Buffalo are doubly vigilant. Constant guard is kept by life-saving crews. Powerful lights burn through every hour of the night and with the coming of autumn they burn through most of the hours of the day. At any minute the 300 watchdogs between the end of Erie and stormy Superior know that a tragedy may be literally blown upon them.

It is always during these days of late and dangerous navigation that occur those tragedies which forever after remain deep mysteries. A ship goes out and never appears again. Only during the cold, stormy autumn weeks has this been known to occur, with one exception. Then heavy fogs hide the beacons that mark the danger lines. There are blinding snowstorms which shut out the most powerful lights and gales which drive ships with a fury not equaled on the oceans.

These are the days when the "little ice devils" get in their work, when, despite all human efforts, tons upon tons of ice grow to the sides of ships and, like so much lead, weight them down to the bottom of the sea. In Superior, the bottom of which is filled with deep pits and caverns, a ship that is drawn down by the ice never returns to the surface, for down in the black, cold depths of the pits the ice never melts. Some have said that if this were so "Superior would in time become filled with ice," but scientific investigations have proved otherwise. The ice is heavy enough to carry a ship under water and when once under water the ship carries the ice to the bottom. Otherwise the ice would not sink. Bodies which sink in the lake are seldom recovered. Of the 190 persons drowned on the Great Lakes two years ago sixty were lost in Superior and only four of these were found. Of the 150 lost last year more than forty were drowned in Superior and three-fourths of the bodies disappeared forever.

This year the casualties on Superior have been tremendous and within recent weeks two ships have gone to the bottom there and only one person of all those lost has been recovered. With the unusually high rates paid for the carrying of ore this year, ship captains and owners are predicting that more vessels than ever before will risk the perils of lake navigation and consequently

more lives will be lost.

Notwithstanding the many tragedies that occur each year on Lake Superior, Erie has long been known as the "graveyard of the Great Lakes." From the day the British fleet met there and was defeated by the Americans its record has been rising. Many years ago superstitious sailors regarded her as possessed of devils and the majority of seamen would rise from their berths and completely dress if they were passing Point Pelee in the night. Off that point scores of vessels have gone to their doom and hundreds of lives have been lost. The most beautiful of the five lakes in calm weather, Erie, perhaps, with the exception of Superior, is the most violent during storms.

But the location of the "graveyard of the lakes" has been changing during the last few years and now it is probable that Lake Superior can justly claim that title. The increased traffic between Duluth and more Eastern ports is each year taking more and more vessels across Superior, and it must be said that Superior is the most dangerous stretch of water in America, especially from September on.

A late November trip across Superior is filled with days of anxiety for her crew, captain and owners. From wherever she is sighted along the way news is sent to the owners. But there may come a time when she appears no more. The story of the tragedy is simple. It may have been clear when the ship left port, but soon the air turns bitter cold and the clear sky gives place to banks of snow clouds. Darkness comes in the middle of the afternoon and oftentimes with this darkness a heavy gale. Now the darkness of a day is worse than the densest blackness of night. Through the latter gloom the lights from shore may be seen, but clouds of snow and sleet hide these. So everything depends upon the captain. If he thinks he is near the Big Sable light all eyes are strained to catch a glimpse of it. But that light, as powerful as it is, may not be seen a mile away. So, unwarned of danger, the vessel runs too close to the dangerous reef-riden shore and is beaten to pieces. This is what happened some time ago to the Western Reserve, within a short distance of the most powerful light on the lakes—the Big Sable.

This is one way in which Superior claims her victims. But there is another way, and a more terrible one. The day may be clear, but it is bitter cold. Waves and spray flash upon the ship, and ton after ton, the little "ice devils" are formed. Ice clings to the side of the ship, to the bow and to the decks. It encases the rigging, and although a dozen men work with axes and picks, it accumulates faster than they can cut it away. Within an hour after the temperature has suddenly changed the rudders of vessels have become useless. Inch by inch the vessel is drawn down. She soon grows unmanageable, and although the crew work desperately lightening her she continues to sink.

Then comes the moment when the crew must take to the boats, and shortly after the ship sinks. In the majority of cases the men are never heard from again, for the chances of life are small for those who set out in small boats on wintry Superior.

Such was the fate of the Algoma, and since the day she went down never a spar nor a rope of her has come to the top to tell the story.

Why Superior will continue to be the "graveyard of the lakes" is a matter of mere arithmetical calculation. While there are only about half as many wrecks on Superior as on either Michigan or Huron, from the fact that more vessels sail on these lakes, her mortality is twice as great. This conclusively proves the great danger of lake navigation there.

Lake Huron has long been known as the grave of the lumber barge and sunken treasure. While there is a great deal of mystery about the ways of Superior, there is more of romance about Lake Huron. Not so many years ago on the shores along Lake Huron were numerous lumbering camps, and each month hundreds of thousands of dollars were carried into the camps by the boats. In those days, too, lumber barges without steam did nearly all of the traffic, and hundreds of them lay along the reefs and shoals of the lake.

Millions of dollars in money have been lost in these wrecks, and at least three great fortunes in ingot copper have gone to the bottom there. There are few ports of shelter along Huron, and in case of storm a captain must run before the wind, or try to get between the dangerous shoals on the Michigan side. These shoals, which stretch from Thunder Bay to Saginaw, have demanded a sacrifice of scores of ships, and it was while trying to pass through that several ships went to the bottom some time ago. For seven miles off Point aux Barques these treacherous shoals intercept passing vessels, like a great trap. It was here that the City of Detroit sunk with \$60,000 in money aboard her—a treasure that has not been recovered. These same waters also bury the remains of the Water Witch and the load of copper which she was bringing down from the Michigan mines.

In the tragedies of the Great Lakes,

many curious and romantic things occur each year. For instance, after a fearful storm a freighter went to the bottom in Lake Superior only two or three weeks ago. At the moment the crew and six passengers, five women and one man, took to the boats. Three boats set out, and in that fight for life Superior played another of her grim jokes. Only the five women and the two men with them reached shore in safety.

Once all that Superior gave up to tell of another tragedy in which she has played a part was a bloody oar.

The big freighter Bannockburn left Duluth two years ago with a crew of twenty-two men. From the day she left port she was never seen again and never was a body of one of her crew recovered. What happened to her remains a mystery. For eighteen months the ice cold waters of Lake Superior guarded their secret. Then one day a wandering trapper in the Northern Michigan wilderness discovered an oar among the driftwood of the beach. Around the oar was wrapped a piece of tarpaulin, and when this was taken off a number of rude letters were revealed scraped into the wood. They spelled the word B-a-n-n-o-c-k-b-u-r-n. For fear that the letters would not be noticed, the one who had cut them had filled the cuts with human blood, and after this had frozen stiff had wrapped the tarpaulin about it. From that day to this nothing of the Bannockburn has been found.

Several years ago a three-masted schooner left Duluth. Then she disappeared as completely as though the sea had swallowed her. Months passed and the cold autumn sped into mid-winter. One day a trapper in one of the densest parts of the Michigan wilderness came upon a spectacle such as a human being is seldom allowed to look upon. Cast upon the shore was the ship, and from her keel to the mainmast she was coated with ice. On board were three frozen men, frozen stiff, one of them a mass of ice. Where the rest of the crew disappeared to is a mystery, although it is probable that they attempted to reach shore in a small boat and foundered.

Last year the Cordorus and the Queen of the West participated in a most interesting adventure during the late navigation season. The Cordor-

Torpedo Granite Ready Roofing

Made of pure asphalt and surfaced with granite. The roof that any one can apply. Simply nail it on. Roofing does not require coating and re-coating to live up to its guarantee. Resists rain, sparks, fire. For dwellings, barns, factories, etc. Torpedo Granite Ready Roofing is put up in rolls 32 inches wide—each roll contains enough to cover 100 square feet—with nails and cement to put it on. Send for free samples and particulars.

H. M. REYNOLDS ROOFING CO., Grand Rapids, Mich.
Established 1868

us, coming down from Duluth one cold, clear morning, sighted the Queen of the West flying a distress signal. Notwithstanding this fact the Queen of the West continued to sail away from the Cordorus, and it was with difficulty that the latter gained upon her. The Cordorus was about to give up the chase when a second distress signal was run up by the Queen of the West. There was something mysterious about this, and Capt. McKenzie, of the Cordorus, put on all steam. For over an hour the odd chase was kept up. Then the vessels came within hailing distance.

"Why don't you stop if you're in distress?" cried Capt. McKenzie.

"We can't!" replied the Queen of the West's captain. "We're weighted down with the little ice devils, and if we stop our momentum, we'll sink like lead."

Very cautiously the Cordorus ran alongside, and the crew of the other vessel came aboard. Ten minutes after leaving the Queen of the West, that vessel foundered and sunk.

Do Not Besmirch the Ermine of Your Business Life.

Honest buyers are not numbered among those who have taken exceptions to the "graft" stories published in this paper. Persons held in high esteem have not felt themselves involved in these exposures. On the contrary, they are pleased to know that the publicity given to the evil of the wrong-doers has freed the honest from the taint of suspicion. Our revelations show that the guilty, who have stood apparently for what was respectable and decent in personal life and in their business relations, have been well-nigh criminal in their handling of their employers' business. At least they have not been nakedly honest in diverting to their own pockets moneys which can not be said to have rightly belonged to them.

Despite the declarations of some of the pessimists in the trade that commercial "graft" is too widespread and deep-rooted to be eradicated, or even remedied, at this late day, these revelations were made in the belief that the moral conscience of these men is not dead, and that the publicity given to their acts might omen the coming of a more wholesome day. If no more has been accomplished than the stiffening of the backbone of the nature that is weak morally, but withal honest, to continue honest, then these revelations have not miscarried. If these articles have caused one faltering individual to inwardly pledge himself not to prostitute his genius or talents to "graft," if they have influenced one briber to promise himself to hereafter keep faith in human liberty and make no further attempt to enslave it by dollars; if the exposures have induced one employer to compensate an underpaid man with sufficient salary to lift him out of the way of temptation; if any one or all of these things have been accomplished, then the good work has taken root upon fertile soil and there is no reason to feel discouraged over

the unsavoriness of the things which have been done, for, indeed, better days are coming.

He who has been undone by his own wrong-doing is but a sorry figure among his own kind, because he has demonstrated his own inefficiency and failed. Little is left to him but sympathy, and the world has but small sympathy for a failure. As failure is inevitable to the "grafter," it is even so with the briber, for no firm can succeed for long that feels itself compelled to dole out "graft" in order to maintain a position in the commercial world. For a time only an organization may succeed that essays to buy its way into the good graces of buyers through the medium of dollars surreptitiously slipped to the wrong pockets. Discovery of such polluting methods will surely come, and although they may be slow at first, one follows soon upon another until publicity, although only whispered and gossiped about the market places, soon undermines confidence. A concern of apparent respectability having been unmasked, the inevitable decline sets in and the firm's retirement from the field is reported as due to other and more absorbing interests in another line of business.

The sharp fellow seems to overlook the fact that some day he may meet the sharper, and to his better regret. Mr. Sharp is a furnishings buyer for a large Eastern dry goods store and a comparatively new man in the place. One day Mr. Sharper, a salesman for a neckwear house, happens along. He has sold the department before the advent of the new man, who, after repeated calls, he has failed to interest to the buying point. Growing suspicious, he makes enquiry among rival salesmen and learns that which afterward induces him to approach Mr. Sharp somewhat after the following manner:

He does not talk business, but jolies the buyer along on the success he has had with the department, tells him he ought soon to make money for his employers, and, oh, by the way, Mr. Sharper has himself been making all kinds of money out of some gilt-edged mining stocks he but recently fell upon. He is drawing monthly a neat little sum from these stocks, and, happy thought, he has about \$5,000 worth in his pocket which he would like Mr. Sharp to accept; yes, as a present. They will pay him about \$15 a month, and all he has to do is to get the money. Mr. Sharp is delighted, accepts the stocks and forthwith makes an appointment to look over Mr. Sharper's line. Within the next three months he buys big bills from him, and, sure enough, the mining stocks are paying the promised dividend all right. But a little later Mr. Sharper, having wearied of paying dividends on "bum" stocks out of his own pocket, goes to the member of the firm who is his personal friend and tells him he has a "grafter" as a furnishings buyer. Retirement of Mr. Sharp and his discovery of the worthlessness of the stocks he got as a present. Was his future cheaply bought?

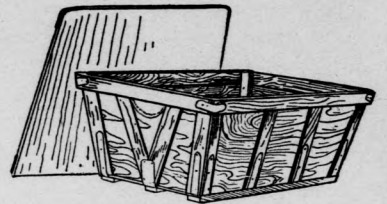
When You Buy Your Mixed Candies

be sure to have them come to you in these

Patent

Delivery

Baskets



They will be of great value to you when empty.

We make all kinds of baskets.

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

When our representative called on you with our complete line of candies did you place an order for our

Menthol Cough Drops?

If you didn't you are the loser, for from now on all winter the demand will be large and the public will insist on having only the best. Better place your order now.

HANSELMAN CANDY CO.
Kalamazoo, Mich.

OUR BAIT

Is just a little better than the other fellow's. That's why and that's how we are constantly landing new customers and holding on to the old ones. RESOLVE to buy your next order of us and be convinced that our Candies are the ones you want to handle. QUALITY WILL WIN.

STRAUB BROS. & AMIOTTE
TRAVERSE CITY, MICH.



Putnam's Menthol Cough Drops

Packed 40 five cent packages in Carton. Price \$1.00.

Each carton contains a certificate, ten of which entitle the dealer to ONE FULL SIZE CARTON FREE

when returned to us or your jobber properly endorsed.

PUTNAM FACTORY, National Candy Co.

Makers
GRAND RAPIDS, MICH.

"Graft," the cankerworm that is eating into the very vitals of commerce, is introduced to the weak moral nature in many ways. A somewhat open method of inoculation was introduced by a shirt seller who, finding, after repeated efforts, that there was no merit in his samples of sufficient importance to appeal to a certain buyer, finally made a bold attack upon the nature he had good reasons to think susceptible to "graft." Getting the buyer alone and free from interruption, he displayed before the admiring gaze of that individual a number of samples which he declared had been made up exclusively for the buyer. He induced him to feel the quality of the fabric, and as the buyer's hands came in contact with a crisp banknote, his appreciation of the goods took the form of an order. He liked the goods ever so much, was surprised that he had not before known of the excellent values and styles. Yet the seller, even to this day, believes that the greenback designs had much to do with his getting the business.

There has been considerable trade comment on our series of "graft" stories by merchants and heads of wholesale business houses, to the effect that while they were aware that this menace to the freedom of the individual existed, they did not know, until reading these exposes, that business dishonesty is so rampant, and were at first loth to believe it, because it is such a sad voucher for the intelligence of the business. "Graft" was formerly associated with politics, where it was naturally supposed to be ingrained. But, as an able editorial writer for the lay press says, referring to the "yellow dog" fund exposure in the high finance of insurance, "The popular designation of the purpose of this loan savors of the argot of thieves, of the gutter. Just as 'graft' has grown from a furtive thing of the dive and the brothel to the dignity of a national problem, so this term may obtain permanency in the language."

Professor William J. Ghent, in his "Mass and Class," comments on the fact that "graft" was not countenanced when the 1899 edition of the Century Dictionary went to press, and adds: "But a growing recognition of the prevalence of the thing itself and an appreciation of the peculiar expressiveness of the term have forced its acceptance into the literature of the day. So far its use is in the main general and undifferentiated."

"And why do men 'graft?'" asks Professor Ghent. "It is not because they are innately dishonest. On the contrary, one is probably safe in postulating a universal aspiration toward honesty. But whatever one's ideals may be, he is necessarily the creature of his time, and the most powerful detriment of conduct in any particular time is the prevailing mode of production and distribution.

"Under our present mode the individual is forced to seek material advantage over his fellows, and his ethical standards, as a matter of course, sanction the acts which are

necessary, or are in the main profitable. Our practical ethics develop hand in hand with the development of industry; they are modified by modifications in the form of production, and in general they accord with our material interests.

"Men graft because it is to their material interests to do so, and because, it being to their interest, they do not as a rule recognize graft as wrong. It can not be otherwise, no matter what is preached or taught by a few individuals providentially placed apart from the unremitting struggle.

"So long as men consent to abide by an individualist, competitive mode of production, they must seek an advantage over their fellows. The character of that advantage can not be purified, except in spots, by law. It is determined by necessity, and necessity, according to the adage, knows no law. Only by removing the incentive will society eliminate graft."—Apparel Gazette.

When His Turn Came.

The story is told of an Irishman who bitterly resented the prejudice against his race that he believed constantly militated against him. On one occasion, when he applied for a place on a sailing vessel, the Captain asked for a reference.

"A reference!" exclaimed the Irishman, "for a common sailor's job!"

But the Captain insisted, and the reference had to be obtained before he was engaged. When presently another applicant, an Englishman, was engaged for a similar place, but without demand for reference, naturally the Irishman was indignant. He was, of course, obliged to smother his anger, but he cherished his grudge both against the other sailor and the Captain.

One day the two sailors were at work near each other, each with a pail of soapsuds scrubbing off the deck. The Englishman was resting his pail on the rail for an unguarded moment, when a sudden lurch of the vessel sent him overboard with his implements.

The Irishman arose shouting lustily; then recollecting himself he suppressed the "man overboard" that came to his lips.

As the Captain and others came running to see what the hubbub meant the Irishman waved his arms dramatically toward the unfortunate sailor struggling in the water.

"The Englishman that ye took without a riference, sor," he said, "is gone off wid yer pail!"

Fellow Feeling.

"What do you think of our great town?" asked the New York man.

"Not much," replied the Chicago visitor, as he took a tighter hold on his grip.

"I'm surprised. Didn't I tell you that there was a fellow feeling for Chicagoans when they came to Gotham?"

"Don't doubt it. There were two or three fellows feeling for my pocketbook as soon as I stepped off the train."

FREE

If It Does Not Please

Stands Highest With the Trade!

"Gold Mine"

Stands Highest in the Oven!

3,500 bbls. per day



Sheffield-King Milling Co.

Minneapolis, Minn.

Clark-Jewell-Wells Co.

Distributors

Grand Rapids, Mich.



One of the most important items in a grocery is a good trade getter and a healthy profit too.

A fine tea will bring customers and keep them.

For a medium priced article that pleases all who like the best, use "QUAKERESS."

For higher priced ones use our "CEYLON RAMA" and "CEYLON BANTA."

Say, with this trio in your stock you couldn't keep 'em away.

WORDEN GROCER COMPANY

Distributors

Grand Rapids, Mich.

HARDWARE

How To Meet Catalogue House Competition.

This little work is not gotten up with the object of attacking the dealer or retail merchant, nor is it gotten up to promote, defend nor condemn the business of the catalogue house. Its sole object is to show how and why it is possible for a rank outsider to come into any locality and abstract the trade and cash from the friends whom we have known personally for years.

There are retail merchants in business everywhere who seldom get out of their home town; their business interests keep them home almost 365 days a year. These merchants seldom have opportunity to talk with any great number of other merchants in other localities. As a result of this isolation, the greater number are unable to figure out the catalogue house correctly. After trying a while, some conclude to blame the manufacturer, on the ground that wholesale prices are so high no retail merchant can successfully compete against the catalogue house. Still other merchants, after fruitless efforts to solve the matter, give up the case as hopeless.

There are men whose business interests require them to visit a great many towns and cities during the year. These towns and cities are in some instances thousands of miles apart. With these men the catalogue house question comes up daily and is discussed by them in all its phases, with all classes of merchants. Men who travel widely and meet a vast number of merchants, and who are observing, get to enquiring and finding out the ins and outs of the catalogue business, the methods employed to get business and the results. They also ascertain the methods employed by the merchants whom they call on, to get and hold business, and the results. It is but fair to compare notes, and this is what the writer aims to do. The result of his investigation along these lines is given but with one object in view, not to condemn the catalogue house, not to condemn the retail dealer, but simply to help him overcome the catalogue proposition.

What must the merchant do to keep the catalogue house from getting his trade? Some merchants have studied this question very exhaustively. They know all about it. They have solved it. They do not complain, for they have nothing to complain about. The catalogue house does not worry them in the least.

If the catalogue house worries you, possibly you may know of some successful merchant in your locality who tells you that he does not worry about the catalogue house. Ask him how he keeps this kind of competition down. Study his methods and then compare your methods of doing business with his.

The writer has met a great number

of these successful merchants who do not complain of catalogue houses. Strange to say their methods in the main are identical. The suggestions herein as to how to prevent the catalogue or mail order house from doing an extensive business in any locality are inspired by the sayings of these successful merchants.

To begin with, the catalogue house is a corporation, composed of men (perhaps some of them are in the retail business) who combine a certain amount of money in order to reap profit. It is safe to say that the men who conduct the catalogue business meet every so often, and devise ways and means to corral business. It is very evident that these meetings bring out one idea paramount to all others—that is, advertising.

Now the word "advertising" does not mean an expenditure of money in inserting cuts and other notices in newspapers. The word "advertising" in its broader sense simply means a way to reach the consumer so as to sell him wares. The catalogue house, from its name, believes the best way to reach the consumer is by and through catalogues. Therefore, it is safe to assume that every catalogue house appropriates so much money each year for the getting up of and distributing of catalogues. This item of expense must certainly be charged up on the books as advertising.

After the catalogue is gotten up, it must be sent somewhere. So a list of your customers is secured and a catalogue is sent to each. Now this is why the catalogue house is enabled to do business. They believe in and adopt modern ways of securing trade, and this is the whole secret of the success of the catalogue house being able to sell to your friends, for the catalogue house has what you have failed to get—that is, a list of the buyers in your neighborhood. Have you such a list? If not, are you really entitled to a big volume of business when you do not care to spend, in your vicinity, the same amount of time and money to get it that the catalogue house does? Can you expect to get something valuable for nothing? The catalogue house does not believe so, for they spend every spare minute of the day writing to your customers. Now, if you don't believe in spending your spare time in trying to get trade, why should you condemn those who do believe in working hard, and who as a result of this hard work secure trade? It is the catalogue that is sent out that does the harm, for if the catalogue was not sent out, how could the consumer ever know what the catalogue house had for sale, and if they did not know what was for sale, how could they ever buy? Now, is it reasonable to complain of the catalogue house? Just stop to figure it out for yourself. The catalogue fellow is doing exactly what you do. He has to buy his goods. So do you. He wants to sell them at a profit; so do you. He does not care who he sells them to; neither do you. The difference is, he spends more money for advertising right in your own neigh-

borhood than you do. If you don't believe this, just figure it out and then ask yourself, Do you spend as much money for advertising, in proportion to your sales, as the catalogue houses do in proportion to theirs?

As a good business man, can you expect to do more business at a less expense than any other good business man? If you do it and can keep it up, what is the use of complaining of the catalogue house at all? If you do complain of the catalogue house getting your business away from you, the cause of the complaint is because you are trying to do a big and profitable business at a small expense, which can not be done in these days of competition. The chances are that if some other good business man were to open up a store in your town and



Notice!

Low Prices, Buggies, Road Wagons, Surreys. If interested it will pay you to investigate.

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

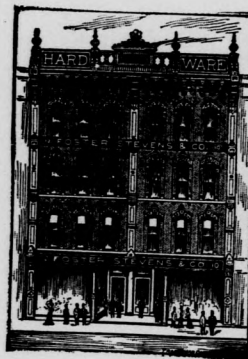
Our Window Glass Quotations

Will land your business.
Send your orders Now.

G. R. GLASS & BENDING CO.

Bent Glass Factory,
Kent and Newberry.

Office and Warehouse,
187-189 Canal St.



FOSTER STEVENS & CO.

Grand Rapids, Michigan

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

MICHIGAN STORE & OFFICE FIXTURES CO.

JOHN SCHMIDT, Prop.

Headquarters for counters, plate glass and double strength floor cases, coffee mills, scales, registers, etc.

Large assortment of counter tables.

79 South Division St.

Grand Rapids, Mich.

Warehouse on Butterworth Ave.

advertise his wares more than you do yours, he would likewise get your trade away from you.

Some merchants who complain about the catalogue house, and who have read the foregoing up to this point, will keep repeating, "Price, price, they undersell us." Well, let us say to these merchants that a few years back, and before the catalogue house came so prominently in evidence, a certain St. Louis manufacturer, who knew what hustle and hard work meant in profit, sent carloads of ranges right to your depot. He also beforehand got a list of your best customers, and went right to them, and sold your best friends \$70 ranges, which were not as good as the ones you ask \$45 and \$50 for. Now, suppose this St. Louis manufacturer, still possessing the same desire to sell your friends his great non-breakable, hit-me-with-a-hatchet, Jesse James range, had failed to get a list of your customers, or had failed to send men to see your customers, how many of his cheap or cut-in-three-part \$70 ranges would he sell? Just a few years ago it was the complaint that a rank outsider sold your trade for twice the money you ask for your goods. Now, it is the complaint that a rank outsider sells your trade for half the money you ask. Yet the whole secret of how he got the big price, and of how he now gets the small price, remains to a great number of merchants unsolved. The lesson of getting what we work for is not looked into at all. Yet here is the whole secret solved. It is not price, but simply good business practice that sells the cataloguers' goods.

One of two facts must be true. Either the manufacturer who sells the retail merchant is securing an enormous profit from the high price he asks, or he makes a better grade of goods, and must necessarily get a bigger price for his goods, which better grade gets a larger retail price than those sold by a catalogue house. We will leave this subject entirely to the dealer's judgment, for he knows that he buys a better grade of goods.

Advertising is the keynote of success. First, get a list of all the householders in your town and vicinity; then send them circulars, send them letters, send them prices, invite them to your store, advertise in the newspapers, keep your name before the public, sell good goods and get good prices. You can do it, but you can not do it without advertising.—F. P. McCarty in American Artisan.

Recent Business Changes in the Buckeye State.

Cleveland—Daniel Martin, of D. Martin & Co., commission fruit and produce dealers, is dead.

Columbus—J. L. McCoy will continue the tinning business formerly conducted by McCoy & Stewart.

Eaton—The implement business formerly conducted by M. & D. Crumbaker will be continued in the future by D. Crumbaker.

Kent—Smith & Crispell are succeeded by Crispell & Weaver in the carriage business.

Miamisburg—M. Morg succeeds Frank Hall in the bakery and confectionery business.

Resaca—The general merchandise business formerly conducted by M. S. Lombard will be continued in the future by M. E. Tarpene & Co.

Springfield—C. W. Flick & Co., dealers in butter and eggs, have discontinued business.

Sugar Grove—David Clark will continue the flour mill business formerly conducted by Patton Bros. & Clark.

Van Wert—Jackson & Baxter are succeeded in the tobacco and cigar business by Baxter & Ziegler.

Willshire—Baucher & Counterman will continue the bazaar store formerly conducted by J. F. Baucher.

Overton—A petition in bankruptcy has been filed by the creditors of Gearhart & Hawk, hardware dealers.

Sandusky—A receiver has been appointed for the Warren Electric Manufacturing Co.

Norwalk—A petition in bankruptcy has been filed by the creditors of the Norwalk Lumber & Manufacturing Co.

Cleveland—The creditors of Chas. S. Paddock, furrier, have filed a petition in bankruptcy.

Recent Trade Changes in the Hoosier State.

Frankfort—The business formerly conducted by the Frankfort Brass Works will be continued in the future under the style of the Frankfort Brass Works Co.

Goshen—Blough Bros. & Nehl succeed C. L. Landgraver in the hardware business.

Greencastle—W. L. Ledbetter has sold his furniture and undertaking business to E. Lynch and Oran Beckwith.

Indianapolis—The drug business formerly conducted by J. D. Pearson will be continued in the future by the Pearson Drug Co.

Kokomo—Birely & Frazier are succeeded by P. O. Hile in the grocery business.

Kokomo—The Kokomo Gas Light & Coke Co. is succeeded in business by the Kokomo Gas Co.

Livonia—Arnold & Gardner will continue the dry goods business formerly conducted by O. E. Arnold.

Paoli—S. S. McIntosh will continue the grocery business formerly conducted by McIntosh & True.

Peru—The cabinet manufacturing business formerly conducted by Hebold, Beck & Miller will be continued by Jacob Hebold under the style of The Standard Cabinet Manufacturing Co.

Wabash—Simpson & Jones, furniture dealers and undertakers, will admit I. Lutz to the business.

Bloomington—A petition in bankruptcy has been filed by the creditors of Ellis I. Frame, dealer in general merchandise.

Eternal Vigilance in Fluid Form.

"Day before yesterday," said the druggist, "a German woman came into my store and remarked that she had read of an infallible remedy for a certain well-known household pest, and handing me a clipping from a

German newspaper published in New York, enquired if the stuff was dispensed in liquid or powder form, and how much it would cost.

"I saw that she had underlined certain words of the clipping, and on reading the whole article I found that the writer of the German paper who has charge of the question and answer column had given all the advice of which he was possessed, but evidently did not himself place much reliance upon the usual remedies, and had wound up his reply in a facetious way, saying in quotation marks that the very best thing to use was 'eternal vigilance,' the quotation being printed in English.

"I told her 'eternal vigilance' was a fluid which cost 25 cents, and gave her some corrosive sublimate and benzine."

Mrs. Jones—Mr. Sniffins told me he had a dangerous operation performed when he was at the hospital.

Mr. Jones—Yes, they cut out his booze.

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.
Grand Rapids, Mich.

TRACE YOUR DELAYED FREIGHT Easily and Quickly. We can tell you how. **BARLOW BROS.,** 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.

THE FRAZER

- Always Uniform
- Often Imitated
- Never Equaled
- Known Everywhere
- No Talk Required to Sell It
- Good Grease Makes Trade
- Cheap Grease Kills Trade



- FRAZER Axle Grease
- FRAZER Axle Oil
- FRAZER Harness Soap
- FRAZER Harness Oil
- FRAZER Hoof Oil
- FRAZER Stock Food

"Frenzied Finance"

That kind of business which will permit a man to pay one-third more for hard coal than for Genuine Gas Coke.

Pearl and Ottawa Sts.

Grand Rapids Gas Light Co.



Special Features of the Grocery and Produce Market.

New York, Nov. 4—Never has there been such a rush in grocery circles as now. There is every indication that the year will go out in the greatest "blaze of glory," financially speaking, we have ever seen. The election has absorbed a good deal of energy and attention, for its issues are most important, but, now the campaign is ended, men are coming to their own again. If there is anything to be desired now it is rest.

If the trade generally is active, this statement will hardly hold for each individual article, and accordingly we find a very quiet week indeed in the coffee market. Buyers are taking small lots and apparently do not care whether they buy a week ahead of current wants. Nor are sellers so firm as they have been, and a slight decline is recorded in some lines. In store and afloat there are 4,441,127 bags, against 3,801,414 bags at the same time last year. In an invoice way Rio fetches $8\frac{1}{4}$ @ $8\frac{3}{4}$ c. Mild grades have been as quiet as have Brazil sorts and at the close good Cucuta is unchanged at $9\frac{1}{2}$ c and good average Bogotas, 11 @ $11\frac{1}{4}$ c. No change is to be noted in East India sorts.

Business, so far as refined sugar is concerned, has consisted of withdrawals under previous contracts. Hardly any new transactions are to be noted and the general situation appears to indicate a continuance of quiet conditions for the remainder of the year. No demand exists for raws and refiners appear to be interested in the campaign rather than the market.

The tea trade is in a fairly satisfactory condition. There is room for improvement, but, all in all, the outlook is quite favorable. Prices are well sustained and the demand shows a tendency to enlarge. Package teas are more and more sought for and appear to "rule the roost."

There is a better demand for rice, owing, perhaps largely, to the fact that quotations here are below those at the South. Most of the call has been for the better sorts and low and medium grades are in comparatively light request.

Cloves are very firm and show some advance, Zanzibar being very near $14\frac{3}{4}$ c, and advices from the East indicate that we may look for still better quotations here before long, as receipts are light. While there is simply an everyday call for other spices, the outlook is favorable to the holder. Singapore pepper, $11\frac{1}{2}$ @ $11\frac{3}{4}$ c.

Sales of grocery grades of molasses have been numerous. The advancing season indicates an excellent winter trade and prices are very firmly sustained. Syrups are in rather moderate supply and firm.

There is a good steady demand for canned corn at a price ranging around $42\frac{1}{2}$ c. There are lots of people who like this product—retailing

at 5c—and for such people it is just the thing. Of course, every can sold hurts the sale of really desirable stock and holders of good New York and Maine corn have to wait until this stuff is sold before they can come in for their reward. Tomatoes appear to have reached high water and the tide is probably on the ebb. It has been confidently thought for weeks that we should have free sales at \$1; but when $97\frac{1}{2}$ c was reached there seemed to be an end of the matter, and holders at this figure a week ago will give heed to a fractionally lower rate, if necessary to effect sales. Really choice peas appear to be pretty well cleaned up and only the lower grades are left in any quantity. Fancy Chinook salmon are reported as in good enquiry and inferior fish are moving very slowly. Canned fruits are fairly active and very firmly held.

The supply of and demand for extra creamery butter appears to be of very moderate proportions and not over 23c can be named, although in some cases perhaps $23\frac{1}{2}$ c could be named. Firsts, 20 @ $22\frac{1}{2}$ c; Western factory, $16\frac{1}{2}$ @ $17\frac{1}{2}$ c; renovated very quiet within a range of 19 @ 20 c.

Cheese is higher in the country than for many years and, of course, the city markets feel the effect. At the close extra full cream State is worth $13\frac{3}{4}$ c and even at this the supply seems moderate. Every kind of cheese, whether full cream or skim, is in good shape and tending higher.

Eggs remain luxuries, retailing at 40c for nearby stock. In the market, 35c; Western extra firsts, 27 @ 28 c; seconds, 22 @ 24 c.

Proud of Her Canning Industry.

Monroe, Nov. 7—An industry of which this place is proud and which helps materially in booming the town is the canning, packing and preserving industry. There are two large factories.

The Monroe Canning & Packing Co. is largely in the field for tomatoes, and although the tomato crop this year was not as large as expected, the company put up 8,000 cases. The entire output this year was readily gobbled up at a high figure. The company also cans pumpkins and beets. The plant is worth \$15,000, has been in operation for the past five years and employs in good seasons upwards of 125 hands.

The Floral City Canning Co. puts up mostly canned corn, string beans, apples, sauerkraut and cider. The concern has had a flourishing season, as 15,000 cases of corn, 3,500 cases of string beans and 3,000 cases and 1,000 barrels of sauerkraut were placed on the market. The crop in Monroe county was only about normal, except cabbage, and they could have easily disposed of 20,000 more cases of kraut. The entire output is already marketed, with the exception of the corn. The plant is worth \$20,000 and has been in operation for the past three years, employing upwards of 100 hands.

The knowledge of nineteen can lay the wisdom of sixty in the shade.

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.

Your orders for

Clover and Timothy Seeds

Will have prompt attention.

Wanted—Apples, Onions, Potatoes, Beans, Peas

Write or telephone us what you can offer

MOSELEY BROS., GRAND RAPIDS, MICH.

Office and Warehouse Second Avenue and Hilton Street Telephones, Citizens or Bell, 1217

We Buy All Kinds of Beans, Clover, Field Peas, Etc.

If any to offer write us.

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

Butter, Eggs, Poultry

Shipments Solicited.

Prompt Returns. Phone or Wire for Prices Our Expense.

SHILLER & KOFFMAN

Bell Phone Main 3241

360 High Street E., DETROIT

I NEED FRESH EGGS

Fresh eggs 21c delivered Grand Rapids.
I want Potatoes in car lots. Write or wire.

C. D. CRITTENDEN

3 North Ionia St.

Both Phones 1300

GRAND RAPIDS, MICH.

Place your Thanksgiving order with us now for

Cranberries, Sweet Potatoes, Malaga Grapes, Figs, Nuts of all Kinds, Dates, etc.

We are in the market for

Potatoes, Onions, Cabbage and Apples, Carload Lots or Less

THE VINKEMULDER COMPANY

14-16 Ottawa St.

GRAND RAPIDS, MICH.

WE WILL PAY THIS WEEK

20c for Fresh Eggs on Train

14c for Live Turkeys c. a. f.

8c for Live Chickens c. a. f.

Check goes back day goods arrive.

WESTERN BEEF AND PROVISION CO., Grand Rapids, Mich.

Either Phone 1254

71 Canal St.

We are now paying F. O. B. Grand Rapids, Mich., for fresh eggs 21c; choice dairy butter, crocks or rolls, 18c; packing stock butter, 15c. Advise us just what you have to offer in butter and eggs and we will write or phone you our best price. We want your orders for Maple Sugar and Syrup.

Pure Maple Sugar

1 or 2 lb. cakes, 50 lbs. to box, per lb.9 $\frac{1}{2}$ c

5 oz. cakes to retail 5c. 40 lbs. to box, per lb.10c

Pure Maple Syrup

1 gal. cans, $\frac{1}{2}$ doz. in case, per case \$5 40 | $\frac{1}{2}$ gal. cans, 1 doz. in case, per case \$5 70

$\frac{3}{4}$ gal. cans, 2 doz. in case, per case . \$6 00

Our Offer—Order two or more full packages, either maple sugar or syrup, and we will prepay freight charges. Sample every package. If you are not entirely suited return at our expense. Free samples and particulars sent on request.

Established 1894. **STROUP & CARMER,** Grand Rapids, Mich.

Driven Out of Chicago by Union Labor.

Chicago, Nov. 7—Led by the Allis-Chalmers Co., which is said to be planning to shut down its works here and do all business hereafter at the \$3,000,000 plant being built in West Allis, Wis., several firms are declared to be forsaking Chicago because of the union labor difficulties here.

Much of the company's machine manufacturing business has already been transferred to Allis, a suburb of Milwaukee. The general offices of the company have already been removed from here to Milwaukee. The change was begun soon after the fourteen months' strike of the machinists' union was ended.

Other concerns leaving Chicago because of union labor troubles and the number of men employed by each are as follows:

Greenlee Bros., machine manufacturers, moved to Rockford, 250 men; Foster, Kimball Co., machinery, to Elkhart, Ind., 60 men; Chicago Writing Machine Co., to Grand Rapids, 80 men; Challenge Machinery Co., to Michigan, 50 men; Pierson Machinery Co., to Detroit, 60 men; Sidway Manufacturing Co., to Elkhart, Ind., 150 men; Morgan Electric Machine Co., to East Chicago, 125 men; Ehmann Bros., furniture manufacturers, to Decatur, Ill., 500 men; Plate Glass Works, to Chicago Heights, 100 men; Kabo Corset Co., to Aurora, 500 girls; Eisendrath Glove Co., to Rockford, 300 girls; Brunswick-Balke-Collender Co. factory, to Muskegon, 800 men; O. P. Bassett Printing Co., to Aurora, 300 men; Cribben, Sexton Stove factory, to Aurora, 1,000 men; Carter & Crosette shirt factory, to Elgin, 200 men; Bates Machine Co., to Joliet, 600 men; total, 4,775 men.

Will Sell Output of Its Rival.

Adrian, Nov. 7—The principal piece of industrial news the past week concerns one of the largest fence deals in local history. It is the announcement that the Lion Fence Co. will sell a large proportion of its output direct to the Page Woven Wire Fence Co. This move is in line with modern methods of concentration—the Page company having one of the best organized fence selling forces in the country. The Lion Fence Co., although only about a year old, has done a large and growing business, and is many carloads behind now with its orders, but the new arrangement will enable the management to devote its whole time to manufacturing. The Lion company will take care of its present orders, and then take its entire force of traveling men off of the road. The Lion company now has six looms in operation, has two more nearing completion, and will order two more, and as the looms

are very fast the company will be able to turn between five and six carloads of fence per day.

All Running Full Blast.

Alpena, Nov. 7—Every factory in Alpena is running to its fullest capacity and many of them will experience difficulty in shutting down the customary two weeks in January to make necessary repairs. The winter promises to be unusually lively in this place.

With the continued fine weather the extensive building operations which began with early spring here go merrily on; in fact, the work bids fair to continue well into the winter. The new city hall, which will cost \$50,000 when completed, is nearly ready for the roof, which the contractor hopes to get on before the first heavy fall of snow. Large crews of men are rushing work on the new Cohen block and wholesale warehouse of the Holmes & Kelsey Co., and these buildings will be ready for occupancy in three or four weeks.

The new water works pumping station is about completed.

Cold Weather Makes Fat Turkeys.

"Cold weather makes fat turkeys," said the poulterer.

"Why?"
"Because in a warm fall the ground keeps soft, the vegetation lingers on and the fields are full of worms and bugs. What's the result? The result is that the turkeys, from sunrise until dark, tramp the tempting fields on long forages, eating the worms and bugs, which thin them, and walking all their soft and fine flesh into tough, stringy muscle.

"A cold fall, with early frosts and snows, freezes the ground and kills the bugs. Then the turkeys are not tempted to wander. They loaf in the farm yard, gorge on an abundance of grain, and put on flesh like a middle-aged woman at a seashore hotel. "But in a warm fall hunting the irresistible bug the turkeys do their fifteen or twenty miles regularly, and become athletes. For athletic turkeys there is no public demand."

The Newest Beet Sugar Plant.

Blissfield, Nov. 7—The Continental Sugar Co. began operations Monday, and indications are that the run will last for 100 days, night and day. The factory employs 200 men. The plant, which cost \$600,000, has a capacity of 500 tons of beets per day. The plant is built of brick and cement and is absolutely fire proof, and for its size is considered by experts one of the most complete plants in the country. The company uses the Steffin lime process, by which means it can utilize all wastes by other methods and turn out nothing but the granulated article.

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.

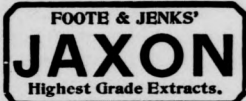
REFERENCES

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

Established 1873

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
JACKSON, MICH.



We have the facilities, the experience, and, above all, the disposition to produce the best results in working up your

OLD CARPETS INTO RUGS

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.

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.

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

REMARKABLE TALE.

Letters from a Clumsy Fakir in Spain.

What a lot of good things there are floating around in this world, anyhow! Opportunities are constantly seeking the man, and if the man is not careful, they will overtake him. And then his purse will be lighter if his heart is not, and he will perhaps have a young girl on his hands and a lot of experience besides. Within the past month there have been received in this city no less than five letters, all addressed to men of means, known for their charitable disposition, asking aid for the young daughter of the writer and who is always represented as a relative of the person addressed. As told in the Grand Rapids papers recently, similar letters have been received in neighboring towns. The would-be bunco artist writes from the port of Valencia, in Spain, and signs himself Manuel Garcia. He is evidently a foreigner, and just as evidently a clumsy fakir who is trying to live by his wits. He claims that his wife was a sister or other relative of the person addressed, and that she died leaving a daughter who is now in Spain and also in hard luck. He asks the person addressed to undertake the care or support of this young lady. There was but one message to Garcia, but this particular Garcia, for one of restricted means and confined in prison walls, enjoys unusual advantages for sending out money.

Boiled down from a mass of bad English, the tale of woe of this adventurous beggar is as follows: He is a gentleman of wealth from Spain. When Cuba had trouble several years ago, he left his happy home and emigrated to that unhappy isle, leaving his wife and daughter in Spain. He was careful, however, to take with him a little spending money which he might use on the trip. It was not much, for him, but just what he could comfortably spare for the trip. While in Cuba he incurred the displeasure of the Spanish authorities. He determined to go back to Spain, but believing that the Dons had it in for him, he made up his mind that it would be just as well to stop over in London and bank his wad. This he did, but the amount deposited was not large; only what loose change he had left after doing Cuba as Cuba should be done. The sum is said to have been 39,000 pounds sterling, but then you can not tell for certain. He may have been holding out fifty cents, just to fool the old woman. He learned that his wife had died during his absence and had never written him about it.

He obtained from the bank a certificate of deposit for this trifle of 39,000 pounds and then started for Spain with the certificate hid in his portmanteau, in a secret cave or other receptacle. Arriving in Spain he found that the Dons had not forgotten him, but they seized him and captured his valise and locked him up in a castle at Valencia. His jailer is also his confessor, and says that he is sick and can not long live. Before shuffling off his mortal coil he wishes to

provide for his daughter, and therefore he writes to you. He asks you to write to his jailer, Sr. Don Luis Mora, at 46 Calle don Juan de Austria, Valencia, Espana, and arrange to import the old chaplain and his daughter. They will bring along the valise and the certificate of deposit for 39,000 pounds, which money shall all belong to the girl after he is gone, as he intends to will it to her—all but a certain portion, which he will make over to you as a reward for your generosity. He is willing to trust all to your discretion, but he hopes you will not mention his little note to a soul. He asks you to write to the old Don, Luis Mora, and enclose a letter addressed to him, Manuel Garcia. He is unable to correspond with his daughter, who is kept as a pensioner at St. Helena, and who is probably wondering why the old man does not send her some valenciennes lace as long as he is right there on the spot. He can write only when the old chaplain manages to smuggle out the letters for him, and judging from the number of letters received in this city the old fellow must be a pretty good smuggler.

Manuel asks nothing for himself, only succor for his daughter, and judging by the number of his letters he must expect a whole string of suckers. He sends out so many messages that it is suspected that he must have been at one time a district messenger and has gone wrong on yellow covered novels or dippy on cigarettes. The fair Emily, who is represented as being only 15, will have many more birthdays before she can take her proposed trip to the United States on money copped out by such a silly rigmarole. One Grand Rapids man who wrote for more particulars, and who asked some leading questions, received a reply telling him to go to hades, from which circumstance he knows that the old chaplain delivered the letter all right, for the chaplain himself would not use such language.

Everything Limited.

The old farmer went to one end of the swaying coach to wash his hands. He could find only a few remnants of soap. "Boy," he drawled, "there don't seem to be much soap here?"

"No, sah," chuckled the porter, "you know dis is de limited. Ebby-thing abohd am limited."

Then the old man tried to fill a glass from the water cooler. He could only force out a few drops.

"Where's the water, boy?"

"Not much water, sah. Dat am limited, too."

Presently the porter brushed the old farmer down and the latter handed him nine coppers.

"Why, boss," protested the porter, "yo' gib de porter on de udder train a quarter."

"I know that," chuckled the old farmer, "but you know this is the limited, and everything should be limited."

Lots of men make love as if they learned it in a correspondence school.



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Give them a big heaping measure, one that shows they are getting their money's worth

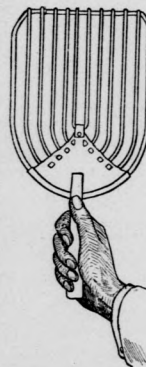
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Hocking Dry Measures

give everyone a square deal. They satisfy customers with a full standard measure, while they insure you your legitimate profits. Hocking measures save time. Simply slip them in the sack, fill and lift out, leaving vegetables in the sack.

A Set of Four Peck, 1/2-peck, 1/4-peck, 1/8-peck sent prepaid for \$2.75 Or \$2.25 of Your Jobber

W. C. HOCKING & CO., CHICAGO



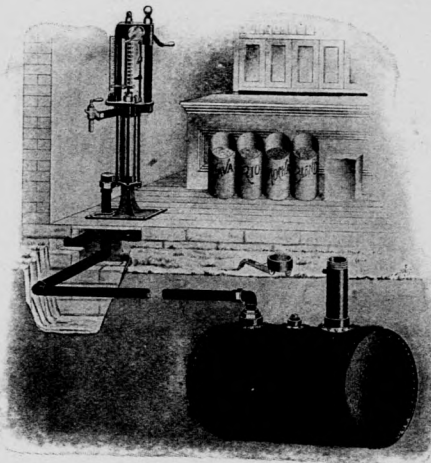
Don't Make your Fingers Into Paws or Potato Diggers

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Price 75c



THE LIFE OF GASOLINE

The vital element of gasoline is the gas. If this gas has been allowed to escape, the gasoline is "stale" or "flat" and your customer becomes dissatisfied.

THE REMEDY

Buy a high quality gasoline and store it underground and thus keep it at a uniform temperature, using the

Bowser Long Distance Gasoline Storage Outfit

It is absolutely evaporation proof and so retains the high quality of your gasoline.

It is absolutely safe and is permitted by the Insurance Companies.

It is convenient, gasoline being pumped and measured directly into your customer's can without the use of measure or funnel.

It is economical, as it prevents loss thro' evaporation and spilling.

Full information free.

Ask for Catalog "M"

S. F. BOWSER & CO. Fort Wayne, Ind.

DISHONEST CLERKS.

Temptation Is Too Often Put in Their Way.

If you are one of those grocers who have been unlucky enough to be robbed by a clerk, I suppose it has never occurred to you that you may have been more to blame than the clerk.

Yet that is the fact.

Of course, I know there's an obligation on all of us to be honest. Nothing can excuse dishonesty, but sometimes something can explain it.

We are all human, and we are all weak. It takes more heat to break some of us than to break others, but somewhere in the fire there's a degree of heat that will melt pretty much all of us.

Let me find a million dollars in the street on the day before pay day, when I am on my way somewhere to borrow 15 cents for lunch, and I am free to admit I would eat it rather than let it get away.

All this leads me to say that the merchant who puts on a clerk a tougher temptation than he can bear is responsible if the clerk sinks under the load.

He won't admit that, but he is.

A grocer I know once had his young brother in with him as cashier. He does a strictly cash business and none of the clerks handle money at all.

The brother who was cashier was a good-looking young fellow, with a cheery word for everybody. I have seen him up against a Saturday night trade, with customers standing in line to pay him money and get their change, yet he never once got snappy or even ruffled. He was as polite a little fellow as I ever saw. Capable, too—I could tell that by the way he swept in the money and slapped out the change.

About two weeks ago I called at that store and found a middle-aged woman in Charlie's place.

"Where's Charlie?" I asked the grocer when I finally got at him.

The man's mouth tightened into a straight line and I knew something was up. He knew I liked the boy, so he did not make any bones about telling me.

"It'll surprise you when I say that I found that Charlie had stolen over a hundred dollars from me," he answered, sharply.

Well, I was knocked endways! I would have trusted that boy as far as my own son.

It didn't take him long to tell the story. All of a sudden he had found that the receipts were less than they had been, although the business was the same. None of the clerks handled the money, only Charlie. Everything pointed straight at the boy and it was not much trouble to get him to confess.

"Did you ever put any check on the lad?" I asked.

"No," he replied; "I thought he was honest, of course."

"How did he get away with that much money before you found it out?" I asked. "Don't you have any slips or checks by which you can

tally your receipts with your sales every night?"

"Yes," he replied, "but I never took the trouble to do it. I thought I could trust my own brother."

"How much did you pay him?" I asked.

"Six dollars a week."

"Well, now, see here, old man," I said, "in my judgment you are as much to blame for this business as Charlie."

He started to expostulate, but I silenced him with a magnificent wave of the hand. I sometimes think I should have been a lion-tamer.

"Here he was," I went on, "nothing more than a boy. He had never had any money, and you paid him only about enough to keep him. Every day a lot of money poured in on him, no account kept of it, no tallying after business at night—to him it was all free-handed and loose, and I suppose the poor lad got dazzled. Many a better and an older man has gotten dazzled from the same cause and taken thousands where he took cents."

"Is that any excuse for his stealing?" demanded the grocer.

"Yes, in a way it is," I replied; "you should have remembered that the boy was young and sure to be rattled by handling so much money. And above all, you ought to have counted up your sales slips and compared them with your cash every night. You could then have caught the thing right at the start. But the chance is that if you had had such a system as that he would not have taken any, for he would have known he would have been found out within a few hours. Don't you see? I tell you it is a fact, old man, that more men get to be thieves through their employer's carelessness—because the employer opens the way—than from any other reason."

"What did you do with the boy?"

"Fired him as quick as a wink!" was the grocer's answer.

"What's he doing now?" I asked.

"Nothing—knocking about town, I guess."

"Will you let me tell you what I'd do within the next hour?" I asked.

"Sure," he said, somewhat grudgingly.

"I'd think for a minute that this boy was my brother, and then I'd send for him and say, 'Charlie, I've thought this thing over and I'm going to give you another chance. It was partly my own fault anyway, not looking after you closer. You go back into the cashier's box again, and this time I'll know you'll go straight.' That boy's whole future will depend on how he's treated in this crisis," I said.

The grocer grunted non-committingly, but I could see I had made some impression.

"And then when I had done that," I added, "I would go over the slips and the cash myself every night."

I don't know whether he followed my suggestion or not, but I certainly hope he did.

I have known many cases like this in my time. I could not remember half the grocers who have been rob-

bed by their cashiers or their clerks. In some cases the grocers themselves were blameless, but those cases were the exceptions.

Every case which I can at this time remember was in great part due either—often both—to the fact that the employer had caused a poorly paid and inexperienced person to handle a great lot of money, or to the fact that the employer fixed things so that stealing was about the easiest thing the clerk or cashier had to do.

Why, in one case I knew of a grocer who put his own wife in as cashier and she robbed him of over \$200 before he found it out.

In that case the grocer was the sort of fellow who thinks a woman ought to wear a knit cap in summertime to save the expense of a summer hat. He never gave her any regular allowance and grudged every cent she asked him for to buy clothes with.

And then he put her, hungry and thirsty for money, in a position where the dollars rolled in on her in a silver stream.

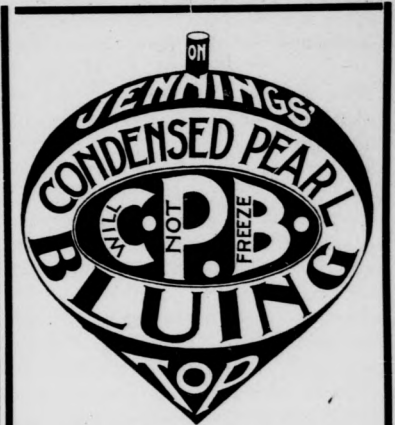
He hadn't any decent accounting system, either.

She could not stand the pressure and helped herself. When he found it out, he kicked her out as you would a dog.

It does not hurt to remember that human nature is pretty weak. Why, when I'm at home I always put my wallet in my shoe when I go to bed.

Of course, my dear wife would not take any. I know that, but the sight

of money always makes her sick at her stomach, so I protect her from it as much as I can.—Stroller in Grocery World.



In a Bottle. Will Not Freeze

It's a Repeater

Order of your jobber or direct

JENNINGS MANUFACTURING CO.
GRAND RAPIDS, MICH.

AUTOMOBILES

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

Michigan Automobile Co.
Grand Rapids, Mich.

Seasonable Goods

Buckwheat Flour

Penn Yan

(New York State)

Put up in grain bags containing 125 lbs. with 10 1-16 empty sax for resacking.

Pure Gold

(Michigan)

Put up in 10 10-lb. cloth sax in a jute cover splendid for shipping, reaching the customer in a good, clean condition.

Gold Leaf Maple Syrup

(Vermont)

Put up in pint and quart bottles, also in 1 gallon, 5 gallon and 10 gallon tins.

JUDSON GROCER CO., Distributors
GRAND RAPIDS, MICH.



Conditions in the New York Hat Market.

The volume of sales with local retailers has dropped very materially since our last report. It is not unusual at this time of the year to find quite a lull in retail hat circles, but this time it seems to be somewhat accentuated in consequence of the many warm, sultry days which we have had recently, and no doubt many men have not yet bought their new hats because they have not yet purchased their new overcoats. It is felt everywhere that just as soon as we get cooler weather trade will resume a brisk pace.

A soft hat, which seems to have enjoyed a good sale, is a square taper crown, about 5 inches deep, which telescopes down to 3½ inches. This has a 2¾ brim and an 18-ligne band. The brim when snapped down does not seem to show nearly as much of a hump as many hats that I have seen. This seems to be a detail that is attracting a good deal of attention from various manufacturers who are trying to make brims that will snap down and yet not hump up so much.

New York retailers have not gotten into the straw goods market as yet with very much strength, but next month will be a busy one, and straw goods manufacturers will make large bookings. By next month the New York retailers will have settled in their minds a little more definitely as to what percentage they will want respectively of stiff shapes and of soft straw goods. There are some retailers who contemplate buying half and half; others talk of buying 75 per cent. stiff and only 25 per cent. of soft braids, such as mackinaws, etc. The writer does not hear much talk about sennits. It seems that splits have the call.

The wholesale market in all departments here appears quiet, although factories are very busy. Jobbers are catching up on orders.

Reports indicate quite a variety of shapes on duplicate orders. The different sections of the country are ordering distinctly different shapes. Pittsburg, for instance, is ordering the small-shaped racquet hats, while Kansas City, Chicago and St. Louis are ordering wider brims, that is, from 3-inch, 3½-inch and 3¾-inch. Some duplicates on tourists are coming from Cincinnati and Chicago. There is considerable business on staple shapes, such as the Austin, and on railroad shapes. The telescope continues in good request, and I hear the opinion expressed in various quarters that telescopes will be excellent property for spring. Baltimore is duplicating on a railroad shape, with a bound edge in proportions 4¼ and 4½ deep, with 2¾, 2¾ and 3-inch brims. These can be telescoped and it seems that college men like these railroad shapes. Some of the best cap manufacturers catering to the re-

tail trade have part of their traveling staff on the road with samples for next spring, and there is a very liberal showing of Russian and other fancy shapes for children such as sold so well the past season. Among these may be mentioned the Gleggarry, the Napoleon and the Admiral's Chapeau. This past fall the demand for these fancy shapes is said to have exceeded that of any previous season. This was due not alone to the attractiveness of these shapes themselves, but to the tasteful color combinations and wide range of materials in which they were made up.

Fur caps have had a very big sale, and, in sympathy therewith, plush caps have sold better than for some seasons. In the fur goods muskrat, coney and seal have had a good run. The tarpaulin seems to hold its place of favor with the public, and there is a very liberal showing in the regular middy shape, as well as in the Continental or three-cornered style. Tarpaulins are shown with both bound and unbound edge.

With the best houses the automobile headwear has come to be considered as a staple thing, and the new spring lines show a wide range of these goods. Many of these automobile caps are evolved from French models. When one considers that France is the home of the automobile, this is not strange, but the American manufacturer has found it desirable to adapt instead of copying these models and to devise such modifications as our requirements make advisable. These automobile caps are shown in cravenetted fabrics, leather goods and silks. A heavy grade of khaki also is used.

The fall season for the cap manufacturer has not been altogether smooth sailing. The very great increase in the price of woolens, after the season had started and samples had been made up, has worked hardship with the cap manufacturer on a great many lines of goods. Wages have been high and some of the sundries have been higher than ever. Some manufacturers had to pay as much as 10 cents increase on each wooden packing case in which they ship goods. This is said to have been caused by a strike among the box manufacturers, which resulted in an increase in their wages.

One of the best-posted and most careful students of conditions analyzes the situation about as follows: In the first place, the great favor enjoyed by the small soft hats has caused a great lessening of orders this past season on men's caps. A very important factor in the situation, however, was the increased cost of woolens, both in fancy and staple fabrics, such as serges, kerseys and similar cloths. The prices on some of these materials were boosted so high as to be practically prohibitive, for it does seem to be a fact that, even when the manufacturer is compelled to pay greatly increased prices for his raw material, it appears to be well-nigh impossible to obtain a corresponding increase for the finished product, and the result has actually been that some of the manu-

Hermanwile

GUARANTEED CLOTHING



Sales for Fall were the largest ever recorded in one season by any manufacturer of clothing in Buffalo the home of good Medium Price Clothing. The business was done purely on the merit of our goods.

FOR SPRING 1906

our line will show great improvements over the Fall line, and at from \$7 to \$15 will retain its position as

"THE BEST MEDIUM PRICE CLOTHING IN THE UNITED STATES"

Salesmen will be out shortly.

HERMAN WILE & CO.

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NEW YORK
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MINNEAPOLIS
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CHICAGO
Great Northern Hotel

PANTS

Jeans
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Serges
Cassimeres
Cheviots
Kerseys

Prices

\$7.50 to \$36.00

Per Dozen

The Ideal Clothing Co.

Two Factories
Grand Rapids, Mich.

facturers have made no attempt to do business on some of these staple goods. Furthermore, there has been a good deal of uncertainty in labor conditions. We are referring now to last spring. An additional point is, that in consequence of the general prosperity enjoyed throughout the country and the great purchasing power of the workman, many who ordinarily bought caps because of their low price have departed from their usual habit and purchased better goods.—Apparel Gazette.

Peddler Pest of a City Can Be Driven Out.

In the household where there is no maid servant and where the duty of its mistress is to answer the bell often in the garb of a maid of all work there is no situation in her life more trying to her soul than the question of what to do with the peddler and the canvasser.

Naturally the flat building is not favored by the great army of these solicitors. A trained janitor may interfere or the arrangement of bells and speaking tubes and electric latches may be such as to render the flat resident largely immune. But it is the mistress of the detached house who bears the brunt of these ills and who is finding no relief from them, no matter what she does.

For the average comfortable looking detached house, especially in the suburb, twelve peddlers and canvassers a day, front and back, at the bells, is not a big day, either. Twenty are not impossible in a favorable season and propitious weather. I have opened doors as often as this in a single day. And all for what? Simply that I might refuse to listen to the first word of peddler or canvasser by saying as graciously as I can, "Thank you, I never buy anything at the door."

We live in the average house of eight rooms, with full basement and a roomy, well lighted attic. With three flights of stairs in the house and a dozen such rings a day at the bells, I think even a peddler might have an idea of why I am a little shorter with him than his own personal intrusion seems to him to call for. But the stairs are not all. At the least a woman in a dust cap and sleeved apron does not care to answer a bell for any one; still less does she care to do so if she is taken away from some particular work, as in cooking, where a moment's absence may endanger the product of her skill. But if she does not go it may result in her turning some one away whose mission may be most important.

In this manner for years I have climbed stairs or walked down them, day after day, simply to refuse to purchase anything offered me, and yet the procession of book canvassers, sewing machine agents, nursery agents, and whole category of sellers and order takers troop in and out, year after year, as if I were one of the steadiest customers of the ilk.

Frequently, after I have gone two flights of stairs to the door, leaving my work, I find there a man who will not accept no for an answer. He in-

sists, even to putting his foot inside the door to hold it open. Usually he will take his foot away at a word, but often before I have been able to close the door I have received impudence and insult which has unnerved me, almost, for hours.

In the natural order of things the peddler and the canvasser in a great city have not the slightest right to ply their callings. Anything the housekeeper needs she can buy of better quality of a reliable dealer, and often cheaper than she can buy at the door. The canvasser most frequently represents nobody, while the peddler of fruits and vegetables is recognized as most likely having goods picked and sorted from decaying masses dumped from cars and from commission markets.

But if he bought and sold the best, these peddlers and canvassers are encroaching upon the territory that should make custom for the decent merchant who is established in a decent business, and may be held accountable for mistakes and inequalities of trade. Many of the peddler class are foreigners whose one desire is to get enough money with which to return to Southern Europe, where they may live comfortably on the proceeds of their annoying calling in this country.

To me the one solution of the question of the peddler and the canvasser at the door bells is the adoption of a household rule never to buy at the door. In one week the carrying out of such a principle would rid any city of one of the worst pests of metropolitan life, while it would be an immeasurable saving in time, temper and even money.

Grace Donaldson.

Some Dealers Do Not Appear To Know

That good credit is as valuable to them as cash capital.

That it is far better to be honest than to seem to be honest.

That in considering the opening of a new account many manufacturers look up the dealer's moral standing more closely than they do his financial rating.

That spending money in dissipation and then asking for more time in which to pay his legitimate bills knocks a big hole in a dealer's credit and frequently leads to the bankrupt court.

That making frequent claims for rebates on account of imaginary defects in goods will eventually lead to a lowering of their credit and jeopardize their chance to secure desirable lines of goods.

That buying goods of a manufacturer does not place him under any more obligations to the dealer than it does the buyer to the seller. Furniture must be made before it can be sold. Hundreds of dozen of manufacturers can rent a building and sell their product at retail, while it would require tens of thousands for the dealers to build and equip factories and secure men with a technical knowledge of manufacture and a good business training to run them.

C. S. Osgood.

H. H. Cooper & Co.

Utica, N. Y.

Manufacturers of

Modern Clothing

Desirable Goods, Well Tailored

and Perfect Fitting. There is no

Clothing more Satisfactory in the

Market.

Spring



of 1906

Wear Well Clothes

We make clothes for the man of average wage and income—the best judge of values in America, and the most critical of buyers because he has no money to throw away. Making for him is the severest test of a clothing factory. No clothing so exactly covers his wants as **Wile Weill Wear Well Clothes**—superb in fit—clean in finish—made of well-wearing cloths. You buy them at prices which give you a very satisfactory profit and allow you to charge prices low enough to give the purchaser all the value his money deserves.

If you'd like to make a closer acquaintance of Wear Well Clothing, ask for swatches and a sample garment of the spring line.

Wile, Weill & Co.,

Buffalo, N. Y.

TOO LAZY TO WORK.**Clerk Who Was Amenable To Right Treatment.**

The fellow I am going to tell you about this time we will call John. That isn't his name, but it doesn't matter for the purpose of this article. You see, if he reads this he will know just who it is all about and it might make him a little scrappy, and as I may want to use him for some good purpose some time I don't want to get his back up against me by telling his real name.

To use his own terms in telling of his youth, he was a "lazy little cuss." His mother was a widow and had enough income to keep the boy in school and provide him with clothes. Beyond that fact the boy didn't care a continental, in fact it mattered little to him whether he had any clothes in the good old summer time. When he was a dozen years or so old neighboring farmers who raised strawberries for the city market wanted to hire him to pick berries for them. He liked the sound of the job pretty well, but he liked the thought of having an opportunity to eat just once all the strawberries he could hold without being told to get out of the field. He worked a whole week at the business and had a picnic, but at the end of the week he was told that he could remain at home or go in swimming, whichever he liked best. because there was no more demand for his services in the strawberry patches—he ate more than he picked, several times over, and his labor was expensive, more expensive than some union labor at the present day.

He went in swimming the rest of the summer—because he would have to chop wood, weed the garden, feed the chickens and do a heap more of worky things if he stayed at home. Then, too, it was more fun to go in swimming, and what is living good for if it isn't to have fun? His mother couldn't get him to work even after he was fifteen years old, so she hired him to read a chapter in the Bible every day and paid him a dollar a week for the doing of it. He admitted that he always spent more time hunting for short chapters than in reading them until his mother caught on and stipulated that the chapters should be consecutive.

That was the sort of a boy he was. He learned very well in school, because that was not hard work for him and he didn't have to exert himself very much to get the lessons. He has often said that it was lucky for him that his brain worked easy, otherwise he wouldn't even have learned his letters. When he was about nineteen and his mother was beginning to wonder what he would turn into, he took a sudden notion to go to work in a store. He didn't know what in thunder put the idea into his head, because he had never worked before and didn't seem to relish the thought of work then, but he wanted to try his hand at dealing with other people and seeing what he could do with them.

He worked in one of the village general stores for a year or so, when his mother died and the income she had received died with her. It was

then up to him to take care of himself in earnest, and he saw the point without having it thrust at him more fiercely. The village store wasn't enough to satisfy him, anyway. He had been longing to get away from it but had remained on account of his mother. He was possessed with an idea that Kansas was longing to receive him, as it has received all sorts of humanity before and since him, with open arms and try to make something out of him as she had out of so many others. It was immaterial to him at that time whether he became a temperance advocate, an outlaw, or a great merchant, but he hiked to Kansas to test the stuff and see what it would develop into.

The first thing he tackled after he had gone as far as his money would buy him a ticket was the biggest store in town. He asked for a job and the boss asked him what he knew. John became sarcastic and facetious regarding his old working place back in Kentucky and told such a story that the boss offered him a trial of one month at \$25 and board himself. At first John thought to throw a stool at the boss and run, then it made him so mad that he thought better of it and determined to show that old yard stick that he could do a thing or two if he did come from the country where they chased the 'possum and the 'coon for a living. He resolved to stay the month out and then tell the boss to chase himself and find more help if he wanted it at such prices.

The getting mad was the best thing that ever happened to him, for it brought to the outside all the energy there was in him. He came into the store next morning resolved to do a thing or two before night. He didn't care whether or not he became acquainted with the rest of the force; he was in for work and a record. He tackled every customer he could get hold of and attempted things that made the rest of the store laugh because of his fumbling and awkwardness with new goods and new ways of doing business. That laughing made him all the madder and he pitched in all the fiercer. As the month grew he became more interested in the work. He saw, or thought he saw a whole lot of wrong ways of doing business and he knew that he could better things if he had a chance. He plowed ahead and worked as he had never worked before.

He had made up his mind to skip the hour his month was up and his pay was coming. He wouldn't eat cheap food, so he had engaged board at a good place and stood the landlady off for the month. He found that he was going to have just three dollars left at the end of the month after he had paid for board and washing, and he wondered how far into next week that three dollars would carry him, to say nothing about a railroad ticket. He pondered for a couple of days and resolved that he would touch the boss for a hundred per cent. raise and bluff it for all he was worth. If the boss would make him a good offer he would stay until he could find something more in his pocket at the end of a month or two, in the meanwhile showing the rest of the force as well as the

firm that they didn't get a fool when they got him.

The evening his time expired he walked up to the boss and bluntly told him that he wanted \$50 the next month or no go. He looked the boss squarely in the eye and expected the boss to offer him \$40. He nearly tumbled over when the boss told him, "All right, we'll try you for one month at that and see if you stick it out as well as you have the work of the last month. You earned more than \$25 last month and we are willing to give you \$50 next month as a test." After John swallowed his supper that night he began to see visions of money rolling his way. It came in long green rolls and in yellow circles. He got so rich in his mind that he dreamed about wealth all the night through. When he got to the store in the morning, he looked at the people and thought how they had all taken him for a pumpkin-head and he again took the track of showing the firm and the rest of the people around that he could do a thing or two more for \$50 than he had done for \$25.

Well, John stuck on. When the month was up he remained another without saying anything about wages. The boss paid him \$50 the second month without remarks. The second day of the fourth month, John made up his mind to attempt for a little more money, which hadn't seem to roll so swiftly toward him since that night of nice dreams. He was a pure spendthrift and the more he got the more he found to spend it for. He asked the boss for a raise of ten and the boss gave it with the remark that John was worth it, but if a clerk didn't think well enough of himself to want larger pay and ask for it, the firm never took the trouble to offer it.

That was a beginning for better days, so far as pay was concerned. In two years he had reached a confidential part in a business of \$300,000 a year, increasing to that figure from \$140,000 during the time he was there. His pay had been raised from the point of wages to salary, as he jokingly explained it, and he was receiving an even ninety a month with a promise of a hundred when the new business year began. That was pretty good; it was great. John had never expected that himself, much less had it appeared to him possible when he considered what a lazy youngster he had been and how little attention he had paid to any sort of business until he had been made mad by the offer of \$25 a month and board himself. Considering what had happened to his ability to do things, he wished somebody had been able to get him mad years ago.

What astonished him more was the fact that somebody else had been watching him, too. He didn't think for a minute that anybody outside of a twenty-mile limit in the middle of Kansas knew anything about what he was up to in that store. The boss had told some of his market friends of his find and they had been watching the find. The result was an offer from the city management of a retail store up in Iowa at a hundred a month to begin with and more at the end of six months if a net profit of ten per cent.

on the investment could be shown. John pondered for two days, said nothing to the boss about the offer and then wrote a letter of declination, explaining that he thought it was right for him to remain where he was and keep a certain thing among friends rather than take up an uncertain thing among strangers. His conservative attitude surprised even himself. The next week the boss took the wind out of his sails by asking him why he didn't accept the offer. It seemed the boss knew all about it, and he told John the men backing the scheme were all right and friends of his. He advised John to reconsider and told him the offer would be renewed.

Sure enough, the offer came again in reply to his declination and the time of opening was placed two months ahead, with the stipulation that John was to come to the market and help select the stock. He took it up, has been at it four years, is junior partner in the firm and thinks he has a good thing. He says it is better than picking strawberries to satisfy his insides or reading chapters in the Bible just because he was paid for it. He attributes it all to going West and being made mad by an offer of measley wages at a time when he had to do something. Like a good many others, he feels like yelling, "What's the matter with Kansas?"—Drygoodsman.

Children Are Best Buyers.

A New York druggist in a recent interview stated that 50 per cent. of his sales were made to children, 30 per cent. to women and 20 to men. The children either come in with a written order from their mothers, or they know exactly what is wanted, and it is seldom that they are asked to return home and get the order written out. Every sale made to a child from the flats and apartments is a cash sale, while those made to the children from the private houses are usually charge sales. Another strange thing is that few mothers send their children after drugs or preparations which would prove dangerous if the children were of a curious turn of mind and investigated the contents of the packages which they had been instructed to procure.

He also found that it pays to cater to the tastes of children, and does not lose anything by it, for whenever a child is told to get anything and a druggist's name is not mentioned, ten chances to one that child will come to his store if he has done some little thing for it, such as giving it a stick of licorice root or a few pieces of candy. The cost of such advertising is infinitesimal, while the profits reaped are large. Children do not forget. In fact, they will often disobey their parent's injunction to go to a certain store and make certain purchases and come to his store because he has treated them with more consideration.

A poor man does not need to be a poor sort of a man.

Red blood is always better than blue vision.



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 and over 50, purchases made from any of the following firms aggregate at least.....	\$100 00
If living within 75 miles and over 75, purchases made from any of the following firms aggregate	150 00
If living within 100 miles and over 100, purchases made from any of the following firms aggregate	200 00
If living within 125 miles and over 125, purchases made from any of the following firms aggregate	250 00
If living within 150 miles and over 150, purchases made from any of the following firms aggregate	300 00
If living within 175 miles and over 175, purchases made from any of the following firms aggregate	350 00
If living within 200 miles and over 200, purchases made from any of the following firms aggregate	400 00
If living within 225 miles and over 225, purchases made from any of the following firms aggregate	450 00
If living within 250 miles and over 250, 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
Jullus 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</p> <p>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> |
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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.

ADVERTISING METHODS.

They Partake of Every Phase of Life.

Popularly defined advertising denotes the attraction of public attention for mutual advantage commercially. The term implies type and printers' ink because in this form advertising reaches its most efficient state, and has proven the nucleus for the accumulation of fortunes of magnitude. The results of general advertising methods are not invariably direct, but the liberal use of space in mediums that reach your prospective trade is almost certain to bring results, particularly if careful attention is given to preparing copy, making the text strong and embellishing the advertisement with attractive and striking cuts. If persevered in, the time and money bestowed upon advertising of this nature will surely pay good dividends.

Make your copy bright and catchy, but terse. Change copy often. Get people to remarking upon your originality as an advertiser. That is the trump card of the game. Concentrate upon one or two special items. Engage interest in these items and start people investigating. The problem is to get trade into your store. You can show goods better than describe them in a long-winded advertisement. Scan the advertising efforts of the merchants in your community. If observant, we can always profit by the experience of others. Avoid flippancy in copy, or humor unless it is the real thing. Humor that fails to amuse is poor advertising. On the other hand a trenchant phrase may attain the highest degree of efficiency. Certain pithy advertising quips have become of world-wide significance. Make your advertisements seasonable. Put in the necessary force to render effective the opportunity that each season offers. "Christmas comes but once a year" is a trite saying but very applicable to enterprise. If you do not make use of extensive space at that season you probably will never be able to ascertain what your conservatism costs you. The results of a liberal display advertisement are not necessarily evident in immediate receipts, but more often in the impression conveyed, which long outlives the direct effect of the advertisement. The force is in representation, and representation is advertising in the strongest sense of the word.

A concern discharged one of its traveling representatives because although his expense schedule permitted him to patronize the best hotels, he persisted in stopping at those giving popular rates. Answering his protest that it ought to be his privilege to save expense money in this manner since it was he who forfeited the luxuries he was told that his practice involved the most injurious form of theft since it deprived his employers of the class of representation which it was part of their policy to maintain.

Every business man recognizes the fact that individuality plays an important part in the development of an enterprise. He considers this ele-

ment in the personnel of his employees, in the location of his place of business, in his attitude socially, and if he is shrewd it will enter largely into the minutiae of his daily life. If your commercial field comprehends the town in which you live, you may be sure that your average townsman is well informed concerning the ebb and flow of your affairs. He can make a pretty accurate guess at your financial status, and is able to cast a horoscope respecting your prospects commercially. He knows your religious tendencies or the lack of them, and has formed impressions. He can estimate the amount of your annual expenditures against your income and strike a balance, and he takes regularly the temperature of your credit. Moreover, the watch

maintained over your destiny is generally voluble and at times emphatic. You are discussed and your course commended or disapproved by a self constituted judiciary. All of which comprises advertising, and in some respects a more cogent form than two color posters or extensive newspaper space. Every man is relatively a public man, and it behooves the individual who desires the patronage of the public to make every factor count favorably to that end. Most of us will go a little out of our way to deal where our confidence and esteem are enlisted. It is the small things that in the main contribute most signally to success, and the dealer who places his name and goods conspicuously before the public through popular advertising

channels should be sure that the other methods for which space rates are not charged receive the attention merited. Some men are naturally endowed with the commercial instinct and such will almost involuntarily grasp a situation that might escape the less gifted brother. However, the talent that enables its possessor through the evolution of barter to achieve phenomenal bargains is apt to prove its own handicap. A reputation for sharp unscrupulous practice has often caused the ruin of an otherwise well founded business. The methods of the mountebank have no place in a permanent establishment. A dissatisfied customer is the worst kind of an advertisement.

Take a prominent part in all undertakings having for their object the

Is There a Nickel Cigar Equal to the BEN-HUR

?

Just you light a BEN-HUR cigar and
you'll get the answer.

There's not a poor one in a million.

Stock Up



WORDEN GROCER CO.

Distributors

Grand Rapids, Mich.

GUSTAV A. MOEBES & CO.

Makers

Detroit, Mich.



Price Adv. Co., Detroit.

improvement of local conditions.

The public sense is quick to discern and reward all effort for the common weal. This form represents the reciprocal sort of advertising because it wins not alone publicity, but a share of the mutual development secured. Not least may be mentioned the potential influence exerted by the dealer's family, which perhaps sustains the strongest representative factor of any relative to success or failure.

It is a fact many times demonstrated that the lack of essential popularity of a business man is often neutralized by the esteem in which his wife is held.

Of course the reverse is true in some cases, but comparatively seldom manifested. It will be seen, therefore, that advertising methods partake of nearly every phase and relation of daily life, and the dealer availing himself of all his advantages will not only attain the highest type of business character, but also live nearly parallel to the Golden Rule.—Frank R. Robinson in Furniture Journal.

Told Truth, But Got at It Differently.

Written for the Tradesman.

"Wait a minute and I'll get you a bag to put those in."

The grocer stood in his doorway, watching a man pinching all the best looking peaches in a basket of fancy ones and finally conveying three to his pocket.

"Oh, you're there, are you?" said the man. "I thought you were asleep back there on a bundle of sacking. That's where you usually are when my people want to buy anything."

"Oh, I have to be about to wait on my cash customers," said the grocer, "and see that they receive proper attention. Take those peaches out of your pocket and I'll put them in a pink bag for you. They may get mashed in there and stain your coat. See anything else you want? I suppose you wait until you think I'm asleep before doing your trading—it's cheaper."

"I don't do much trading in this ward," said the man. "The dealers up here are too slow. No, the peaches won't mash in my pocket. They are as hard as rocks. I got them to throw at that red-headed boy of yours when he breaks my rose bushes stealing flowers. I got a couple of apples here the other day and killed a cat with them in the middle of the night."

"That's nice," said the grocer. "We buy fruit for that purpose. Next week we're going to give away a \$10 revolver with every pound of sugar. Don't forget to stop when you have any cats to kill—we like your trade."

"You're very kind," said the other, "but it's no trouble whatever to stop here—in fact, one just has to stop. I was thinking when I came along whether I'd better cross over to the other side of the street or get a ladder and climb over your display stock. It's a good thing when a man is too stingy to rent a good-sized store, to have accommodating city officials who will permit him

to do business all over the sidewalk."

"Why, we haven't any sidewalk display," said the grocer. "We just put fruit and things out here so people who haven't the price of a square meal can help themselves. There's some pears over there. They cost us about three cents each, but you might put a few in your pockets. Perhaps some of the people at home are hungry."

"Bless you!" was the reply. "Haven't you heard? My people ate of that bread I bought here last night and they're all sick this morning. I'm waiting for a car now so as to get a doctor. The neighbors who looked at the bread said it seemed to have been all right originally but must have been kept in a foul place."

"Of course, I can't dictate where people who buy of me shall keep their food," said the grocer, "but I have always advised against letting it stay under the bed too long. I'll send you up a fresh baking in a cab. Perhaps the fruit you get here when I'm asleep had something to do with the sickness you complain of."

"Certainly not," replied the other. "We buy the fruit we eat down in the next block. This in my pocket is merely ammunition, as I said before."

"Well, don't forget to stop when you get out of ammunition," said the grocer. "I'll have an officer here and you can tell him about your troubles with the dogs and the red-headed boy. If I'm asleep back there on the potato sacking just help yourself and let me sleep. By the way, they have a trick of going through the clothes of fruit thieves down at the station, so you had better eat your fruit before the officer gets you. Or you might let me save it for you. That's what we're in business for—to accommodate customers."

"Perhaps I shall accept of your kind offer," said the man. "The policeman may have quite a time getting away from here, you know. Here's this fruit display three feet outside of your line, and here's this awning three feet too low. People can't pass along the walk for your blooming stuff and they can't get by because of your cursed awning. You ought to have it put in the lease that you are to occupy the earth and air out to the verge of the sidewalk. Then you would have no trouble. You must keep these annoyances here to draw trade."

"We have no trouble in drawing trade," replied the merchant. "The trouble is to get the right kind of trade. There are a few ragged old duffers who spend a dime a week here and steal a dollar's worth of stuff and spoil another dollar's worth. If you care to take them with you, I'll pick out the peaches you pinched and do them up for you. They will be rotten before morning."

"I hardly think so," said the other. "I've got to get to a doctor pretty quick, for I guess I sprained my thumb and finger trying to make an impression on them. If they were a little larger they would make good bullets for an air gun."

"Sorry we can't please you," said the merchant. "We'll have a carload of fancy fruit shipped right away and

keep the clerks out of the front end of the store until you get what you want. There's your car—you'd better hold out a nickel when it comes along, for they don't usually stop for tramps. Perhaps if you give the bar-keeper one of those peaches you can work him for another drink. You might as well be full as to be giving an imitation."

"Oh, I'll work the barkeeper all right," said the man. "His wife busted a ten-dollar hat on your awning last week, and we've got something in common to talk about. He says he'd add it to your bill only the bill is bigger than the awning already. Now, run in and sell that little child a stick of candy."

And the grocer went into the store and sat down to look up the law regarding the display of poisoned fruit.

"I'd like to catch him just once," he thought. "And I wonder if people really do complain of my fruit display and my awning. They are both out of whack, and that's a fact."

Alfred B. Tozer.

Send Us Your Orders for

Wall Paper

and for

John W. Masury & Son's
Paints, Varnishes and Colors.

Brushes and Painters' Supplies of All Kinds

Harvey & Seymour Co.
Grand Rapids, Michigan

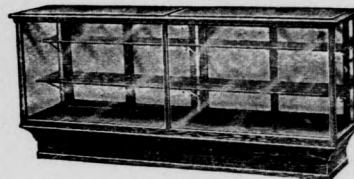
Jobbers of Paint, Varnish and Wall Paper



The most complete Holiday Line of Pipes and Smokers' Articles

Our 64 page illustrated catalog sent free on request

Steele-Wedeles Company
Chicago, U. S. A.



High-Grade Show Cases

The Result of Ten Years' Experience in Show Case Making

Are what we offer you at prices no higher than you would have to pay for inferior work. You take no chances on our line. Write us.

Grand Rapids Fixtures Co.

Cor. S. Ionia & Bartlett Sts., Grand Rapids, Michigan
New York Office 724 Broadway Boston Office 125 Summer Street
Merchants' Half Fare Excursion Rates to Grand Rapids every day. Write for circular.

UNIVERSITY COURSE.

Was Bound To Have It and It Came.

Written for the Tradesman.

Matters and things were looking pretty blue to that 19-year-old Nebraskan. In common parlance he was up against it and it hit him hard. A devil may care young fellow, he took things as he found them, only an inborn peculiarity prompting him to get hold of what presented itself in the easiest way, if there was such a thing, and until the present moment he had every reason to believe that he was going to be "carried to the skies on flowery beds of ease." Convinced of that he governed himself accordingly. He was kept at school but he learned easily and after finding that without effort he could keep up with his class he gave his lessons a pat and a promise, stood high enough to convince his teachers that his mansard was inhabited by an unusually active brain and devoted the rest of his time to fun.

He had a lout of a brother older than himself, and when he, the kid, without turning his hand over caught up with him, the lout, in study, that older brother, unable to bear the humiliation of "being in the same class with the kid," left school and began to live the ideal life of keeping himself and the old folks in the hottest kind of hot water. It took a good deal of money to keep up the required temperature and the father, with a father's fondness for his first-born, paid the bills with an occasional reproof, hoping the time would soon come when the boy would see the error of his ways and settle down into as respectable, law-abiding a citizen as his father was; a hope, however, which was not to be realized.

It happened, too, that the President of the county bank was among the first to join the ranks of those who find it to their advantage to get rich by appropriating the money of the depositors, and a certain crisp morning in October found him in Mexico with \$90,000 belonging to the depositors of that particular bank. It so happened—let us say such foolishness is the result of chance—that McWay, Sr., had "gone the President's bond," and as his was the only responsible name on the paper it was he who had to "stand the racket." At first a passing rift in the cloud gave promise of soon-coming fair weather; but the sun went in again and shortly after the storm came and swept away everything the McWays possessed.

It found the young fellow at school fitting for the University, but satisfied that things would shape themselves, as they always had done, he kept on in the same happy-go-easy-way, studying as little as possible and getting out of life all the fun there was in it, the only drawback just then being the scant returns that came to his sometimes frantic demands for more money.

The school year ending in early summer he went home with a determination bordering on the fierce to know the reason why. He soon found out. "Sorry, young one, but it can't be helped. The money's gone to

Mexico and you've got to go to work. You know what I've been hoping for you, but it's no go. I never would have let you take what little money you had for your last year's school bills if I could have prevented, but I could not. The University is out of the question. What is left for you is to get into something that will pay for your board and lodging at once. I have known this was coming and have tried to provide for it; but the only feasible thing that has presented itself is with Joslin & Jenks, shoe dealers in Omaha. Their manager is an old friend of the family and for that reason will do what he can to fit you for a place in the front office, where he is soon going to be. The place won't be ready for you until September, and in the meantime you can stay here at home and spend your last vacation, or the last for a good many years.

"I'm glad to believe one thing, and that is, you've made the most of your time at school. I believe, too, that the same earnestness and push you have shown there will help you now in getting early into a good paying position. It's hard luck, Clarence, hard luck all round; but the man who keeps a stiff upper lip is the man who wins; and don't you think for a minute that I'm saying this for the fun of saying it. It's hard on you; but it's going to be a mighty sight harder on me. The result of forty years' work has gone to Mexico and all that remains for me is to get up another result. For months now the lip has been pretty limp, but that isn't going to do. I wouldn't give a rap for a man who gets tripped up and hasn't snap enough to pick himself up and go at it again. I don't dare to think just now of the money. What I want first is exactly what you want—get squarely on my feet and go in for a winning fight. With you provided for I'm beginning to hope for the best. Your mother—God bless her!—stands pat. Bridget left this morning and your mother with her long apron has taken charge of the kitchen. Ninety thousand dollars is just \$90,000, and the same industry and push and perseverance which collected that once will do it again," he said.

"Frank is the only stumbling block; but when he sees, as he'll have to, that the end has come I'm hoping he'll have sense enough to make up his mind to stop his devilry and buckle down to business.

"I feel, boy, that I ought to tell you this; that if things brighten and I can do it you'll go to the University after all; but even then you'll have to depend largely upon yourself."

The great State of Nebraska had a very despondent 19-year-old all that summer, and the despondency was greatly increased by the fact that he had nothing to do. It gave him a chance to brood upon his misfortunes and long before the allotted time of incubation was over he had hatched as unpromising a lot of ill-favored chickens as ever scratched for a living in Misfortune's backyard. The outcome of it all was that he went to work with an upper

lip limp enough to step on and a heart behind it which prompted this, which he wrote to one of his old school friends:

"It was mighty tough when school began for me to come down to this dog-gone store and closing my eyes shut out the University with all the splendors that for me were centered there. I'm beginning, though, to have no desire to go to college. Frank had his chance to go to school and threw it away—I can't help thinking that he would have it now if he wanted it—and now that I want an education I can't have it. The last two years have been hard ones for the McWays. It all came at once. Before that we had everything we wanted. First the farm went, then the cattle had to be sold and nobody knows what will go next. One thing I'm mighty sure of, that I'm down here in the basement of this old shoe shop 'working my way up!' Now, do you blame me for getting downhearted? I can stand it during the day because I'm busy; but when night comes I go to bed and I'm blue all night. I don't know how the thing is going to end.

"What galls me worse than thunder is that Dad thinks that I made the most of my time in school and that I have only to apply myself to business as I did to my books and I am going to walk right into a twenty-five hundred dollar position if I will only 'keep a stiff upper lip!' Keep a stiff upper lip when you are where you hate everything you see! I can not bear the sight of the shoes I've

Gillett's D. S. Extracts



Conform to the most stringent Pure Food Laws and are guaranteed in every respect.

If you do not handle them write for our special introductory proposition.

Sherer-Gillett Co.
Chicago

Facts in a Nutshell

BOUR'S COFFEES MAKE BUSINESS

WHY?

They Are Scientifically
PERFECT

129 Jefferson Avenue
Detroit, Mich.

113-115-117 Ontario Street
Toledo, Ohio

got on. I detest those I have to handle. The air is heavy with the stench of leather and sickens me. I go home carrying with me the odors of a glue factory. You ought to see what a wide berth the street car passengers give me when I enter! And the worst of it is—I guess I'd better cut this out!"

The best thing to do with a letter like that is not to be in a hurry about answering it. The next best thing is to ignore utterly the contents and start out on entirely independent lines. That's what young McWay's correspondent did, and here is the letter he wrote:

Dear Clar—Your letter and one from Skinny came the same day; but his got here first and first come first read, you know.

He went to the Uni., as you know, last year and had got fairly started in his work when a letter came saying that his dad was knocked out with the inflammatory rheumatism and that Skinny would have to come home. Tough pill to swallow, wasn't it? Home he went, hoping that the trouble was transient and he would be back by the beginning of the year. He not only didn't go back but this last letter announces his father's death and that it will be a long, long time before the fellow goes back to college, if he ever does.

That is the worst; but one trouble steps on the heels of another; and Skinny says that a little while before his father was taken sick he endorsed a note for a friend, and the competency which the family depended on has been swept away and he finds himself with only his two hands to win the way for his mother and himself.

It strikes me that the boy is getting the hot end of the poker, all right; but just read what he says: "For the time being I'm all in the dark, so I'm going to shut my eyes and think. One thing I'm determined upon—finish my course at the University. I don't see my way just yet, but I'm going all the same, and if I find there isn't any way I'll blaze one. Go, I will. In the meantime I've got to do something, and that something at the present moment is Widow Wilson's coal. It's dumped on the sidewalk and I've got the job of putting it in. Half a dollar isn't much, but it's something, and it's going to be enough to put me through the Uni., and the law school if I can earn enough of 'em, and I can. Do you mind that? I can. Do you remember that wrestling match Jacob—it was Jacob, wasn't it?—had with the angel? Well, I'm Jacob and the angel in this scrap is Fate. He wrestled all night but he came out ahead and sent the other fellow—was he a he?—up the ladder at daybreak with his feathers ruffled. My night is going to be longer than that, but Fate is going to get the worst of it, I'll tell you right now.

—"Whoop la! Just as I told you! Just as I told you! Mother has come in to say that she's going to Lincoln day after to-morrow to take charge of a rooming house and that I'm going back to my work there."

I've taken so much time telling you what Skinny says that I've no space nor time for myself. Good-by.

The day had gone wrong with Young McWay. He had jammed his finger, which meant a new nail; he had answered back when his superior had suggested a better method, his meals had not been to his liking and he was as savage as a bear when he sat down to supper. On his plate was the letter and he crowded it into his pocket to read when he had more time. Mrs. Joy, his landlady, dear soul! had made the dinner good enough to make up for the other two and gave McWay a cup of coffee that was fit for the gods, so that by the time he was in his room and in his easy chair with the letter opened, the world wasn't a very bad world after all.

I guess he read that letter three times. I know that he went over the extract from Skinny's more than that—often enough to learn it, anyway, for he repeated it to me word for word long after. Then he went through with a lot of fool things—rubbing his chin with his thumb, staring at the light until it hurt his eyes and working something he called a whistle and walking around the room with his hands in his pockets. He kept it up for three good days. Then one night just before he went to bed he wrote this letter:

Dear Skinny—Your letter to Bob the other day has stiffened my upper lip and I'm coming to the University. Clarence McWay.

I was in Omaha a fortnight ago and having a little spare time on my hands I stepped into the law office of Davidson & McWay, and while I was in there McWay told me the story. "I thought if Skinny could do it I could, and when we got through the only thing was for me to insist on going in with him, and here we are."

Richard Malcolm Strong.

Character Is Power.

Many think to make money is making the most of one's self, said a man of wide experience, but John D. Rockefeller, Jr., the richest young man in the world, speaking of what he considered the four best things in life, placed character first, friendship second, hearth third and success last. Beside the character of George Washington the millions of some Americans look amazingly small. William M. Evarts said, "As there is nothing in the world great but man, there is nothing truly great in man but character." Character is power. Character is the stone that will grind every other stone to powder.

"George Horace Lorimer, in 'A Self-Made Merchant's Letters to His Son,' sums up the value of character in this way: 'It's the quality of the goods inside the wrapper that tells, when once they get into the kitchen and up to the cook.' The merchant, you remember, was the head of a great packing house, and to impress upon his son the value of character, he said:

"You can cure a ham in dry salt and you can cure it in sweet pickle,

and when you're through you've got pretty good eating either way, provided you started with a good ham. If you didn't, it doesn't make any difference how you cured it—the ham tryer's going to stick his sharp iron into the bone and strike the sour spot and throw it aside. It doesn't make any difference how much money and sugar and fancy pickle you soak into a fellow, he's no good unless he is sound and sweet at the core."

How Places Attract People.

The moth and the flame have their counterparts in the attractions of people to places, as Walter S. Tower expounds in his geography of cities which collect along waterways and develop commerce around natural power and raw material and develop industry, or on salubrious mountains, coasts, or springs, and develop resorts. The better class of suburbs and residential districts go to the higher lands about the larger cities, the suburbs in manufacturing centers locate west of the factories to escape the smoke, fishing towns accumulate at the heads of little bays, mining towns settle in the valleys, with but a single street, or again in the form of the letter T at the junction of two valleys; at the gaps and passes across the mountains where travel must go towns naturally rise as tourist stops and centers of communication.

Love is moonbeams and dream cake; matrimony, corned beef and cabbage.

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NOISY PEOPLE.

Ill-Mannered Folk Make Nearly All the Trouble.

Written for the Tradesman.

Three men and a woman were waiting in a grocery to have their orders taken.

The woman was talking in a shrill voice which might have been heard across the street. What she was saying interested no one, not even the man she was talking to, but they all had to hear her high tone and discordant mouthings.

One of the men—the one who was receiving the woman's attention—sat on the counter bumping his heels—they were muddy heels—against the painted front between the top and the floor.

Another man stood with his hands in his pockets, whistling shrilly and steadily, without time or tune.

The third man stood with the telephone receiver at his ear, talking in screams to some person at the other end of the line.

The grocer was trying to get an order from a woman who wanted to be considered very delicate and feminine, and so made a nuisance of herself with her whispery voice.

A delivery boy entered with a heavy box of goods and dumped it on the floor with a crash. He left the street door open when he went away, and the racket made by the trolley cars finished off the confusion in the store.

A newly-married couple who had just moved into the neighborhood started to enter the store—eyed sharply by all the noisy inmates—paused a moment in the doorway, took in the discord and senseless confusion of the interior, and went away.

The grocer was angry. He had been wondering who would get their trade and he considered that he had lost it through the fault of four mannerless customers. There was always confusion in his store, he thought, and he began to believe himself ill-treated.

"I wonder why they didn't come in?" said the woman.

"Too high-toned, I reckon," said the man on the counter.

The whistler stopped his racket long enough to say that the store would probably keep on doing business and the man at the telephone yelled loud enough to have been heard a mile.

"Probably they mistook the place for a boiler shop," said the grocer, "and went on, not wanting anything in that line."

"I never see anything like it," said the woman who had been occupying the center of the stage ever since she had entered the store, making more noise than anyone else. "There is always a racket in this store. For my part I don't wonder that they went away, come to think of it."

"We'll have a little padded room made for people who can't stand a little noise," volunteered the whistler.

"A little noise," sniffed the woman. "Do you call that screech you've been giving out a little noise? All you need to be a calliope is a man with

a red nose to set you going and a pair of spavined horses to draw you around."

"That's right," said the whistler. "I'm going into the show business next year. If you know of any loud-mouthed women who want a job 'barking' at the door of the side-show, just let me know. The people at that open window across the street seem to have enjoyed your conversation very much."

"I heard you were going into the show business next year," said the woman, "and I've been wondering what sort of a cage they would put you in. It will be hard at first to have the little boys poking sticks in at you through the iron bars, but you'll get used to it."

"You ought to know," said the whistler, and the woman blushed and went away without the two cents' worth of nutmegs she had come in for.

The grocer smiled and kept on taking orders until all had been waited on and he was alone in the store with a friend who had observed the scene from a stool in the little office.

"It was pretty noisy out there," he said.

"Unbearably so," said the other.

"What can I do?" demanded the grocer, fretfully. "I can't turn people out of door for whistling or talking through the telephone."

"I give it up," said the friend. "It is one of the problems that go with the business. The man who knows how to keep his place quiet and still not offend the ill-mannered ones ought to be a millionaire."

"I'm sick of the people who talk, talk, talk," said the grocer. "This man comes in and wants to tell a story. Another enters and wants to

argue a point. A woman comes in and wants to tell me all about the cunning little tooth her baby has. It's enough to drive a man mad. It will drive me out of the business before the year is out. I think I'd like to get to some island in a summer sea and live out of sound of a human voice for a month."

"It is not only the people who talk," said the other; "it is the impudence of things generally. The street car companies ought to be made to run their cars with better motors. The rattle is something awful now. The men with rattling cans and loads of iron who go through the business streets on a hard trot ought to be arrested. The drivers who shout at their horses and make a confusion

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

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

in the street with whip and club ought to be ducked in the river."

"I'm afraid the reforms suggested will never come," said the grocer. "It is a noisy, nervous age. The noise makes people nervous. Strained nerves make people noisy, and there you are. But a few ill-mannered people are at the bottom of the whole thing. I guess the only way to deal with them is to get a club. If a man makes me jump by giving me a sudden blow on the cheek I can have him arrested and fined, but if he makes me jump by yelling in my ear or shouting into a telephone at my office, people think it is a good joke. I give it up. I guess we'll have to stand the noises until people get some brains pumped into their heads."

Alfred B. Tozer.

Positive and Negative Factors in the Retail Business.

To judge human nature quickly and accurately, to take the measure of a prospective purchaser, mentally, on the instant, qualifying the peculiarities to be indulged and the possible prejudices to be overcome—these elements, together with tact, patience and infinite resources, comprise the secret of the success attained by many dealers and salesmen.

A fact of daily demonstration in every store is that while one customer may expect immediate and painstaking attention, another will perhaps prefer to wander about on an undiverted tour of inspection.

This phase of character reveals often a strain of diffidence and, like all marks of temperament, is better indulged. Keep near but do not engage him too decisively. Presently he will locate what he is looking for and at this juncture usually becomes a very tractable customer.

Considering a tendency too often prevalent, it may be well to dwell with due candor and all possible conservatism upon that promiscuously evident evil, the loafer.

This title may appear of caustic application, but the individual in his numerous forms and guises can best be comprehensively catalogued by this significant term. By it are implied those hangers-on who for some reason, or the lack of one, frequent stores, working detriment to the transaction of business and often contributing to its ruin.

An instance in point might be mentioned of an enterprising young woman who established a dry goods store in a thriving community. From a modest beginning it developed proportions with almost phenomenal rapidity and became the leading store of its kind in the place. About the time it reached its zenith the owner became actively interested in a young women's club with the result that her store became thronged during the busy evening hours with a crowd of gossiping, giggling young women.

Legitimate patrons found themselves being ogled and elbowed. Members of the "Shoo-fly" club occupied the counter space to the exclusion of people who wished to buy goods. Comment and repartee flew at random. Such a condition could not long prevail. The store's popu-

larity and prosperity dissipated like magic and soon the chattering girls held a pronounced monopoly. The young woman whose success seemed for a time assured became a bankrupt and is now clerking for her former competitor, who makes it a rigid rule that "Shoo-fly" club tactics shall be eliminated during business hours.

Many people object to being the target for inquisitorial glances. The loafer has the advantage of numbers and familiarity with the location. In running a gauntlet of loafers one feels that he is being subjected to covert inspection and possible criticism and the inference is usually a correct one.

There may be an isolated instance where some "hail fellow" hanger-on proves of benefit, but if so the case is so rare that we haven't been able to register it.

Ask any man of your acquaintance if he likes to enter a place of business which harbors a coterie of loafers. How much more strongly the situation applies to the other sex requires no confirmation.

The evil may be difficult to abate if securely installed, but it can be mitigated.

Make a point of systematizing the conduct of your establishment and make the enforcement of system a conspicuous feature.

As a rule loafers don't take kindly to system. It savors too strongly of discipline, and discipline of any sort is the loafer's bane. Indiscriminate surroundings suit the loafing germ better than the maximum degree of cleanliness and elegance.

Keep your place as immaculate as possible. Make it evident that you are there to do business; that you are entitled to the cream of the trade, and must have your premises unhampered to take care of it when it calls.

If not already encumbered, it will be comparatively easy for you to avoid the loafer pest. The remedies prescribed for its cure will be found effectual as a preventive. Sometimes it would appear that certain dealers encourage the congregation of loafers. A local reputation as a story-teller and wit may afford momentary gratification, but it won't maintain a family, accumulate a bank account or bring commercial prestige.

Keep tab on the purchasing qualities of your loafing contingent and ascertain what material benefit you are deriving from it.

The dealer cannot always tell how his place of business stands in the community, save through the pulse of trade. If you are gradually losing ground it stands to reason that one or more factors are operating to your disadvantage. If your competitor's place of business is clear of hangers-on and yours is infested with them, you can rest assured that one source of deficit is located.

Rid yourself of the incubus, tactfully and agreeably if possible, but conclusively.

Take pains to render the entrance to your store convenient and inviting. Make your window display attractive. Study the efforts of the representative merchants in your locality and apply their best features to your store, en-

deavoring always to secure an original effect.

Cultivate an urbane manner—not alone in dealing with your trade but as a resident and citizen. Talk prosperity and exhibit it in your demeanor. Convey the impression that your business is active. The public is keen to the fact that volume of business usually means moderate profit.

Taking the theory home, if you fancied that a dealer was compelled to subsist from the profits of one or two sales per day, you would naturally shrink from patronizing that dealer. Therefore make it manifest that things are moving with you. This faculty is largely a habit readily acquired and in most cases means accelerated business and an entry on the right side of the balance sheet at the close of the year.

When the college girl gets what's coming to her in the newspaper world maybe they'll let her write all the "fudge" editorials.

Be sure you're right
And then go ahead.
Buy "AS YOU LIKE IT"
Horse Radish
And you've nothing to dread.

Sold Through all Michigan Jobbers.

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PILES CURED
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Chicago



Wisest Women Usually the Greatest Hypocrites.

There is to the full as much truth as satire in the saying that hypocrisy is among the greatest virtues which a woman can possess—a saying credited to more than one celebrated woman of the world, and to several famous diplomats, Talleyrand among the number, probably because the saying fits in with his oft-quoted aphorism that language was invented for the purpose of enabling wise men to hide their thoughts.

Even those objecting to the term "virtue," deeming it misused in such connection, will scarcely deny that the power to dissemble gracefully, to cloak one's real feelings and emotions upon occasions where their betrayal would be "bad form," if no worse, is a valuable accomplishment for any one, whether man or woman. One can not wear one's heart upon one's sleeve and pass unpecked of daws in this censorious world.

"Hypocrisy" is strong language for the pleasant fictions which, occasionally at least, seem absolutely necessary to the peace and comfort of one's self and one's neighbors; "mental reservation," which may be found among the synonyms given by Roget, is a much more conservative and pleasant manner of putting the idea.

It scarcely can be claimed by the most ardent admirers of "the gentle sex" that women as a class are distinguished for truth. To speak the truth in all sincerity, frankly, clearly, without fear or favor, and at all costs; to follow the truth unswervingly; to live the truth, refusing all pretense, all imitation, all falseness; this rare virtue is masculine rather than feminine. Indeed, it is surprising that any one can be found to doubt the fact that women are more prone to deceit than men, that they lie more constantly, more laboriously, and much more artistically, with but few exceptions, when the men are polished rascals who give their whole mind to it. The wonder, when one comes to think of it, is not that most women make a lie and love it, but that so many speak the truth.

It is psychologically impossible for a dependent class to be as truthful as a free class. The reliable, unflinching "lord of a gentleman," who "swearth to his hurt, and changeth not," is not to be expected as a characteristic, although it may sometimes be found, among beneficiaries and pensioners, still less among slaves. Deceit and subterfuge are the natural resort of the weak and helpless. A weak and defenseless creature is almost sure, by instinct, to cheat, to cajole, to employ artifice, to pretend. Even Tennyson refers to these "vices of the slave" as pertaining to women. It is not without

reason that an English woman novelist makes one of her characters say: "There are but two ways of being what people call 'a really lovable, womanly woman.' One is to be born so. The other way is to lie loud and long, and as well as ever you can." The women who "get there" are as a rule those who can pretend consistently, insistently and persistently, and also, which is most important of all, cleverly as well, who can veil their own preferences, who apparently have no prejudices, and can literally be "all things to all men." Nor are the women altogether responsible for this state of affairs. Circumstances, environment and the men themselves, who insist upon certain ideals, have much to do with the matter; training, custom and public sentiment combine to teach them to deceive from their youth up. "Assume a virtue if you have it not."

Take, for example, the question of personal appearance. The man is at full liberty to go about in his own outlines, and the shape of his head is left as his Maker fashioned it. If his hair is straight it remains so, if the supply be scanty he makes no attempt to disguise the fact, and it is the rare exception that he wears a wig unless he is wholly bald. On the contrary a woman, being a creature of broad and gradual curves, makes strenuous effort to convince all beholders that she is the shape of the fashionable corset, which is more or less the shape of the old fashioned hour-glass. If her hair is straight she waves and crimps it; if thin she buys more; she pads and puffs it as fashion commands. In short, she finds out just how she would look if her appearance told the truth, and hastily insures at considerable expenditure of time and money that it shall be something quite different, and, as she thinks, much better looking. Sometimes, when she has no hopes of beauty, no claim to good looks, and no magnetism to help her pretend, she will tell the truth in her person. The scanty hair will be brushed frankly back from the knobby forehead, the untrammled figure will assert itself in evident comfort, and her serviceable feet will be clothed in "common sense shoes." She will have leisure to turn her mind from deceit, and open it to truth and kindness. Men will acknowledge her to be the salt of the earth—and will pass the salt cellar to their neighbors, while they flock round the sugar dish. It does not do to be too natural, and none save perhaps some envious other woman makes outcry of falseness against the woman who "makes the best of herself" personally, an art which is not only lawful and laudable, but bounden duty.

Then, with regard to feelings. The first lesson taught a woman child is that it is little less than a sin to be too demonstrative. When a girl falls in love she is admonished by all her experienced friends of both sexes to beware how she shows her affection, even although it be earnestly sought by her lover. There was once a prominent lawyer, a

Christian gentleman, who prided himself justly upon his high reputation for honor and honesty in all his dealings, yet his advice to his beloved daughters was: "Never let any man, even your husband, know that you are wholly dependent upon his love for your happiness; the best way to keep a man's heart is to keep him uncertain." Which, in the case of most men, is wise counsel. It is the manner of mankind to value lightly that which is easily won. What happens to the woman who says or even implies: "I have the warmest affection for your person, the greatest esteem for your character. If you desire to spend your life with me I will 'down on my knees, and thank heaven, fasting, for a good man's love?'" When a man says such words he is "manly" and straightforward. But a woman! Let her show herself so lacking in maidenly reserve and proper self-respect, and the chances are that the man will turn from her to the woman who has all the pretty, evasive tricks which are accounted feminine, yet are nothing else than the graceful children of a lie. The deception leads to any amount of delicate fencing and to the enjoyment of much fluttering of sentiment and suspense. It were a pity to abolish it! Nevertheless the truth is not in it. But how can women do else when men are trained to love the lie and follow it in woman, while they despise it among themselves?

When a woman marries her whole happiness may depend upon her ability, like Dickens' marchioness, to "make believe very much"—her ability to practice what strict moralists would call a "hollow and insincere politeness," which praiseworthy hypocrisy, it may be said in passing, would increase the tolerability of many a marriage which now seems to its constituent partners almost intolerable. Suppose, for instance, that the husband's family are uncongenial, it may be actually unkind, to the wife, insomuch that she can not help but dislike them as cordially as they appear to do her. Were she strictly honest and above board, she must make no concealment of her feelings, a course which worldly wisdom and Christianity combine to forbid. Are we not commanded to love our enemies and to do good to those who despitefully use us and persecute us? Moreover, alas, the more adroitly a woman can dissemble in all her dealings with her husband the more smoothly the course of life will run. This is called "having a little tact." From the time when Scheherazade told her lord 1,001 lies to save her head, to the present day when wives tell 1,002 to keep the peace, it has been the accepted way. And the men, not the women, are most to blame. It is what they like, and they get it. Dorothy Dix.

Some Thanksgiving Day Ideas.

The busy and energetic shoe store man is no doubt already engaged in trying to think out something fit for Thanksgiving. Fortunately the date is full of suggestive associations, which greatly simplifies the task. Here is one suggestion: Take a

quantity of fine-looking samples of fruits and vegetables; get in quite a variety, including squashes, ears of corn, beets, potatoes, turnips, tomatoes, onions, small pumpkins, cucumbers, etc. These can be arranged in a great variety of ways to make an artistic window. One way in which it might be done is to have a large, handsome-looking fruit basket with curving edges, and fill it up with the fruit and vegetables; we leave the reader to invent other arrangements. Another good decorative material for a Thanksgiving window is various kinds of grain in the stalk. These may be arranged all around the back and sides of the window and around pillars or posts.

Corn stalks may be used in the same way, showing a number of half-opened ears of corn.

Another suggestion is a stuffed and mounted turkey in the window, not stuffed with sage and onions, and minus the feathers, but as near to nature as possible. Other little accessories can be easily thought out to go with this and fill out the display. Another idea to work upon is a large imitation wishbone made of wire and wound with tissue paper, or constructed in any other way the dealer's ingenuity may suggest. This may be tied with ribbons and suspended in the center of the window. Appropriate window cards should be used with all of these suggestions. These may be made humorous or otherwise, but in any case they should be business like and to the point. Another idea which might be used with good effect is to dress a window with pumpkins. There should be a number of these of various sizes, with quite a large one for the center. These should be cut to represent a face, with eyes, nose and mouth, same as the children fix them up for Hallowe'en. A shoe might be placed on top of each one, or they might simply be placed among the shoes, or suspended in the window with cords. At night these could be lit up with candles.—Canadian Shoe and Leather Trade Journal.

Comparison of Editor and Doctor.

If an editor makes a mistake he has to apologize for it, but if the doctor makes a mistake he buries it.

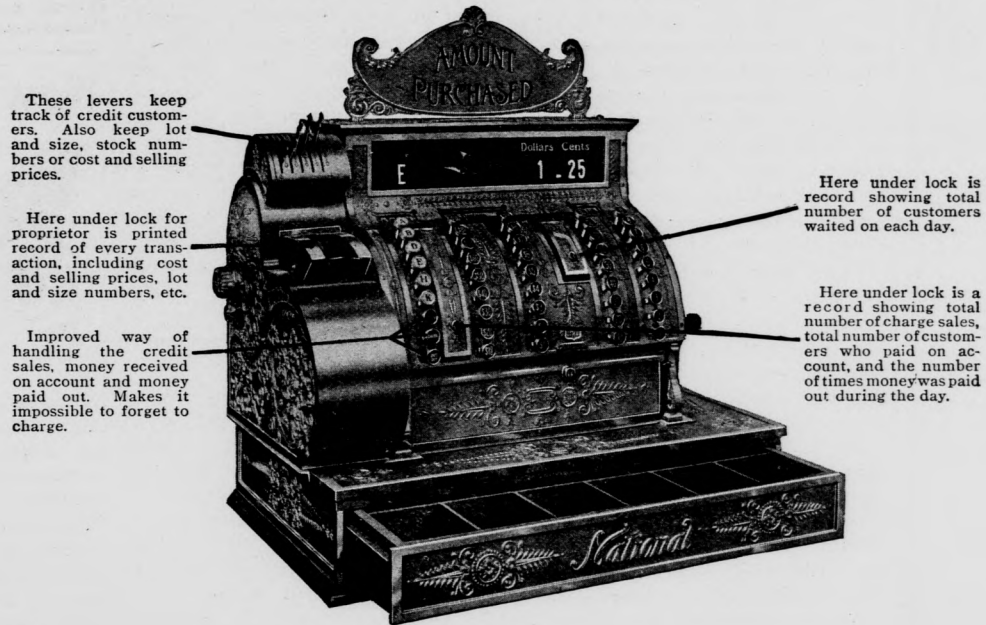
If the editor makes one there are a law-suit, swearing and the smell of sulphur, but if the doctor makes one there are a funeral, cut flowers and the smell of varnish.

A doctor can use a word a yard long without knowing what it means, but if the editor uses one he has to spell it.

If the doctor goes to see another man's wife he charges for the visit, but if the editor goes to see another man's wife he gets a charge of buck-shot.

When a doctor gets drunk it's a case of "overcome by the heat," and if he dies it is heart trouble. When the editor gets drunk it's a case of too much booze, and if he dies it's a case of delirium tremens.

Any old college can make a doctor. You can't make an editor; he has to be born.



MAKE up your mind today that you are going to let automatic machinery take care of your greatest troubles. You cannot afford to waste time and energy doing things that a machine will do just as well.

----- Cut off here and mail to us today -----

National Cash Register Company
Dayton Ohio

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

Name

Address

No. clerks

WHAT WILLIAM DID.

Combination of Small Capital and Judicious Advertising.

His name was William and it became the habit of everybody to call him William instead of Willie or Bill. He was not so particularly different from other boys, but probably it was because his family were very particular in their manner of speech and always used the full names when speaking of each other that caused the precise way of talking about William. That does not matter, anyway. What we are after is to find out what William did.

As a youngster he was somewhat inclined to trade and barter. He seldom had the same pocket knife for long at a time, and he was fortunate if he came through a term of school without having to buy a new knife, usually having traded himself out of good property and having a considerable boot of less or more value to show for the deal. When he became possessed of enough cash to invest in a horse, he pursued the same method of attempting to see if he could not get something a little better by trading. But the horse business did not last very long; he did not take kindly to the common horse traders. He preferred inanimate merchandise.

When he was about 18, he hired to a merchant as cheap clerk for \$3 a week. He was to do all the dirty work around the store, as is usual with the "boy," to handle the goods when wanted and to do the general toting. It was a town away back East in a lake country; a region that had been settled for several generations, and the storekeeping was largely of the kind that was done in the early days. Everything was there kept. The assortment of dry goods was fairly good in the staple lines—such goods as farmer folk need all the time—but the assortment of better materials and fashionable stuff was almost nil. That was because Mr. Brown, the proprietor, was an old man, went to market once or twice a year, seldom bought anything of a drummer and wrote out his orders when he wanted to "sort up" a little.

The stock of other goods was made up of groceries, hardware, chinaware, wall paper, a little furniture, a few common tools and implements and the stuff that finds its way and remains in a country store in the East. William slept in the store, for that had always been the custom for the young clerks. It was supposed to be a guard against thieves and fires, but you can be sure that William's slumbers were usually so deep that neither the breaking in of doors or windows, nor the approach of the devouring element less near than his very person could have awakened him. But he did as he was told, and that was the thing that started him right.

He did not like the work exactly, but it was something in the way of dealing in goods, and he watched the business operations so closely that it was not long before Mr. Brown had him selling goods at the gro-

cery counter and gradually worked him into cutting prints and muslins. William took a greater liking to the dry goods and would sneak over there every time he had the opportunity, just to see what there was and what he could do with it.

He remained with Brown two years, and then another concern in town offered him a job at a little more pay than Brown was willing to give and also told him that he could spend all the time at the dry goods end of the trade that customers in that department demanded. William took the offer and became a real dry goods clerk with a few grocery, hardware and wall paper strings attached to him. He liked the work, and that was the one large reason why he succeeded so well in learning what there was to learn of it.

Thirty miles south was a city that was growing fast and was attracting attention from all the country about. The opportunities for making money there seemed larger than in the towns that had neither grown nor shrunk in forty years, and William got a bee in his bonnet. He wanted to have a business of his own, or at least have a say in the running of a business in which he might have something more than a salary interest. But there was much reason why the bee had to remain confined in William's bonnet. He hadn't any money with which to start the business in another locality, and the people round about who had money to loan wouldn't see the proposition in quite so rosy a light as himself, especially when the security was so small as the good word and apparent intelligence of the young man, with no property to back him.

That induced William to see what he could do at saving a bit, and also what he could do in interesting other people to go in with him. When a young man works for wages in an Eastern country store, he does not get very much beyond what he can use at once. William's pay was so much less than that accorded to the clerks in Western stores that the latter would be frightened lest they have to run in debt in order to live on so small a sum. Nevertheless, he saved as much as he could, and then saved a little bit on top of that, for he had a definite object in view. The object was more or less chaotic, but it was there just the same.

When he had attained the, what seemed to him, ripe age of 23, luck came along with it. He had managed to get together somewhere between four and five hundred dollars, and he had also managed to interest an old friend of the family who had some money. This old friend was an old soldier who had formerly been a book-keeper but whose broken health had forced him out into the country. He wanted to get back to his old calling in some way but wanted less activity than is required in a salaried position. This man knew a clerk in another town who was also anxious to start in business, and the three of them arranged to make a partnership.

The old soldier had the most

money to invest. He had something like \$3,500 which he would venture, reserving a part of his property as an emergency fund on which to fall back in case the venture was a failure. The other clerk had a little less than \$1,000, so between the three the investment was a possible \$5,000. That sum will buy a fairly good stock of goods for a small store, but when three families have to get support and profit from it, there must be some hustling all around.

The other men were far ahead of William in years. The older man was past 50, and the other was near 40. The older man was to be the financier and the other two were to do the main part of the buying and selling, the latter work to be augmented by aid from the families of the three when possible and not to be a matter of outside expenditure until it became necessary. William was not married, but he and the young lady had made up their minds he was going to be before long.

The stock was bought and business opened in the new location—the growing city. It looked all right, but it did not pan out at first. You see, there were a good many other people who had the same idea of doing business in the city as these men, and the activity of the place was somewhat hard worked. They did not catch on to how the things were different in the city than in the smaller town. They sold some goods, but they did not sell either as much as they thought they should or as much as they must in order to make

ALABASTINE

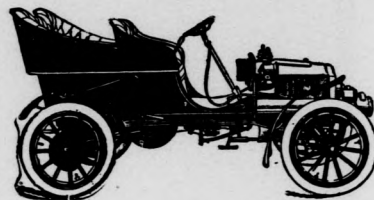
\$100,000 Appropriated for Newspaper and Magazine Advertising for 1906

Dealers who desire to handle an article that is advertised and in demand need not hesitate in stocking with Alabastine.

ALABASTINE COMPANY

Grand Rapids, Mich New York City

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

NEW YORK CHICAGO ST. LOUIS DENVER SAN FRANCISCO
CABLE ADDRESS—GOLDS LOCAL & LONG DISTANCE TELEPHONES



NEW YORK & ST. LOUIS
CONSOLIDATED
SALVAGE CO.
INCORPORATED UNDER THE LAWS OF THE STATE OF MISSOURI
CAPITAL STOCK \$10,000 FULLY PAID
ORIGINAL SPECIAL SALES SYSTEM
ADAM GOLDMAN, President & Gen'l Manager
HOME OFFICES GENERAL CONTRACTING AND
ADVERTISING DEPARTMENTS,
Century Building.
ST. LOUIS, U.S.A.

The recognized, most reliable and most trustworthy corporation conducting special sales. We prove it by outclassing any other company following us in this line of business. Write any jobbing house you may be doing business with for reference.

New York & St. Louis Consolidated
Salvage Co.
INCORPORATED
Home Office: Contracting and Advertising Dept., Century Bldg., St. Louis, U. S. A.
ADAM GOLDMAN, Pres. and Gen'l. Mgr.

a success of it. There was at least one thing lacking, and they were all wondering what they were going to do about it.

The first season was past and it was time to buy new goods, if the trade of the city was to be attracted to the new store. But the stumbling block was the fact that there was so much of the capital bound up in the purchase little was left for the investment in new goods, and the profits from three months of sales were not enough to make the bank account fat. About this time a young man in the advertising office of the morning newspaper became active and solicited advertising patronage from the firm. Up in the country they had known little about advertising, excepting the kind the boss always gave to the editor of the local weekly simply because he knew the editor and not because he thought it was any good.

This advertising man did not get much encouragement at first—advertising solicitors seldom do, and if they do they are surprised. The firm thought they were going in the hole fast enough without shoveling the rest of their money into the newspaper office. Three weeks of argument persuaded a few inches of advertising for every morning for a month, and the young solicitor agreed to help them write the advertisements.

Well, that was the beginning. Within a week they saw that it was fetching them trade, and they admitted the fact to themselves as well as the newspaper people. It did not come swiftly, but it came. The financier became arbitrary with the money for purchases and set aside a given sum with which to make new purchases, stipulating that when that was gone no more would be forthcoming until a certain time. The buying had to be cut according to the cloth on hand for the garment.

The opening of better things was apparent and actual. At the end of the month the advertising space was slightly enlarged and a three months' contract made. The advertising did not do it all, but the business increased rapidly with the business of the city, and the advertising space was increased with all possible swiftness. In the second year of the business the firm was using a half page

in the daily morning paper and nearly that in an evening paper, besides outside advertising, and that was a big amount of advertising to be done by one concern in those days. They knew it was expensive—they found that out every time the bills were presented—but they discovered its paying qualities for even a small capital.

Well, the thing was started all right, and although William was the youngest and least partner he was the most active and got the business most completely in his grasp in its details. The able financiering of the older man undoubtedly helped them over many bumpy places. He made no attempt to learn the business; he simply handled the funds and the book-keeping, for he declared himself too old to learn anew. The country-learned habits of economy stood them all in good stead and helped them to win out.

Now, to cut the story short. That business was started about twenty years ago. The older member of the firm died many years ago, leaving his interests as a legacy for his family. William and the other member failed to agree all the time and William bought out the other one. There has been a sale of interest to another man, but William is the principal owner, is the actual manager and has the strings of the business in his fingers all the time.

The business is done on three floors of a big building built and arranged for the store. The business is big and its profits now make the profits of the first days seem puny and useless.

There is no exaggeration or warping of conditions in this story. I know the man well, and if you want to know anything more about him write to me and I will give you his personal address.—Drygoodsman.

Europe Sells Most to Mexico.

John Bull's island and the kaiser's fatherland are where the Mexican machinery mainly comes from, not on account of superior workmanship or cheapness, but apparently because European manufacturers are disposed to conform to the requirements of the 14,000,000 Mexicans who have occasion to use machinery. Besides, the Europeans extend long credits, which permit the buyers to proceed

leisurely in conformity with the slow processes in vogue everywhere in Mexico.

American machinery is admitted to be excellent, but it is not suited to the rough handling of the Indians and half breeds, who perform most of the Mexican labor. By the majority of these machinery is made to perform its duty regardless of any defects which may exist, due to faulty installation or other causes. The laborers do not stop to take this into consideration. Nor can they appreciate the fine working parts of complicated machinery nor the careful handling it requires. European machinery is fully one-half to one-fourth heavier than American machinery of the same power, and hence stands much rougher treatment

American machinery, it is said, is shipped carelessly, so that it arrives in bad condition, requiring the missing parts to be replaced by native mechanics, who thereby jeopardize the working of the machine. The European products are shipped in a faultless manner.

During the past four years the price of diamonds in the rough has advanced about 55 per cent. According to the Engineering and Mining Journal, the explanation of this enormous increase in price is not, as the London merchants pretend, a scarcity of good stones, but the result of a combination between the two great companies of South Africa, the De Beers and Premier.

Welsbach Mantles and Burners

The Mantles and Burners That Sell

If you want to know New Prices and New Goods in the Incandescent Gas Lighting Trade send for Welsbach Catalogue No. 8 and study the contents.

A. T. Knowlson

Wholesale Distributor for Michigan
58-60 Congress St. E. Detroit, Mich.

Store and Shop Lighting



600 Candle Power Diamond Headlight Out Door Lamp

made easy, effective and 50 to 75 per cent cheaper than kerosene, gas or electric lights by using our

Brilliant or Head Light Gasoline Lamps

They can be used anywhere by anyone, for any purpose, business or house use, in or out door. Over 100,000 in daily use during the last 8 years. Every lamp guaranteed. Write for our M T Catalog, it tells all about them and our gasoline systems.

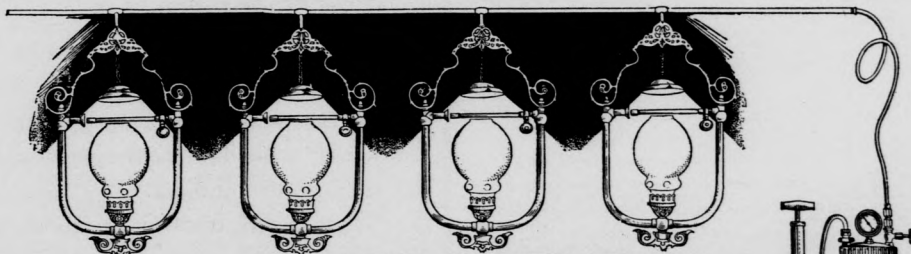
Brilliant Gas Lamp Co.

42 State St., Chicago, Ill.



100 Candle Power

**Here
It
Is
At
Last!**



\$35

A FLYER!!

FOR THIRTY DAYS ONLY we will ship to enterprising merchants our famous American Hollow-wire System, consisting of four No. 5-LP Lamps, 5-gallon steel tank and pump as illustrated and 100 feet of hollow wire for only \$35.00. Don't miss this opportunity to provide your store with a 2500 candle power light.

WHITE MANUFACTURING CO., Chicago Ridge, Illinois
182 Elm Street

**The
Light
That
Draws
Trade**



Place Yourself in the Attitude of a Customer.

This article is written for the benefit of shoe clerks, but if the proprietor can profit by the suggestions offered, he is more than welcome to them.

If you will place yourself in the attitude of a customer instead of a clerk you will have some things impressed upon your mind that you are now overlooking. We are all prone to look at things from our own standpoint, without giving the other fellow a respectful hearing, but we should not forget that there are two sides to all questions.

The customer may be cross and overbearing, but maybe he has some cause of which you are ignorant. He may have been in the next door and had a setto with a clerk that did not know his business; he may have been having an argument with his wife, in which he came out second best; one of the children may be sick, and many other things may have contributed to his undoing.

No matter what frame of mind he is in, it is your business to sell him. You are paid to look pleasant, no matter how hard he is to suit. A good salesman shows his ability when he keeps his patience and temper under the most trying circumstances.

If your customer abuses you, keep your temper during business hours, and if you feel as if you must have satisfaction, meet him out in some dark alley and have a heart-to-heart talk.

When a patron enters a shoe store he is under no obligation to buy, and if you can not show him what he wants, or bring some pressure to bear on him to cause him to want what you have, he is pretty apt to go out without leaving his money in your possession. The first thing, then, that you should consider is to please your customer.

For the sake of illustration, we are going to transform you into some of the characters who are in the habit of buying shoes at your store. The first person you will represent is an old man. You go into a shoe store for a pair of shoes like you have been wearing for the last ten years—a wide, French toe, about two sizes too large for you. When the clerks see you enter the door, they do not all rush forward in a body to see what you want, for if there is anyone on earth a shoe clerk hates to wait on it is an old man.

When you have gone nearly the length of the store without being approached, you begin to feel as if you were not welcome.

You go up to one of them and in a timid manner make known your wants. Without inviting you to be seated, he brings the shoe you ask for, if he has the size, but he does not take the trouble to show you more than one style.

You have been wearing a \$2 shoe, but this clerk has just received some nice vici kid shoes, which retail at \$3, and if you saw a pair of them you would want them, but you do not get a chance to see them; he wants to get rid of you as soon as possible, so you buy the \$2 shoe and go home, thanking your stars that you need a new pair only once in two years.

The next character we will have you assume is that of a young lady. You have a very dainty foot, and are rather particular how you dress it; besides, you have the right to demand all the attention you desire, by virtue of being a young, attractive damsel.

Of course, you have your mind fully made up beforehand that you are not going to be suited until the clerk has tried on at least a half dozen pairs, and laced up both shoes. Then you may change your mind and buy a button, but that is your privilege.

You go into the store and ask for a 4 A—the size you think you wear. Like a great many young ladies, you imagine that a narrow last gives you an enviable distinction, and when the clerk bluntly tells you that you need a 4 D, you are deeply grieved. You positively refuse to be comforted and walk out of the store crestfallen.

You heap anathemas upon the head of the offending clerk, and vow by all that's holy that you will never go into that store again.

It would have been much easier for the clerk to have remarked, "My, what a narrow foot you have; don't you think I better get you a AA? I do not believe an A will be narrow enough." Then he could have put the D last on your foot, and you would have bought it.

It is remarkable how far a little jolly will go with a shoe customer.

Now we are going to change you into the meanest character that enters a shoe store—the man who has his mind made up beforehand that he can not be fitted.

You go into a store, and when the time of day has been passed between you and the clerk you come at him this way: "I don't reckon there is much use for me to come in; I'm satisfied you haven't anything I can wear; I have ruined my feet by trying to wear shoes that weren't suited to them, and I am going to quit it; after this I'm going barefooted until I can find exactly what I want."

You have done all you possibly can to discourage the clerk, and you can not feel hurt if he seems indifferent; but you have tackled a live wire this time, and he goes after you in a manner before unheard of.

"Why, my dear sir," says he, "you are just the kind of a man I am looking for; my trade has been so easy to please all this week that life in a shoe store is getting monotonous; I was really wishing for some hard customer to come in so I could demonstrate the value of that new last we just got in, and here you are. Now I'll have you fitted out in a few moments with shoes that will insure you solid comfort," and he begins operations.

Don't Get Left Again

on

Canvas Shoes and Oxfords

It has been conceded that we have the best line of canvas shoes and oxfords that have been shown in any spring line thus far this season. We have them in variety and price to please the most skeptical buyer. We are selling them to the best trade in Michigan, which strengthens our own confidence in them. Our salesmen are on the road with spring samples now. You will feel no regret if you give them a look.

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

Old Honesty

If you are in business not for today, nor tomorrow, but for good, it will pay you to sell Old Honesty

Hard-Pan Shoes

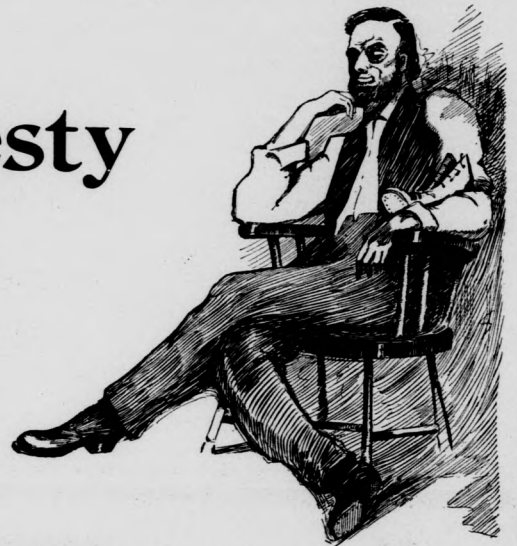
for men and boys. You can interest men in a shoe like this—foot easy and they wear like iron. Regular old-fashioned quality in new-fashioned styles. Did you get a bunch of "Chips of the old block?" Send for a sample dozen of the Hard-Pans—you'll like them and want more.

See that our name is on the strap.

The Herold=Bertsch Shoe Co.

Makers of Shoes

Grand Rapids, Michigan



The truth is he has you sold before he shows you a shoe.

The fellow you went to before you came to this store acted quite differently. After you told him your tale of woe you could see the corners of his mouth droop, and a woe-begone expression come over his face. "Well," said he, "I hardly know what to show you; we haven't anything much different from what you are wearing, and I don't reckon there is much use taking up your time," but he tries on two or three pairs in a half-hearted way, without getting what you want.

Now, how do you like being a customer instead of a clerk? Haven't you been disgusted with the way some of them waited on you?

You may represent one of these types. Better take a good look at yourself and see if you can not make some improvement.—Drygoodsman.

The Retail Catalogue House and the Shoe Dealer.

Retailing merchandise by mail is growing by leaps and bounds. A conservative estimate of total sales during the current year is in excess of \$100,000,000 for concerns located in Chicago alone. An example of the growth of the mail order method of doing business is found in the statement of a well known catalogue house: In 1898 sales amounted to slightly less than \$7,000,000 and to more than \$20,000,000 in 1904. The shoe sales of a single catalogue house approximated \$1,500,000 in 1904, and from the showing made thus far the manager predicts that sales will pass \$2,000,000 during 1905.

In addition to the steadily increasing number of establishments devoted exclusively to retailing by mail, there are thousands of merchants and manufacturers selling direct to the public a part of their product through the medium of mail order departments. So great has been the growth of this method of merchandising that it is claimed 25 per cent. of all retailing in the United States is already transacted by mail order houses. The figures may or may not be correct. There is, however, no disputing the fact that country dealers view with alarm the loss to them through this competition.

Footwear is possibly one of the least difficult commodities to sell successfully by mail. A pair of shoes or slippers can be sent by post for a few cents, and the express charge on a pair of boots is nominal. Illustrations and descriptions, cleverly executed, enable customers to arrive at precise conclusions as to styles and materials. Rules for self-measurement are supplied, and when followed assure a fair fit. But over and beyond these things nearly all of the larger mail order concerns permit purchasers to return anything not considered satisfactory by the buyer.

The larger catalogue houses are in position to place immense orders, thereby obtaining lowest prices, and sales being on a cash-in-advance basis the discounting of bills is more readily accomplished. In consequence of the unlimited field to be

cultivated, these concerns can carry in stock a greater variety of styles than the average retailer, although the latter is not without advantages. He is much nearer to a certain portion of the buying public and has an opportunity to become personally known to an ever increasing number of individuals. At the same time he is on the ground and may study the peculiarities and tastes of those he would serve. If he is wide-awake to every opportunity he will insist upon trying to satisfy the desires of those who do not appear suited with anything in his stock. He will send to his manufacturer or jobber for the particular style described by the would-be purchaser. The profit coming from these transactions may be exceedingly small, but will possibly lead to future dealings, which will return a high rate of interest on the original investment of time and talent. It is perhaps worth while to suggest, in passing, that at some future time the custom now adopted by some manufacturers of putting catalogue prices in cipher will become universal. Then the retailer can show a possible customer an illustration or description, or both, of the articles desired.

The mail order house sells goods by telling the public that it has goods to sell. The goods are illustrated, described and prices stated. The retailer who fails to do as much has no just cause for complaint if some of his neighbors go where they have been invited to trade.

Probably the only real and apparently unsurmountable advantage the retail catalogue house holds over small dealers is that of buying goods for less money. Commercial conditions are such that the big buyer most frequently obtains lowest prices on any given commodity. The jobber thus buys for less than the small retailer, and the retailer, in turn, buys for less than the small consumer. The big catalogue house endeavors to eliminate the jobber; buys from the maker and sells direct to the consumer. Recently a few of the larger mail order concerns have engaged in the manufacture of various articles, shoes included, in an attempt to be prepared to sell them even more cheaply.

It is impossible to forecast the method by which retailers will ultimately meet this competition in buying, but that it will be met eventually and effectively seems certain. A national association of shoe dealers, the members of which would unite in refusing to buy from any manufacturer selling his product to a retail catalogue house, has been suggested as a remedy for the ill. Action of this kind would not prevent mail order concerns engaging in the manufacture of shoes, an improbable, if not impossible, situation. The foregoing suggestion would, therefore, appear of little value. The only plan thus far advanced which seems at all certain to meet with a trial, ultimately, calls for the organizing of dealers in different sections into associations.—Shoe Retailer.

Buck Sheep

with wool on



- 6 in. Lace - - - \$6.00 per dozen.
- 8 in. Lace - - - 8.00 per dozen.
- 15 in. Boot - - - 13.50 per dozen.

We carry a full assortment of warm goods, Leggings and footwear.

Hirth, Krause & Co.
Grand Rapids, 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 Lycoming Rubber Co.

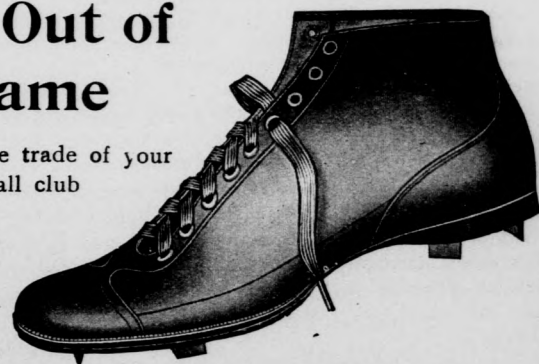
SAGINAW, MICH

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 222

THE NEW MANAGER.

How She Accomplished the Changes Deemed Desirable.

Written for the Tradesman.

The employes of Moore's department store were in a state of mind not conducive to good work. They were in a condition which boded ill for the New Manager, that was the trouble. There was to be a New Manager, and that person was a woman!

"Huh!" sniffed old Billings, who had been in charge of the hardware department for years, "what will a woman know about chilled plows? And just wait until she goes up against a few harrow and cultivator propositions, then we'll see where she gets off at."

"Betcher a dollar'n a half she don't last a month," said the driver of the delivery wagon, who, despite his own inability to get the right bundle at the right place half the time, felt fully competent to talk about the lack of ability on the part of any one he chose.

The women around the place had nothing but disgust to express at the thought of being "bossed" by one of their own sex. Their feelings were well expressed by the snub-nosed blonde who hung over the ribbon counter:

"This new woman don't make no hit with me. They call you down for wearing a becoming pomp and trying to look swell."

There had been managers at Moore's who praised the pomp and hung meaningly around the ribbon counter, much to the girl's evident delight.

Thought the women, "The idea of being bossed by a woman!"

A man was a natural boss to them, but a woman—"never!"

It was a fateful Monday morn when the New Manager appeared.

With her came Moore, the well-preserved old bachelor who devotes his time to his store, some fishing streams he knows and, strangely enough statuettes: little models of women, of horses, of dogs—anything, in short, that can be worked into a more or less meaningless little frippery to encumber mantelpiece or whatnot. His bachelor quarters are full of them, and he keeps buying more. Many of them are valuable and artistic; others are monstrosities—senseless raffra that costs but a trifle but which the peculiar Moore has a mania for picking up whenever he sees them.

After the New Manager had been in the office for a time with the owner, she came out confidently and started down the aisle to take a general survey of things. Then she made a tour of the whole place, visiting every department and looking around carefully as if she knew what she saw and was observing intelligently.

She was of medium height, calm, placid as a deep still pool of water. Her complexion was clear and pink with a pinkness that did not suggest the flush of the professional beauty but rather the pinkness induced by

plenty of sleep, right living and outdoor exercise.

The New Manager was not precipitate. She was around the place a week and nothing of note had happened yet. The clerks began to think that she was something of a muff after all and would be a good deal "easier" than the last one they worked for.

Then things began to change:

One day the snub-nosed ribbon counter girl was lolling over her counter chewing gum and absently reading the label on a box across the aisle.

"Don't you think it would look better to a customer coming into the store if you stood or even sat a little more erect?" said the New Manager, coming up suddenly.

The blonde gave a gasp of astonishment and straightened up impudently. The New Manager flashed her a queer look from her clear blue eyes and passed on.

"It takes a woman to call another woman down without saying much of anything," observed the dress goods man later, in referring to the incident as he had seen it with a quickness acquired in years of dealing with women of strange and fearful whims and fancies and veiled threats. From that time on the New Manager began to "get busy," as the incompetent delivery man expressed it. She got "busy" with him so successfully that, after a time, he managed to get through each day without making more than two or three mistakes. She went through every department, after she had got her bearings, and she criticised with understanding, and the people around the store began to see the meaning of the weeks of waiting before she said anything. She simply had waited until she knew conditions so that she could criticise understandingly. When she said anything if it was heeded it did a great deal of good.

She seemed to have a rare knowledge of all departments—for a woman. She invaded the shipping room one day and made several intelligent suggestions that brought a look of surprise to the face of the man with brush and stencil, who had never been approached by a manager before, especially a woman one.

It was excellent proof of the woman's good sense and kindly ways even in faultfinding that none of the employes were angry at her or bore any ill-will toward her. Even the pert girl at the ribbon counter liked her. She no longer chewed gum and her aggressive blonde pompadour no longer towered so aggressively. She had shed the trailing flimsy skirt she had once vainly dragged through the dust and dirt to and from the store and her trim figure was graced with a gray skirt, walking length, that was a pretty fair copy of the New Manager's black one. The New Manager was the ideal woman in the eyes of the dowdy little blonde clerk, who was becoming less and less dowdy under the eye of the kindly woman, who took an interest in the girl and combined the positions of mentor and Manager in such a successful manner.

There was one exception to the

A Guilty Conscience



never troubles a dealer who sells

Walkabout Shoes

When a dealer fits Walkabout Shoes on a customer, he can say with a clear conscience, "These are shoes I wouldn't be ashamed to wear myself," and you would say the same thing if you knew the shoes.

Shoe dealers who have the reputation of

selling the most reliable goods, and who get the highest prices, sell them, and they are proud of it. We have a proposition to make one dealer in each town in regard to these shoes.

MICHIGAN SHOE CO., Distributors
DETROIT, MICHIGAN

Xtra Good



The shoes we make are of many kinds, each of which is extra good. You may not be able to use them all. But no matter where you do business there are some shoes in our line that it will pay you always to have in stock.

Solid comfort from the start, excellent service to the finish—that is the life history of our footwear.

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

statement that every one liked the New Manager. That was Charlie King. Charlie had charge of the carpet department, and all the girls in the store—and many out of it—thought that he was “just the nicest boy!” He was a strange mixture of likable qualities and vainness that was disgusting beyond measure. He had a winning smile, but it changed to an oily smirk at times. He had pleasing ways that sold carpets but that, upon occasion, could change—and did—into nauseating mannerisms. Still, he was a favorite. The New Manager, being clean and sweet and wholesome, attracted the eye of the unfortunate Charlie and he “laid for her,” as he expressed it, with egotism that was wonderful.

The matter progressed until Isaak Walton thought it had gone far enough.

No one knew how it began or what transpired, but it left the self-confident Charlie servile, groveling, crushed—the starch, for once, all taken out of him, as the New Manager sailed away with scorn in her fine eye and outraged dignity in her very walk.

That she was the right sort was proven by the fact that Charlie kept his place in the carpet department.

The New Manager introduced many changes about the store, changes that were not relished at first by the clerks and others who worked under her. But she did it all with such a sure, decisive air, and withal so good-naturedly and without any attempt at superiority, that there were few grumbles.

The big store windows had long been the bane of the management's and the window trimmer's life. The window trimmer was an energetic young man of good ideas and an impulsive disposition. When he first came he took the big windows in hand and made them blossom with unique effects in the display of goods. The windows were the best on the street and attracted a good deal of attention; but, when the bills came in for incidental fixtures and things that had been purchased outside the store for the dressing of the windows and the producing of the novel effects which had been so much admired, the store proprietors raised such a howl that the window dresser thought best to cut down expenses. The windows after that were not so striking. Finally when the management began to find fault with the amount of goods that were damaged by long displays in the windows the young window trimmer began to be discouraged.

When things had reached this unsatisfactory state the New Manager came upon the scene. She at once noticed the unsatisfactory conditions of the window trimming and held a little conference with the young trimmer about it. He, being rather young and, as said, impulsive, and smarting from a recent call-down from the owner of the establishment on the score of the windows, unbosomed himself to the New Manager, intimating that he had done the best he could and was sick and tired of the whole affair, and ended by saying in a discouraged tone that he “didn't care whether the firm liked it or not—if

they didn't they could get some one who could do it to suit them, which he wasn't able to.”

What did the New Manager do in the face of this? What most managers would have done? Say that the firm “most certainly could and would do this?” No, but with her wealth of good sense and her cool head she talked the impulsive young man around until he began to think that window trimming might not be such a bad occupation after all. Then she suggested less elaborate trims and more changes.

The young man went to work. Twice a week the windows came forth in a new dress. They were all simple, but they were effective, and the goods he used did not remain in long enough to get damaged. The windows again were the talk of the street, and it was a rare shopping afternoon when there was not a little knot of admiring customers among them.

The impulsive young window trimmer did not quit his job.

This last is but a sample of the many things the clear-eyed, level-headed woman Manager did; and, despite the croakings of every one concerned, she was a success—is a success—and is one of the standing proofs that a woman can be a success in business in a branch where executive ability is essential.

Burton Allen.

Labor Market Much Undersupplied.

Lansing, Nov. 7—Shovelers and general street laborers were never in such demand in this city as at the present time, although the street railway company has imported a large force of Italians who are engaged in laying new tracks and replacing pavements. In a single issue of a local paper one day this week there were advertisements for 103 shovelers and laborers. Twenty-five extra men were wanted by the Platte Heating & Power Co. and as many more were wanted by the Citizens Telephone Co., which is putting its wires underground. Fifty men were wanted at the beet sugar factory to unload and handle beets, and street paving was delayed by a lack of men. The demand for help is, of course, only temporary, as street paving, sewer construction and other improvements will soon be abandoned for the winter, but at the present time common labor is very scarce.

Within the past two or three months not less than three large plats of ground have been divided into city lots and sold in this city, the demand for lots being unprecedented in the history of the capital city. The number of new houses erected here this season is estimated at 500.

The Common Council has acted favorably on a request for a franchise by J. W. Haag, who is utilizing water power at North Lansing for electric power and heating. The Piatt Heating & Power Co. is already generating a vast amount of power at its dam above the city, and will soon add the water privileges at Dimondale and Grand Ledge to its circuit of wires. Grand River has considerable

fall and water powers are being developed wherever possible. Within a few years, it is estimated, electric power will be as plenty and as cheap in Central Michigan as at Niagara.

Bought By New Company.

Battle Creek, Nov. 7—Andrew Knight & Son are improving their plant by adding a new brick building, new engine and boilers and otherwise increasing their facilities for the manufacture of doors, sash and specialties.

The American Motor & Cycle Co., a newly organized concern, has bought out the established business of the Currie Motor & Cycle Co. and the Losey-O'Riley Co. The company is capitalized at \$10,000.

Electric Signs of all Designs

and general electrical work.

Armature winding a specialty.

J. B. WITTKOSKI ELECT. MNFG. CO.,
19 Market Street, Grand Rapids, Mich.
Citizens Phone 3437.

ESTABLISHED 1888



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.,
324 Dearborn St., Chicago, Suite 460
Will meet any terms offered you. If in rush, telegraph or telephone at our expense. No expense if no deal. Phones, 5271 Harrison, 7252 Douglas.

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Evening

Also instruction by MAIL. The McLACHLAN BUSINESS UNIVERSITY has enrolled the largest class for September in the history of the school. All commercial and shorthand subjects taught by a large staff of able instructors. Students may enter any Monday. Day, Night, Mail courses. Send for catalog.
D. McLachlan & Co., 19-25 S. Division St., Grand Rapids

Mayer School Shoes

Are everything school shoes should be. You know the troubles you have with children's shoes. We offer you a line of Custom Made Shoes that cannot be equaled for wear and lasting qualities. **Mayer School Shoes**

WEAR LIKE IRON.

If you wish to avoid kicks and improve your trade on children's shoes, put in the reliable and extensively advertised Mayer line. Particulars and samples on request.

F. MAYER BOOT & SHOE CO.,
Milwaukee, Wis.

Grocers

Your best trade will demand the original

Holland Rusk

Most delicious for Breakfast, Luncheon or Tea. Sold in packages and bulk. See price list on page 44.

Holland Rusk Co., Holland, Mich.

Order through your jobber. Get the original, the only genuine.

This Quartered Oak Desk

Grand Rapids make, 50 in. long, 50 in. high, 32 in. deep, with heavy raised and moulded panels.

Only \$25.00

delivered anywhere in Grand Rapids.

The Sperm-Hardy Supply Co.
Wholesale and Retail Office Furniture
5 and 7 So. Ionia St. Grand Rapids, Mich.

SERVANT GIRL PROBLEM.**Survey of the Situation by One Who Knows.**

Written for the Tradesman.

Third Paper.

As matters now stand, the household servant usually cares little or nothing about holding her position. If she is one of the capable few, she knows that a score of places are open to her any time she chooses to leave her present employe. And the girl who is one of the incapable many knows that should she exasperate her mistress to the point of dismissal, the chances are that some other woman will soon need help so sorely that she will give her a trial. So long as matters stand in this way, just so long will there be general dissatisfaction and frequent changes. The "uppish" girl will "sass back" whenever the lady of the house ventures a suggestion, and the lazy and inefficient will carry their shortcomings to the farthest limit of endurance. The servant problem really narrows to this—How to make the position of household assistant one that capable girls will want and will strive to keep.

It would indeed be an arrogant assumption for any one person to formulate a complete cure for so wide-spread and deep-seated a malady as the servant difficulty. The suggestions I have to offer are put forth tentatively and with some hesitancy. While I have thorough confidence that in cases where they can be intelligently and consistently applied great benefit will result to both employer and employed, I am also well aware that many housekeepers can not use them and that many others will be unwilling to do so.

The plan I propose, and I do not claim to have originated it, put in brief form is this: A higher standard of work, better wages, wages high enough to make it an object to bright, ambitious girls to become servants. Let us suppose the case of a woman fairly well-to-do financially employing one assistant. The plan can readily be enlarged where two or more are kept. If this woman chances to have in her employ a bright, honest girl, now perhaps doing rather indifferent work but who is perfectly capable of doing excellent service if she would try harder, let the woman have a frank and kindly talk with the girl, pointing out as definitely as possible just the places where improvement must be made. Then let her name the wages she will pay if the girl will bring her work up to the mark and keep it there. The amount named must be large enough to be a spur to the girl's ambition and must be higher pay than servant girls are generally getting in the community. It would often be better to make the offer in the form of a gradual increase from the present wage up to a certain limit, although this particular feature would depend upon circumstances.

If the woman we have taken in our illustration does not have in her employ a girl of the requisite capability, let her cast about among

the girls of her acquaintance who want to earn money, selecting those to whom she will make her offer. Let her consider not servant girls only, but also girls of a higher social standing, those who are clerks, typewriters or teachers or are likely to become such. I consider it very desirable that some of these be induced to become servants, both to relieve the overcrowding that exists in those occupations that have been considered more genteel and lady-like, and also to raise the status of housework as a vocation. It may be necessary, in some cases, that the woman wanting help go beyond her acquaintance and outside her own town, but I am confident that the plan if followed intelliently and with some persistence and patience will not fail of satisfactory results.

Does someone ask how high wages will have to go? I reply that so much depends upon local conditions, upon what are the other avenues of labor and what is paid in them; in short, supply and demand cut so much figure that the amount that must be paid to secure good household help will vary considerably in different places. And also the industrial condition of the country at large will have its effect. I think that, generally speaking, there will not be great difficulty in getting competent workers for reasonable pay; that is, pay that is reasonable when you consider what the skillful girl can get in some other lines of work. Remember that it is skilled labor that is needed.

Perhaps some women who read this will feel that while they can not afford to pay for the services of adepts in the household arts, still they could allow more than they are paying their help at present if results would justify it. To such I will say that I think an increase of wages not greater than one or two dollars per week may be made to work a vast improvement in the service obtained. And a part of this expenditure will be saved in the lessening of waste and breakage that will follow a higher standard of skill in the kitchen.

I do not recommend trying the plan proposed with any but bright, brainy girls. Neither this plan nor any other will make a good housemaid out of a dull girl or one lacking in "snap" and energy.

I know that many will be very reluctant to offer wages any higher than they are now paying. Some women have settled upon a certain stipend as the proper recompense for their help, and they stick to just this amount as if it were an important article of faith. Many a housewife who has ample means and would not consider an extra expenditure of fifty or one hundred dollars in the year as anything serious if it went for clothing or furniture would feel that she was undermining the very constitution of things by increasing the pay of her kitchen girl. The woman who keeps house, especially if she has never been a wage-earner, is apt to value her own time and strength as nothing. Per-

haps it is natural for her to reason that she ought to get her help for as near to nothing as possible.

Another obstacle to higher wages is the fact that the work of the household, while it is highly necessary and brings comfort and happiness and the things better than money, does not bring direct financial returns. When a manufacturer employs a better worker for higher pay he reasons that the better work will bring in money enough to more than make up the difference in the wages. But when an improvement is made in household service the return is in satisfaction and tranquil nerves, not in dollars and cents.

Does some one think that I overestimate the power of money? Does such a one say that housework will always be avoided by the better class of girls no matter what wages are offered? My reply is this: Look at the profession of the trained nurse, see the pride in their work, the enthusiasm, the faithfulness that these workers manifest. Now the work of caring for the sick is certainly not more to the liking of the majority of women than is the work of house-keeping. It involves long hours, severe strain and the doing of much that is distinctly unpleasant. Now I do not say that trained nurses work only for money. Far from it. But I do say that the most potent factor in the splendid growth of this profession has been the fact that the trained nurse has received a financial recompense somewhat in keeping with the services she has rendered.

Quillo.

Good Lesson To Be Learned from Low Prices.

Written for the Tradesman.

Apropos of the farmer as a business man the slaughter of the peach interests this fall fully demonstrates the fact that even the best of farmers are often caught napping.

Long before the time for peaches to ripen the business world of Western Michigan knew that a bumper crop was in prospect, and preparation for caring for the great output was apparently made. There were fruit men who, fearing lest there should be no provision made among buyers to take care of the mammoth crop, communicated their fears to the powers that be among the produce shippers of Grand Rapids and vicinity.

"You need not worry," said a buyer at a station not far from the city, "if the farmers are not too high up in their ideas there'll be plenty of demand for all the peaches in this country."

"How will it be about cars when the rush comes?"

"No trouble at all. Cars can be sent at an hour's notice. There'll be lots of buyers, and not a peach fit for canning need go to waste this year."

Thus assured the peach growers of Newaygo county felt safe in making preparations for moving their big crop, which, by the way, promised something even greater than the phenomenal yield of three years ago.

The early clings came on and there was no demand for them, which was

taken as a matter of course by the farmers. In some few orchards there were Yellow St. Johns, which were taken at a good price. After this came the rush of the main crop and the grand slump. Many towns along the Pere Marquette, where half a dozen buyers could have been supplied with as fine peaches as ever grew, had only one buyer each, the consequence being that when this one buyer had his car or cars full he would take no more, and the peach raiser could stand and whistle for a market while he contemplated his heavily-laden peach wagons.

Day after day fine loads of peaches were turned away, many bushels of luscious fruit were dumped by the roadside, and the hard work of years went up in thin air. Pleasant prospect, indeed! And yet, in a measure, the fruit grower has himself to blame for such a state of affairs.

It was not business to trust to the word of a commission man or his buyer as to what would be done. The fruit growers themselves should have organized and sold their own product.

An over-production of peaches? No, indeed. Not two hundred miles from where thousands of bushels of fat Prolifics, Early Crawford and the like were either refused a market or taken as an accommodation(?) to the farmer at 25 and 30 cents per bushel peaches were retailing to the consumer at \$1.75. This being true, and I have the proof, there must have been something radically wrong with the condition of things.

Peaches bought for 30 cents at Grant, Bailey and Newaygo were selling at from \$1.25 to \$1.50 in Lansing, Jackson and other small cities, while in the Upper Peninsula they brought even better prices. One man sold 700 bushels of fine peaches for less than \$200. He was at considerable expense for thinning, picking and drawing, to say nothing of the time expended in caring for the orchard in a careful and painstaking manner. His orchard had been thus cared for for five years, with the result above stated.

Now there is no lack of demand for this fruit. Probably not one-half the families of Michigan had all the peaches they desired, and this in one of the greatest peach states in the Union. Does it not seem as though there was something out of joint in the manner of distribution?

No doubt many heretofore enthusiastic fruit growers, after this year's lamentable disaster, feel like digging out their orchards. For the man who is raising fruit for profit and not in connection with general farming this is a bad state of feeling and ought not to prevail, but peach growing in connection with grain and potato farming ought to soon become a thing of the past. The two do not work well in company. "Shoemaker, stick to your last." General farmer, stick to your grain farming and let the fruit grower raise peaches for the masses. This is business. It is sound common sense, and the slaughter of fruit prices this fall may lead to a reorganization on this line. If this should prove to be the case

then the disasters of 1905 have not been in vain.

Taught a useful lesson by the sad and haggard failure of the present year, our peach growing friends will set themselves to renewed effort, not in despoiling their orchards but rather in seeing that the fruit-hungry thousands almost at their very doors are supplied with the luscious peach at a living price to the producer.

In bringing this about no one will suffer—unless it be the commission man and his small-town buyer—along the arteries of trade, and it is not the business of the former to look after them. Of course, shipping in a small way can not be thought of. Only by express could peaches in small lots be shipped to the consumer, and by this mode of transfer the charges eat up all profit. The American Express Company, as at present conducted, is a legalized highway robber, engaged in skinning small shippers from the wayside burghs, whatever may be its attitude toward the big firms in the large cities.

The lessons taught by the season's outrageous slaughter of peach prices to the producer will doubtless prove beneficial in the long run, and in future years will bring the fruit to the doors of many who, even with thousands of bushels rotting in the orchards, were this year unable to procure a single bushel.

J. M. Merrill.

Beware of Stale Fish.

Dr. W. H. Wiley, the Chemist of the Agricultural Department, in his "Pure Products" views, says that beef, poultry and game may be improved by keeping under proper conditions of temperature and protection from decomposition germs for the proper length of time. Beef, he says, improves by being retained in cold storage from four to six weeks, and the other meats a proportionate length of time. Of fish, oysters, lobsters and crabs the reverse is true, they never being so wholesome as when used immediately after their death following capture, and it would be better if they should be killed instead of being allowed to die of removal from their native element. He cautions particularly against the eating of fish which have been frozen down and then thawed out, and of any seafood which has been kept for any considerable time. The one great danger in such articles for food is the tendency in them to develop ptomaines, which are produced from protein by the activity of certain organisms and are extremely poisonous.

Fish is peculiarly liable to this danger, especially canned fish. When such food is opened, even of best quality, it rapidly tends to the development of ptomaine condition on standing, particularly in warm places. No canned fish showing signs of fermentation should be used on any account and the contents of sound cans should all be consumed at once. No canned or potted fish should be put on the table the second time, and what can not be consumed at one sitting should be destroyed, for the consequences of eating that which has remained open over night are dangerous in the extreme.

Hardware Price Current

Table of hardware prices including sections for Ammunition (Caps, Cartridges, Primers, Gun Wads, Loaded Shells), Axes, Barrows, Bolts, Buckets, Butts, Cast, Chain, Crowbars, Elbows, Expansive Bits, Files, Galvanized Iron, Gauges, Glass, Hammers, Hinges, Hollow Ware, Horse Nails, House Furnishing Goods, Paper Shells, Gunpowder, Shot, Augurs and Bits, Snell's, Jennings' imitation, and various tools.

Table of iron and metal prices including sections for Iron (Knobs, Levels, Metals-Zinc, Miscellaneous), Planes, Nails, Rivets, Roofing Plates, Sand Paper, Sash Weights, Sheet Iron, Shovels and Spades, Solder, Squares, Tin-Melvin Grade, Tin-Allaway Grade, Boiler Size Tin Plate, Traps, Wire, and Wire Goods.

Table of crockery and glassware prices including sections for Stoneware (Butters, Milkpans, Stewpans, Jugs, Sealing Wax, Lamp Burners, Mason Fruit Jars, Lamp Chimneys, Anchor Carton Chimneys, Electric in Cartons, Lanterns, Lantern Globes, Coupon Books, Coupon Pass Books, Credit Checks).

DRY GOODS

Weekly Market Review of the Principal Staples.

White Goods—In every white goods house it is said that the business for the present season is well in hand and that there is not the slightest possibility of prices being disturbed. The one factor that makes for a steady market is the shortage of goods in the primary market. Lines have been sold down to a point where the agents are not able to handle the late demands that are made on them by tardy buyers, in the plain goods especially, which are now the leaders in all sections of the country. While it is admitted that prices are high as compared with other seasons, it is explained that the entire cotton goods market is on a higher plane and that white goods are better situated to hold their value than any other class of goods. Every division of the trade is after white goods for the coming year, and it is recognized as a fact that for the new season a shortage in many lines can not be avoided, while on all lines the demand will be heavy enough to consume the product of the looms. High class goods in colors are awakening more interest for the spring than they have heretofore and some of the conservative buyers say they are of the opinion that before the season is much further advanced colors will be in strong request. Heavy shirtings have sprung into prominence during the past few weeks, and are now selling on a scale that is destined to clean out stock. In sharp distinction to the general demand for plain goods, in the orders for shirtings, fancies are asked for in stripes and figures.

Rugs—For the last two years the demand for rugs has been so strong that the stocks now in the hands of jobbers and retailers are very light; in fact, during the last six months deliveries have not kept pace with the demand. Owing to the short supplies it is believed that the competition among jobbers will be sharp enough to send rug prices at the sale above the present level.

Ginghams and Shirtings—Staple and dress ginghams are doing well for spring and makers predict a very successful season. It is noticed that in many cases the fine goods distributors are showing more favor to American goods than they were. Fine checks and stripes in dress fabrics are showing up well, as well as mercerized goods. Shirting interests are favorable to fancy woven fabrics, yet they are buying fine percales as well. Chambrays in end in end effects are selling freely.

Knit Goods—On the question of advancing prices there are several different opinions. Cotton goods prices, it is expected, will not be advanced, neither are any lower prices looked for, the general feeling being that present quotations will hold. But

woolen goods, if advanced a proportionate amount, in keeping with the advances general in all lines of the woolen trades, will not cause any surprise. Buyers of fancy knitted goods for the holiday trade have already placed orders of considerable volume, but this buying is not at this time wholly finished. Orders placed at this or a later date may not be delivered for the reason that stock goods are scarce and jobbers have not complete lines in many cases. Importers of knit goods are well satisfied with the business transacted by them in the recent past and their only troubles of the present are those attendant upon slow deliveries. Many buyers of these goods are trying to place future orders, fearing that at a later date they will be unable to secure the necessary goods. Many orders recently offered have been refused owing to the sold-up condition of the lines in question and buyers have, in many cases, been forced to substitute other goods in place of those first ordered, and up to the present time undelivered. Recent complaints of low quality in both hosiery and underwear have now in the main part been lost sight of, for the trouble now is, not that the quality of the deliveries is low, but that there are no deliveries. Low quality always is the cause of complaints, but at the present time buyers would, in many cases, accept goods of obviously lower quality than the original sample, provided the quantity was right. Retailers of knitted goods are the ones most dissatisfied with present conditions, for in many cases they have been forced to pay more for their stock in quantities without the following compensation of being able to deliver goods to the consumers at a correspondingly increased price. That is, the percentage of profits has in many cases decreased with them. Prices on hosiery, for instance, sold in bulk to retailers, have advanced, but the retailer must still sell the goods to the consumer at 25c per pair, or whatever the price may be, the profit in many cases being decreased without any corresponding decrease in the cost of handling. In the case of all articles of clothing prices have recently advanced, but in other markets the cost of the clothing to consumers has advanced in proportion. In the case, however, of hosiery this is only partially true, for on many lines, although paying more for the goods, the retailer has been unable to advance the price to consumers.

Linens—So far as first hands are concerned the linen business is quiet. All that they are interested in now is the securing of goods on order for delivery the latter part of December and the first part of next year. Neither the jobber nor retailer, according to all reports, is well supplied with goods to meet future requirements. Jobbers' stocks have been greatly cut down, and the demand for immediate needs is keeping up unusually well. Practically all grades of housekeeping linens are being called for to be used during the Thanksgiving sales, which start next week. Me-

dium grades of damasks, tablecloths and napkins to match are selling well. As already noted in former reports, towelings are in good demand, and where the goods are needed badly higher prices have been paid. Fancy linens are naturally in good request at this time of the year, and sales are reported by jobbers to be well ahead of last year's results. The retailer expects a heavy fall and winter business, and is making preparations with that end in view. Certain of the large retail houses have begun to place orders for dress linens for next spring, and there is every indication that the consumption of these goods will be very heavy. Reports from the various primary markets abroad are all of a bullish nature. In Belfast the demand has been steadily improving, and very good export orders have been booked for United States account. Prices have gradually advanced during the week. All looms are well employed, and, in fact, have more orders on hand than can be conveniently handled. There is no doubt now that buyers who placed their orders late, will be equally late in getting deliveries. The request from America for dress linens for the spring season has been very heavy, and mills will have much difficulty in meeting their contracts. The production of several well-known plants is said to be heavily oversold on dress linens, and requests for early deliveries can not be met by many of the other mills. Prices, it is believed, will go still a little higher and remain very stiff for the coming year.

Fur Coats

We have the
**Largest Assortment
in Michigan**

Have You Placed
Your Order?

Brown & Sehler Co.
Grand Rapids, Mich.
Wholesale Only

HATS At Wholesale

For Ladies, Misses and Children
Corl, Knott & Co., Ltd.
20, 22, 24, 26 N. Div. St., Grand Rapids.



HOLD UPS From Kankakee

Drawers Supporters like you want them. Missing link between suspenders, pants and drawers. A smile getter for a dime. Tell your traveling man you want to see them.
HOLD UP MFG CO., Kankakee, Ill.

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MACKINAW

DUCK COATS

COVERT COATS

LEATHER COATS

FUR LINED COATS

BLANKETS

KERSEY PANTS

OVERALLS

DENIM JACKETS

A complete line of all numbers. Ask our agents to show you their line, or we will gladly submit samples.

P. STEKETEE & SONS

WHOLESALE DRY GOODS

GRAND RAPIDS, MICH.

BRAVE WOMAN.

Her Pluck Won When Ruin Was Near.

An American heroine, who would resent the telling of her uncommon pluck and may only be indicated so far as to reveal that her dearest friends live in Winnetka, Ill., is perhaps an example of the most remarkable industry and endurance in the annals of our humankind. She is an Eastern woman of a family once rich and proud, who found themselves in poverty and debt. They were four—an invalid mother, the heroine, two useless and complaining sisters, and she was no longer in the first flush of youth, for she was past 30 when she took up the burden for them all.

It was the heroine who called a halt in their unheeding disregard of impending ruin, for her sisters would have gone on in their fashionable routine, contenting themselves with no more substantial base of living than the traditions of the family wealth, and culture, and prominence. Nor, when the elder sister asked their aid by suggestion or ideas, had either of them anything to impart but to go on in debt, their credit not being yet exhausted.

The house they lived in was already mortgaged up to the eaves, and they owed \$5,000 for food and clothing.

That the invalid mother could do anything more than exist languidly, surrounded by luxuries gained by the endeavor of others, was not to be thought of. The sisters declared there was nothing they could do in the way of earning, and they could not threaten suicide, for that meant disgrace—the sharper horn of the dilemma. There was only the same old refuge for the shabby genteel—to keep a boarding house.

At the suggestion of the elder sister the others sent up a wail in chorus. But the heroine was firm. She, like her sisters, had led an ultra-fashionable life, and knew nothing about housekeeping, but she lifted her task up bravely, and set herself to learn it in that expensive school, experience. Having secured more time in the matter of the mortgage, she began to learn to cook. Her quick discovery that she had a genius for cooking was the first stroke of good fortune. She knew enough about human nature to be confident that the house that served the best food deliciously cooked would beat all the others in the race. And she did not cudgel her brain to devise meals at a low rate for such as would pay no more. But the task she set herself was to prepare food better than any one else in their town for those who would pay for food in every way the most desirable. A terrible logic was born of her trial. She reasoned from observation that, if people would pay high prices for nothing else, they would not spare for the nicest things to eat.

Having made progress in the perfection of many menus for weeks ahead, she set about finding the people she desired in her house and visited such; all of them solid in reputation and responsible in money matters. She was successful at the out-

set in finding many to meet her own views halfway; that better health is secured by well cooked and attractive food; thereby anticipating the specialists in housekeeping by a decade.

Her house soon filled. She had as first capital, herself as cook, and such a cook as would have been worth \$3,000 a year to any first class hotel. It is not easy, at any price, to get a cook of the same degree of skill to which she soon attained. The house prospered. Her labor yielded rich results—the fruit of ideal housekeeping, exquisite cooking and rare administrative ability. She contracted a painful complaint owing to her incessant care and overwork. And, although from this time on, she never knew a day or night free from pain, yet she stuck bravely to her task, never flagging in energy and adding a summer hotel to her first enterprise. This was in a wealthy and exclusive East coast resort, where she pursued the same policy of a few and desirable people to a larger number less fastidious. Again in this she prospered. From the outset she had the rare wisdom to choose capable servants and to pay them well—more than they could have secured anywhere else, besides giving them pleasant rooms and good food. As a matter of course, her servants remained with her. And so she lived her hard-working, self-denying life; never free from pain, but working and winning for fourteen years.

Her lingering illness, long neglected, culminated in an attack which rendered it necessary that she should go to a private hospital for treatment. She rallied quickly and is now restored to health and hope and a newer fresh life. She can count as gains the payment of the mortgage on her home, the \$5,000 of debt, the safely moving business of the townhouse, and the summer hotel, and funds in the bank to the amount of \$30,000.

Jane Weyrich.

Pontiac Company Enlarging Its Plant.

Pontiac, Nov. 7.—The Pontiac Body Co. is just completing extensive repairs and a remodeling of its power plant to take care of a constantly increasing business. The body company formerly devoted all its time to the manufacture of vehicle bodies and seats, but since the rapid growth of the automobile industry has devoted its plant exclusively to the making of auto bodies. The company has leased the plant of the Co-Operative Canning Co., adjoining, and will take care of part of its business there during the coming season.

A. R. Welch, of the Welch Motor Car Co., is in the East with a new model of a light touring car which the company recently turned out. The car can hit up a speed of seventy miles an hour on an ordinary country road. The company has added a number of men to its force and from the number of orders which are already coming in the next season will be a busy one.

Courage is simply knowing when it is wise to be afraid.

Comfortables

We have just received and opened a new shipment and they are by far the best for the money ever offered by us. Let us send you an assorted lot or come in and take your choice. We know you will be pleased. Prices range as follows:

\$9.00, \$12.00, \$13.50,
\$15.00, \$18.00 and \$21.00 per dozen.

Grand Rapids Dry Goods Co.
Exclusively Wholesale Grand Rapids, Mich.

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

See Here a Moment

Do you know that the car shortage situation is already a serious matter with shippers, and will grow worse when heavy snow storms come? The only way to protect yourself is to stock up now. We would advise all of our customers to carry just as heavy stocks as possible. Flour and Feed prices are very firm and you may expect higher rather than lower figures as the season advances.

The best advice that we can offer you is to place your orders at once for both Feed and

Golden Horn Flour

either straight or mixed cars—quality and prices both absolutely right.

We firmly believe you will save money by so doing and provide against the tie-up that is bound to occur on railroads.

We can take care of you 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



Michigan Knights of the Grip.

President, H. C. Klockseim, Lansing; Secretary, Frank L. Day, Jackson; Treasurer, John B. Kelley, 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.

Out on the Road With the Field Force.

Some salesmen waste all kinds of time getting started whenever they make a new town. They fuss and fiddle around at the hotel after breakfast long enough to land a whole bunch of orders. They read letters, chat with the hotel clerk, putter over the selection of a room until the morning is two-thirds gone. Then they think it is too near dinner time to start out, and so read the paper until 12. After having dinner they suddenly remember that there is a letter they must answer at once. And so they fumble along. It would be something unusual if they should really get going before 2 o'clock. Then they wonder why the salary is not increased at the end of the year.

Nothing is more important to success on the road than cutting out the little details that keep you away from your work, away from the men whose orders you've got to get in order to live. Ten or twelve minutes after the train pulls up at the station you should be standing face to face with some one, trying with all your power to convert him to a use of your goods. Do not carry your grip to a hotel first. Check it at the station. You can not make any money at the hotel. Get out on the firing line at once. Get out where the orders are waiting for some resourceful chap to pick them up.

A salesman with the right kind of stuff in him will stand up for his house on all occasions. Do not let any one, not even a customer, say a disparaging thing about the house you work for. If you have been so unfortunate as to hitch up with a concern that is not square and honest, for Heaven's sake leave it and go with a house that is, for you can not do your best work unless you believe in and are loyal to your house. You can not make any record worth while unless you are intensely enthusiastic over the things your house has done, is doing and is going to do. You will never develop your highest ability unless you are so vitally interested in the success of your house that you feel yourself part of it, and that any disparagement of it strikes you like a blow in the face.

Show all you come in contact with, whether fellow workers, customers or outsiders, that you feel a slander of your house to be a slander of yourself. People like that sort of thing. They admire it. They will respect both you and your company far more

for it, and it will secure for you bigger orders from your customers because it will increase their confidence in you.

After closing with a customer, call round and ask how the goods are selling, if you get the chance, or write him to enquire if everything is satisfactory. It will cost you five minutes or a two-cent stamp, and will usually "bind him to you with hoops of steel." If he says he is dissatisfied take pains to help his interests along. Your experience with the line should give you pointers which may be of considerable use to him. Never let a customer feel that you have unloaded unsalable goods on his hands and abandoned him to his fate. Make him understand that you are interested in his success with them as he is.

Get the book ready and the pencil at hand while you are still in the heat of discussion, and the moment you have convinced your man he will sign almost mechanically, his mind too well made up by your arguments to admit the sense of doubt that assails most men in taking a final step.

Study the advertising of your firm. It will be fatal if your arguments are not as impressive as the advertising talk that has preceded you. If your firm's advertising manager is competent, the advertisements will furnish you with new arguments from time to time, or show you how to state old arguments more pointedly. A salesman should receive regularly copies of the news advertisements and circulars which the house puts out. If you do not get your copies, write for them.

Keep your eye peeled for new prospects. No territory is so old, so "threshed out" but that new conditions, new custom, will spring up unannounced.

After closing a sale, ask your customer, if you think he would willingly tell you, whether he knows of new prospects in his own or neighboring towns. Do this, of course, so tactfully that he won't imagine you are at a loss to find people to buy goods of you.

Do not talk about "replacing goods if they are unsatisfactory," or "refunding money," as a method of luring a man into buying. This sort of thing puts the idea into his mind that perhaps your goods won't be right. After he has volunteered a doubt on the subject it is time to state candidly just what your firm is willing to do to "make good in an exceptional case" like that.

Get on a good footing with the credit man in your house. Do not antagonize him by despising his judgment. If the house refuses good orders because its credit man is too finicky, the house loses more than you, and its loss is reflected on the credit department. The credit man does not hold his job for the purpose of harrowing you, but for the purpose of seeing that the stream of business that flows into the house is free from the taint of irregular dealings and financial incompetency. Since this is the stream that fills your cup, you want it to be pure.

Remember, when you are talking to a prospective customer that personality goes a long way toward backing up and making good what you say. His confidence in your truthfulness and the honesty of your intentions depends upon personality almost entirely, and this is especially true when what you say does not coincide with his own knowledge and experience. A frank, open face that shows sincerity in every feature; a bright, cheery manner; an enthusiastic belief in your goods; a neat, attractive appearance—all are important factors in this great essential, personality. With them you can sweep aside every vestige of doubt that may be in the customer's mind.

Every failure to close a sale should be studied from the standpoint of the salesman, what he did, how he did it and why. The cause can generally be located without investigating further. No excuse can be found in the treatment received from the dealer or in his attitude and the capable salesman never hunts for one. He takes it for granted that there is some way to sell that man and it is his place to find the way.

Cordial co-operation between a firm and its salesmen demands a personal basis and a continual "man to man" treatment. It means better work in the field and better sales. The sales manager who knows how to develop this spirit of personal regard, who can lead his men to feel that the house is more than a mere business machine, is sure to get satisfactory results.—E. S. Johnson in Salesmanship.

Whisky for Her.

Hudson Tuttle, the Ohio lecturer, made an address recently, wherein he described the pitfalls of the lecture platform.

"One pitfall," said Mr. Tuttle, "is the unwise choice of examples and proofs.

"A temperance lecturer wished to prove to his audience the deadly power of whisky.

"Accordingly he caused a drop of water to be magnified and thrown on a magic lantern screen. The picture was a terrible one. Worms bigger than pythons, crabs bigger than elephants, spiders the size of a ship, fought together in the drop of water like fiends in the infernal regions.

"The lecturer now caused a drop of whisky to be added to the water.

"Watch, friends," he said, "watch the whisky effect."

"The effect was marvelous. The liquor killed all those ferocious horrors instantly. Their vast claws and tentacles and feelers stiffened. All became peaceful and still.

"An old lady in the front row whispered hoarsely in her husband's ear: "Well, Jabez, that settles me. I'll never drink water again 'thout puttin' some whisky in it.'"—Rehoboth Sunday Herald.

Three Rivers Daily Hustler: The Three Rivers Traveling Men's Association met at the residence of President J. M. Shafer last evening and had a very interesting business meeting. The matter of the Michigan

railroads stopping the sale of the Northern interchangeable mileage books on Oct. 1 was discussed. Governor Warner is taking the matter up with the railroads with a view of getting the Northern book on sale again and, if necessary, will see that there is some new legislation to accomplish it. It was unanimously voted that the Association support the Governor in the stand which he has taken, and that President J. M. Shafer and Secretary and Treasurer O. G. Bond act as a committee to draw up resolutions to that effect and forward to him. After the business meeting the members were invited to the dining room to partake of a very nice lunch, which had been prepared by Mrs. Shafer. It certainly "touched the spot" and was a credit to the hostess.

A girl who can not sing and who tries to sing ought to be caged.

BANKERS LIFE ASSOCIATION of Des Moines, Ia.

What more is needed than pure life insurance in a good company at a moderate cost? This is exactly what the Bankers Life stands for. At age of forty in 26 years cost has not exceeded \$10 per year per 1,000—other ages in proportion. Invest your own money and buy your insurance with the Bankers Life.

E. W. NOTHSTINE, General Agent
406 Fourth Nat'l Bank Bldg.
GRAND RAPIDS, MICHIGAN

Traveling Men Say!

After Stopping at

Hermitage European Hotel

in Grand Rapids, Mich.

that it beats them all for elegantly furnished rooms at the rate of 50c, 75c, and \$1.00 per day. Fine cafe in connection. A cozy office on ground floor open all night. Try it the next time you are there.

J. MORAN, Mgr.

All Cars Pass Cor. E. Bridge and Canal

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 1:00 P. M.

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

LIVINGSTON HOTEL

The steady improvement of the Livingston with its new and unique writing room unequaled 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.

Conference Over the Northern Mileage Book.

The conference called by Governor Warner to meet at Detroit last Saturday was productive of marked results, in that the railway officials present were fully informed as to the reasons why the reinstatement of the Northern mileage book is deemed necessary, while the representatives of the jobbing trade and the traveling men were made acquainted with the reasons why the railroads hesitate to abandon the C. P. A. book and re-establish the Northern book in its place. The conference lasted several hours and was marked by extreme courtesy on both sides. The railway officials present selected C. F. Daly as their mouthpiece and practically all of the talking in behalf of the railroads was done by that gentleman. Lester J. Rindge and Wm. Judson represented the Grand Rapids Board of Trade, E. P. Waldron and John W. Symons represented the Saginaw Board of Trade and J. C. Crowley represented the Detroit jobbing trade. Mr. Daly again conceded the injustice of the provision in the C. P. A. book by which tickets can not be issued and baggage checked beyond junction points and stated that this objection would be remedied within a very few days. He also stated that any traveling man who reached a train too late to obtain his ticket could pay the conductor a cash fare, taking a receipt therefor and obtaining a rebate in case he held a mileage book. If he had baggage he could put it on the train and pay his excess at the end of the trip.

After the matter had been discussed fully and the railway officials were given to understand that nothing but a return to the Northern mileage book would meet the requirements of Michigan shippers and business men, it was agreed to hold the matter in abeyance for thirty days, at which time a full meeting of the Central Passenger Association will be held at Chicago, and all delegates to the Detroit meeting are expected to attend the Chicago meeting.

Governor Warner presided over the meeting with dignity and discretion and stated that, if necessary, he would invoke the assistance of the Governors of Ohio and Indiana in the crusade he had inaugurated to secure a return of the train exchange feature. His fairness was commented on by both sides to the controversy and it goes without saying that he has made many friends among the trade and the traveling fraternity by his action in this matter.

The daily papers of Detroit, which were evidently not represented at the conference, colored their reports in such a way as to lead their readers to believe that the agitation of the traveling men is hopeless, but the Tradesman is assured by several gentlemen present that the end is not yet and that, instead of shutting off all hope, the railway officials stated privately at the conclusion of the meeting that the representatives of the business men had made a good showing and that the arguments they presented and the facts they marshal-

ed had a marked effect on the gentlemen of the passenger departments. Some of the railway officials evidently act on the assumption that the agitation is a transient one and that it will soon pass away and be forgotten. It remains for the traveling men and their employers to determine whether this is the case or not.

Numerous reports continue to reach the Tradesman as to the annoyances to which traveling men are subjected by reason of the adoption of the new book. At some stations the exchange slips were exhausted last week and the agents were unable to obtain fresh supplies, although requisitions were made in plenty of time. At other stations the agents were so poorly instructed as to their duties that they made out their slips wrong, which will necessarily result in much annoyance when settling time comes. General Manager Hughart, of the G. R. & I., has undertaken to smooth over the rough places as much as possible by sending his Traveling Passenger Agent along the road, instructing the agents how to issue the tickets and also directing them to give traveling men who have baggage the preference when train time is near.

Regular Meeting of Board of Directors.

Flint, Nov. 6—At the regular meeting of the Board of Directors of the Michigan Knights of the Grip, held here Saturday, all the directors were present except James Cook and C. W. Stone.

The Secretary reported the receipts since the last meeting as follows:

Death fund	\$14 60
General fund	6 40
Entertainment fund	16
Total	\$21 16

The Treasurer reported disbursements as follows:

Death fund	\$2,500 00
General fund	1,006 17
Employment and relief fund	14 00
Entertainment fund	6 00
Total	\$3,526 17

The balance in the Treasurer's hands is as follows:

Death fund	\$1,435 59
General fund	686 22
Entertainment fund	16 00
Employment and relief fund	106 40
Total	\$2,244 21

The following bills were ordered paid:

F. J. Pierson, printing	\$ 18 00
C. J. Lewis, sundries	85
C. J. Lewis, stamps	3 50
C. J. Lewis, stenographer for convention	13 35
C. J. Lewis, salary	105 80
H. E. Bradner, salary	42 32
H. E. Bradner, Board meeting	3 98
H. C. Klockslem, Board meeting	4 00
H. P. Goppelt, Board meeting	2 00
G. H. Randall, Board meeting	5 38
A. A. Weeks, Board meeting	8 10
C. J. Lewis, Board meeting	1 00
C. W. Hurd, Board meeting	1 36

The following telegram was sent to Governor Fred M. Warner, care

of the Russell House, Detroit: "The Board of Directors of the Michigan Knights of the Grip, in session at Flint, in behalf of two thousand members, desire to express their earnest disapproval of the present C. P. A. mileage book and hope that the efforts of your Detroit meeting will accomplish the return of the Northern interchangeable book.

The following death claims were allowed and warrants ordered drawn to pay same:

Earl Allen (No. 2608)	\$500
Marvin Matson (No. 53)	500
E. H. Salisbury (No. 3652)	500
W. S. Lattimer (No. 3316)	500

The Secretary was instructed to call a Board meeting for December 16, should there be three deaths between the present date and December 10.

C. J. Lewis, Sec'y.

Gripsack Brigade.

Wm. Stone, better known as "Dad," who has covered the city trade for Francis Jiroch, the Muskegon tobaccoist, for the past nineteen years, has handed in his resignation.

John H. Darrow, for three years engaged as traveling representative for C. L. Weaver & Co., of Detroit, and R. H. Lane & Co., of Toledo, and for the past eight months employed by the Fargo Shoe Manufacturing Co., of Belding, has accepted a position as Manager of the boot and shoe store of L. B. Cowley, of Jackson, to take effect Dec. 1. In pursuance of this change, Mr. Darrow will remove his family from St. Louis to Jackson, where he expects to make his home for many years to come. After thirteen years' continuous experience on the road, he is naturally very happy to be able to settle down in so pleasant and profitable a position as the new connection promises to be.

At the conclusion of the mileage book conference, held at Detroit last Saturday, E. P. Waldron, of Saginaw, who has done yeoman service in behalf of the traveling men on more than one occasion and who has thrown the weight of his influence and that of the Saginaw Board of Trade in behalf of the restoration of the Northern book, called Mr. Daly's attention to the fact that, in some sections of the country traveling men are furnished a baggage mileage book, as well as a passenger mileage book, coupons to the amount of \$12.50 being sold for \$10. It is Mr. Waldron's idea that such an arrangement would work well in Michigan by providing a convenient method of handling the excess baggage feature, which suggestion appeared to strike Mr. Daly favorably and he promised to give the same careful consideration.

If there is one thing more than another that impressed the gentlemen who attended the mileage book hearing at Detroit last Saturday, it was the complete organization of the railway officials. While nearly all the Michigan roads were represented, practically all the talking was done by Mr. Daly, of the New York Central Lines. Mr. Daly owes his position to the fact that he is a man of quick thought and action, stalwart in debate and one who can not be

moved by opposition or argument unless he sees it is to the advantage of his roads to do so. He is a man of strong personality, intense individuality and uncompromising character. Those who saw him on this occasion, as well as others who have met him under similar circumstances, are willing to concede that threats are useless and that cajolery is out of the question—that the only argument which will ever cause him to recede from his position is cold, hard facts, plainly and unmistakably stated and subsequently clinched by decisive action. As the matter stands, the situation is practically up to Mr. Daly, because whatever he does the Lake Shore and Michigan Central are bound to do, and whatever those roads do, the Ann Arbor and Pere Marquette will necessarily have to follow suit. It is a matter of common knowledge that the G. R. & I., the Grand Trunk, the Detroit & Mackinaw and the Manistee & North-eastern stand ready to restore the book and were never in sympathy with the movement inaugurated by Mr. Daly to supersede it. The roads named can be counted upon to favor the traveling men in every possible manner, and it goes without saying that any pressure which can be brought to bear and any argument which can be marshaled should be directed to Mr. Daly, because he is the keynote to the situation and whatever he says goes.

Follow the Leader.

In view of the voluntary leadership Governor Warner has assumed in connection with the restoration of the Northern mileage book, it behooves every traveling man in Michigan to fall in line and support the Governor loyally and faithfully, taking no action which is not outlined and endorsed by him and confining the agitation entirely within the lines laid down by the Chief Executive of the State. Mr. Warner has much to lose and little to gain by the action he has taken, because he is necessarily compelled to array himself against the corporate interests of the State, which have more than once crushed an aspiring politician or statesman having the temerity to get out of the beaten path. Having taken the stand, however, and cheerfully assumed all the obligations that such a course involves, it would be the height of folly for the traveling men to undertake to secure the result sought by any other means than those espoused and championed by the Governor.

In the name of common fairness, the Tradesman sincerely hopes that every man who carries a sample case will do his level best to hold up the hands of the Governor in this emergency, to the end that the railroad officials may be compelled to see that the business interests of the State are a unit on this question and that nothing short of the restoration of the old book or the chief feature thereof will satisfy those who have a right to make such a demand.

The things that are worth while can never be taught.



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.
 Next meeting—At Grand Rapids, Nov. 21, 22 and 23.
 Meetings during 1906—Third Tuesday of January, March, June, August and November.

Michigan State Pharmaceutical Association.
 President—Prof. J. O. Schlotterbeck, Ann Arbor.
 First Vice-President—John L. Wallace, Kalamazoo.
 Second Vice-President—G. W. Stevens, Detroit.
 Third Vice-President—Frank L. Shiley, Reading.
 Secretary—E. E. Calkins, Ann Arbor.
 Treasurer—H. G. Spring, Unionville.
 Executive Committee—John D. Muir, Grand Rapids; F. N. Maus, Kalamazoo; D. A. Hagans, Monroe; L. A. Seltzer, Detroit; S. A. Erwin, Battle Creek.
 Trades Interest Committee—H. G. Colman, Kalamazoo; Charles F. Mann, Detroit; W. A. Hall, Detroit.

Some Methods of Attracting Trade.

If you have a tooth powder that you desire to push the sale of, the occasional offer of a tooth brush free with each bottle is a good idea.

A little blue sticker, lettered in white, used by a druggist in Ipswich, Mass., reads: "Thank you. Call again. If not found as represented return at once to Edward F. Brown & Co."

The idea of giving each buyer of a glass of soda a check, ten of which are good for another glass, is not new. But if you will make the check a little larger, and on the reverse side have a catchy advertisement of some other specialty that you carry, we believe it is still a good idea and will pay dividends.

A dealer gave away as an advertisement key rings, attached to which were metal tags bearing the firm's name and address. On the reverse side was this inscription: "Owner's number registered. No..." The name and address of each customer who received one of the rings was registered in a book, kept at the store, opposite the number stamped on the metal tag. Should the keys be lost the finder may return them to the store and learn who the owner is.

The public always take an interest in seeing how the thing is done. One big firm placed a bottling machine in their window, and for a time gave a daily demonstration of how their spring medicine was bottled. There were a number of placards giving information about the number of people employed in their laboratory, the daily output of this medicine, etc., while its tonic properties were strongly dwelt upon.

Guessing schemes are numerous. One druggist has a big card full of small and closely placed dots in his window, and offers several prizes to the customers who guess nearest to the number of spots. It looks easy at first glance, but they are so irregular and close together that it is a hard proposition. A guess card is given with each purchase. Its apparently simple solution makes it attractive, and women and children, and

not a few men, are taking daily cracks at the game.

One drug firm boomed their sales of tobacco and cigars by the following suggestive window trim: The figure of a man, in smoking-jacket and slippers, was shown seated in a Morris chair before an open fireplace. By his side was a small table containing a complete smoker's set and an open box of Havanas. Wood partly wrapped with red flannel gave a semblance of an open fire, while with portieres, rugs and screens a very cozy-looking apartment was arranged. The rest of the window was filled with a display of the goods.

With the first hint of approaching cold weather people are apt to be a little careless in the matter of heavier clothing, and thus are liable to take cold easily. There are advertisers who sing the same old song in the same old way about remedies for colds at this season; there are others who tell substantially the same story, but tell it in a way so unique as to gain the attention of every person into whose hands the announcement falls. One firm sent several men through the city, each with a satchel filled with small square paper packages, like those in which cough lozenges come, labeled: "Great Remedy for the Prevention of Coughs and Colds." These were distributed among the throngs of shoppers. On opening the package, instead of the tablets one might expect to find, a small circular was disclosed descriptive of their chest protectors, chamois vests, hair insoles, etc.

Don't Be Too Clever.

Lots of advertising is too good, too clever. It goes over the heads of the readers. This kind of advertising is more apt to be written by the best educated professional advertisement writers than by the man who knows his stock and writes his own advertisements, simply telling his readers about what he has to sell and how much it costs. There are readers of every advertisement, doubtless, who would appreciate the most "high-fal-lutin'" sort of language, but they are the exception, and it is your business to write for the average mind. The keenest intellect can understand the plainest talk, but the dullest intellect can not catch the meaning of the "high-fal-lutin'." Write down to the level of the plainer people by using the plainest kind of language, but avoid the vulgar. Plainness and vulgarity are two different things.—Spatula.

Coloring Marble Blue or Green.

This is a very difficult proposition unless the marble is clean and free from grease. The following has been recommended, but advise experimenting with a small piece first. Use tincture or solution of litmus, or an alkaline solution of indigo. Heat the marble so that the liquid will just simmer on the surface. For a green, use a combination of blue and yellow stains. It probably would be better to have some expert do this for you.

P. W. Lendower.

Proprietary Medicines in Medical Journals.

The advertisement of proprietary medicines in medical journals occupied the attention of the House of Delegates at the recent meeting of the American Medical Association. The discussions brought out the fact that there is no dividing line between reputable useful proprietary medicines and disreputable, useless nostrums. The discovery of a new and valuable coal-tar product, for instance, is at once patented by the chemist, who is not bound by any ethical code to give it to the public, so that the profession is compelled to use certain of such substances of known composition and value, and this modern development has made the opening through which advertisements of worthless mixtures have sneaked into medical journals. The temptation is so great that even reputable manufacturers have fallen from grace, and advertised things which it is practically impossible to grade as nostrums, although they may have no therapeutic virtue whatever, not to mention the venal manufacturers, whose sins are too well known. Hence there was a just protest against a sweeping condemnation of all pharmaceutical preparations, and even some objection to the advertisement of the composition of mixtures whose ingredients are of official record, although there was a substantial agreement that some means is necessary to sort the sheep from the goats. Nevertheless, there was an evident gain, as there must be from every discussion of this unhappy business, and it is not too much to predict that the movement will continue until no substance or mixture will be offered to the profession unless its composition is known and its value proved.

The Drug Market.

Opium—Is quiet at unchanged prices.

Morphine—Is steady.

Quinine—A decline was expected at the bark sale at Amsterdam last week on account of the very large offers of bark, but a large portion was withdrawn, and it was sold so that there was but a small decline from the former price, and it is not believed that prices of quinine will be changed.

Cocaine—Is weak at the decline of 25c per ounce.

Haarlem Oil—There is very little to be had on the market at present. High prices rule.

Lycopodium—On account of trouble in Russia stocks are getting light and the price is advancing.

Menthol—Is weak at the moment, but prospects are for higher prices later on.

Resorcin—Has declined 10c per pound.

Balsam Copaiba—Is very firm. Stocks are light and price advancing.

Juniper Berries—Have advanced 50 per cent., and are tending higher on account of light crop.

Cubeb Berries—Are scarce and advancing.

Oil Cloves—Have been advanced on account of higher prices for the spice.

Oil Peppermint—Is in very strong position. Higher prices are looked for.

Oil Anise—Is very firm and advancing.

Gum Camphor—Has again advanced 5c per pound, making 10c advance within the last few days. American refiners will not contract for the reason that they are not certain as to the cost of crude.

Cloves—On account of the unfavorable outlook for the growing crop have advanced materially and are tending higher.

To Keep Packages from Being Oil-Stained.

To keep packages from becoming oil-stained first wrap the substance in thin waxed paper, then cover it with your regular wrapping-paper—druggists' white parchment is the best for small packages—and label. In this way lycopodium, insect powder, ground pepper, ground flaxseed and other oily substances can be kept in ready packages, and the cost of expensive cartons avoided. This gives your apprentice or clerk an opportunity to learn the fine art of putting up a neat package, in which act ye ancient drug clerk excelled our modern carton-handling pharmacist.

Wm. Mittelbach.

Formula for a Croup Ointment.

The original croup ointment was goose grease and held in great esteem by many people, especially foreigners. Petrolatum has been used as a modern substitute. Sometimes a little turpentine is added to the petrolatum, others prefer camphor, and some a mixture of the two. The amount of medication should be small. All these applications should be applied warm and well rubbed in.

Joseph Lingley.

DO YOU SELL

HOLIDAY GOODS?

If so, we carry a **Complete Line Fancy Goods, Toys, Dolls, Books, Etc.** It will be to your interest to see our line before placing your order.

Grand Rapids Stationery Co.
 29 N. Ionia St.
 GRAND RAPIDS, MICH.

Holiday Goods

Visit our sample room and see the most complete line.

Druggists' and Stationers'
 Fancy Goods Leather Goods
 Albums Books
 Stationery
 China Bric-a-Brac Perfumery
 Games Dolls
 Toys

Fred Brundage

Wholesale Druggist
 Muskegon, 32-34 Western Ave. Mich.

WHOLESALE DRUG PRICE CURRENT

Advanced— Declined—

Table of drug prices including categories like Acidum, Ammonia, Aniline, Baccas, Balsamum, Cortex, Extractum, Flora, Folia, Gummi, Herba, Magnesia, Oleum, Potassium, Radix, Semen, Spiritus, Sponges, Syrops, Tinctures, and Tolutan.

Table of drug prices including categories like Liquor Arsen et Hydrarg Iod, Liq Potass Arsenit, Magnesia Sulph, Mannia S F, Menthol, Morphia, Myristica, Nux Vomica, Os Sepia, Pepsin Saac, H & P D Co, Pielis Liq N N, Pielis Liq qts, Pielis Liq pints, Pii Hydrarg po 80, Piper Nigra po 22, Piper Alba po 35, Plum Burgum, Pulvis Ip'e et Opii, Pyrethrum, bxs H & P D Co, Quassia, Quina S P & W, Quina S Ger., Quina N. Y., Rubia Tinctorum, Saccharum La's, Salacin, Sanguis Drac's, Sapo W, Sapo M, Sapo G, Seidlitz Mixture, Sinapis, Sinapis opt, Snuff, Maccaboy, DeVoos, Snuff, S'h DeVo's, Soda, Boras, Soda et Pot's Tart, Soda, Carb, Soda, Gal, Soda, Ash, Soda, Sulphas, Spts, Cologne, Spts, Ether Co., Spts, Myrcia Dom., Spts, Vini Rect bbl, Spts, V'i Rect 1/2b, Spts, V'i R't 10 gl, Spts, V'i R't 5 gal, Strychnia, Cryst'l, Sulphur Subl, Sulphur Roll, Tamarinds, Terbenth Venice, Theobromae, Vanilla, and Zinci Sulph.

Advertisement for 'Freezable Goods' by Hazeltine & Perkins Drug Co. The ad features a large graphic with the text 'Freezable Goods' and lists various products such as Mineral Waters, Liquid Foods, Malt Extracts, Butter Colors, Toilet Waters, Hair Preparations, Inks, Etc., and Hazeltine & Perkins Drug Co. Grand Rapids, Mich.

GROCERY PRICE CURRENT

These quotations are carefully corrected weekly, within six hours of mailing, and are intended to be correct at time of going to press. Prices, however, are liable to change at any time, and country merchants will have their orders filled at market prices at date of purchase.

ADVANCED

DECLINED

Index to Markets

By Columns

Table listing various grocery items and their prices, organized by columns A through Y. Items include Axle Grease, Bath Brick, Butter Color, Confections, Dried Fruits, Farinaceous Goods, Fish and Oysters, Fruits, Gelatine, Grains and Flour, Herbs, Hides and Pelts, Indigo, Jelly, Licorice, Meat Extracts, Molasses, Mustard, Nuts, Hives, Pipes, Pickles, Playing Cards, Provisions, Salad Dressing, Sals, Soda, Soap, Spices, Sugar, Syrups, Tea, Tobacco, Twine, Vinegar, Washing Powder, Wicking, Woodenware, Wrapping Paper, and Yeast Cake.

Table listing various grocery items and their prices, organized by columns 1 through 5. Items include Axle Grease, Baked Beans, Bath Brick, Brooms, Butter Color, Canned Goods, Carbon Oils, Cereals, Cheeses, Chocolates, Coffee, Crackers, Dried Fruits, Farinaceous Goods, Fish and Oysters, Fruits, Gelatine, Grains and Flour, Herbs, Hides and Pelts, Indigo, Jelly, Licorice, Meat Extracts, Molasses, Mustard, Nuts, Hives, Pipes, Pickles, Playing Cards, Provisions, Salad Dressing, Sals, Soda, Soap, Spices, Sugar, Syrups, Tea, Tobacco, Twine, Vinegar, Washing Powder, Wicking, Woodenware, Wrapping Paper, and Yeast Cake.

Table listing various grocery items and their prices, organized by columns 6 through 10. Items include Plums, Pineapple, Pumpkin, Raspberries, Salmon, Sardines, Shrimps, Succotash, Strawberries, Tomatoes, Carbon Oils, Breakfast Foods, Cereals, Cracked Wheat, Catsup, Cheese, and Cheung Gum.

Table listing various grocery items and their prices, organized by columns 3 through 5. Items include Black Jack, Largest Gum Made, Sen Sen, Sen Sen Breath Perf., Sugar Leaf, Yucatan, Chicory, Chocolate, Cocoa, Cocoa Shells, Coffee, Maracalbo, Mexican, Guatemala, Java, Mocha, Package, New York Basis, Crackers, Cream Tartar, Dried Fruits, California Prunes, Oyster, Sweet Goods, Citron, Currants, Peel, Raisins, Farinaceous Goods, Beans, and Fatina.

Table listing various grocery items and their prices, organized by columns 6 through 10. Items include Kream Klips, Lady Fingers, Lem Yen, Lemonade, Lemon Gems, Lemon Biscuit Sq., Lemon Wafer, Lemon Cookie, Malaga, Mary Ann, Marshmallow Walnuts, Marshmallow Creams, Muskegon Branch, Moss Jelly Bar, Molasses Cakes, Mixed Picnic, Mich. Frosted Honey, Mich. Cocoanut Fstd., Honey, Newton, Nu Sugar, Nic Naes, Oatmeal Crackers, Orange Slices, Orange Gems, Penny Cakes, Asst., Pineapple Honey, Pretzels, Hade Md., Pretzelletes, Hand Md., Pretzelletes, Mac Md., Raisen Cookies, Revere, Assorted, Richmond, Rube Sears, Scotch Cookies, Snowdrop, Spiced Gingers, Spiced Gingers, Iced, Spiced Sugar Tops, Sultana Fruit, Sugar Cakes, Sugar Squares, large or small, Superba, Sponge Lady Fingers, Urchins, Vanilla Wafers, Vienna Crimp, Whitehall, Waverly, Water Crackers (Bent & Co.), Zanzibar, In-er Seal Goods, Almond Bon Bon, Albert Biscuit, Animals, Bremner's But. Wafers, Butter Thin Biscuit, Cheese Sandwich, Cocoanut Macaroons, Cracker Meal, Cust Oyster, Five O'clock Tea, Frosted Coffee Cake, Protana, Ginger Snaps, N. B. C., Graham Crackers, Lemon Snaps, Marshmallow Dainties, Oatmeal Crackers, Oysterettes, Pretzelletes, H. M., Royal Toast, Saltine, Saratoga Flakes, Seymour Butter, Social Tea, Soda, N. B. C., Soda, Select, Sultana Fruit Biscuit, Uneeda Biscuit, Uneeda Jinjer Wayfar, Uneeda Milk Biscuit, Vanilla Wafers, Water Thin, Zu Zu Ginger Snaps, Zwieback, Barsils or drums, Boxes, Square cans, Fancy caddies, Sundried Apples, Evaporated, California Prunes, Oyster, Sweet Goods, Citron, Currants, Peel, Raisins, Farinaceous Goods, Beans, and Fatina.

Table listing various grocery items and their prices, organized by columns 11 through 15. Items include Hominy, Flake, 50lb sack, Pearl, 200lb sack, Pearl, 100lb sack, Maccaroni and Vermicelli, Domestic, 10lb box, Imported, 25lb box, Pearl Barley, Common, Chester, Empire, Peas, Green, Wisconsin, bu., Green, Scotch, bu., Split, lb., East India, German, sacks, German, broken pkg., Tapioca, Flake, 110lb. sacks, Pearl, 130lb. sacks, Pearl, 24 lb. pkgs., Flavring Extracts, Fote & Jenks, Coleman's Van. Lem., 2 oz. Panel, 1 20 75, 3 oz. Taper, bu., No. 4 Rich. Flake 2 00 1 50, Jennings, Terpeness Lemon, No. 2 Panel D. C., No. 4 Panel D. C., No. 6 Panel D. C., Taper Panel D. C., 1 oz. Full Meas. D. C., 2 oz. Full Meas. D. C., 4 oz. Full Meas. D. C., Mexican Vanilla, No. 2 Panel D. C., No. 4 Panel D. C., No. 6 Panel D. C., Taper Panel D. C., 1 oz. Full Meas. D. C., 2 oz. Full Meas. D. C., 4 oz. Full Meas. D. C., No. 2 Assorted Flavors, Grain Bags, Amoskeag, 100 in bale, Amoskeag, less than bl 19, Grains and Flour, Wheat, Old Wheat, No. 1 White, No. 2 Red, Winter Wheat Flour, Local Brands, Patents, Second Patents, Straight, Second Straight, Clear, Graham, Buckwheat, Rye, Subject to usual cash discount, Flour in barrels, 50c per barrel additional, Worden Grocer Co.'s Brand, Quaker, paper, 40 30, Quaker, cloth, 45 50, Spring Wheat Flour, Roy Baker's Brand, Golden Horn, family, Golden Horn, bakers, Calumet, Dearborn, Pure Rye, dark, Clark-Jewell-Wells Co.'s, Deliverable, Gold Mine, 1/2 cloth, Gold Mine, 1/4 cloth, Gold Mine, 1/8 cloth, Gold Mine, 1/8 paper, Gold Mine, 1/4 paper, Judson Grocer Co.'s Brand, Ceresota, 1/2, Ceresota, 1/4, Ceresota, 1/8, Lemon & Wheeler's Brand, Wingold, 1/2, Wingold, 1/4, Wingold, 1/8, Pillsbury's Brand, Best, 1/2 cloth, Best, 1/4 cloth, Best, 1/8 cloth, Best, 1/8 paper, Best, 1/4 paper, Best, 1/8 paper, Best, wood, Worden Grocer Co.'s Brand, Laurel, 1/2 cloth, Laurel, 1/4 cloth, Sleepy Eye, 1/2 cloth, Laurel, 1/2 & 1/4 paper, Laurel, 1/2, Sleepy Eye, 1/4 paper, Wykes-Schroeder Co., Sleepy Eye, 1/2 cloth, Sleepy Eye, 1/4 cloth, Sleepy Eye, 1/8 paper, Meal, Bolted, Golden Granulated, St Car Feed screened, No. 1 Corn and Oats, Corn, Cracked, Corn Meal, coarse, Oil Meal, new proc, Oil Meal, old proc, Winter Wheat Bran, Winter Wheat mid'ng, Cow Feed, Car lots, Corn, Corn, new, No. 1 timothy car lots, No. 1 timothy ton lots.

Table 6: HERBS, JELLY, LICORICE, MEAT EXTRACTS, MOLASSES, MUSTARD, OLIVES, PICKLES, PLAYING CARDS, POTASH, PROVISIONS, Smoked Meats, Sausages, Beef, Pig's Feet, Tripe, Casings, LAUTZ BROS. & CO.

Table 7: Canned Meats, RICE, SALAD DRESSING, SALERATUS, SALT, SALT FISH, SODA, SOUPS, SPICES, WAREWAG, Solar Rock, SALT BUTTER, Herring, Trout, Mackerel, Whitefish, SEEDS, SHOE BLACKING, SOAP.

Table 8: Proctor & Gamble Co., A. B. Wrisley, Soap Powders, Soap Compounds, Scouring, SODA, SOUPS, SPICES, WAREWAG, Solar Rock, SALT BUTTER, Herring, Trout, Mackerel, Whitefish, SEEDS, SHOE BLACKING, SOAP, TEA, Gunpowder, Young Hyson, Oolong, Amoy, English Breakfast, Choice, India, Ceylon, FANCY, TOBACCO, Fine Cut, Sweet Loma, Hiawatha, Hiawatha, 10lb pails.

Table 9: Telegram, Pay Car, Prairie Rose, Protection, Sweet Burley, Tiger, Plug, American Eagle, Standard Navy, Spear Head, Nobby Twist, Jolly Tar, Old Honesty, Today, Yum Yum, Piper Heidsieck, Boat Jack, Honey Dip Twist, Black Standard, Cadillac, Forge, Nickel Twist, Mill, Great Navy, Smoking, Sweet Core, Flat Car, Warpath, Bamboo, I X L, Honey Dew, Gold Block, Flagman, Chips, Kiln Dried, Duke's Mixture, Duke's Cameo, Myrtle Navy, Yum Yum, Cream, Corn Cake, Plow Boy, Plow Boy, Peerless, Air Brake, Cant Hook, Country Club, Fore-X-XXXX, Good Indian, Self Binder, Silver Foam, Sweet Marie, Royal Smoke, TWINE, Cotton, Hemp, Flax, Wool, VINEGAR, Malt White Wine, Pure Cider, Pure Cider, Pure Cider, WICKING, No. 0 per gross, No. 1 per gross, No. 2 per gross, No. 3 per gross, WOODENWARE, Baskets, Bushels, Market, Splint, Willow, Bradley Butter Boxes, Butter Plates, Churns, Humpty Dumpty, No. 1 complete, No. 2 complete, No. 3 complete, No. 4 complete, No. 5 complete, Faucets, Cork lined, Cedar, Mop Sticks, Trojan Spring, Eclipse patent spring, No. 1 common, No. 2 pat. brush holder, 12 lb. cotton mop heads, Ideal No. 7, Pails, 2-heop Standard, 2-heop Standard, 2-wire, Cable, 2-wire, Cable, Cedar, all red, brass, Paper, Eureka, Fibre.

Table 10: Toothpicks, Traps, Wash Boards, Window Cleaners, Wood Bowls, WRAPPING PAPER, YEAST CAKE, FRESH FISH, Jumbo Whitefish, Trout, Halibut, Ciscoes or Herring, Bluefish, Live Lobster, Boiled Lobster, Cod, Haddock, Pickerel, Pike, Perch, Smoked White, Red Snapper, Col. River Salmon, Mackerel, OYSTERS, Cans, Extra Selects, F. H. Counts, F. J. D. Selects, Perfection Standards, Anchors, Standards, Bulk Oysters, F. H. Counts, Extra Selects, Selects, Perfection Standards, Standards, Shell Goods, Clams, Oysters, HIDES AND PELTS, Hides, Green No. 1, Green No. 2, Cured No. 1, Cured No. 2, Calfskins, Calfskins, Calfskins, Steer Hides, Pelts, Old Wool, Shearlings, Tallow, No. 1, No. 2, Wool, Unwashed, fine, Unwashed, fine, CONFECTIONS, Standard H H, Standard Twist, Jumbo, 32 lb., Extra H H, Boston Cream, Old Time Sugar stick, 30 lb. case.

Table 11: Mixed Candy, Competition, Special, Conserve, Royal, Ribbon, Broken, Cut Leaf, Leader, Kindergarten, Bon Ton Cream, French Cream, Star, Hand Made Cream, Premio Cream mixed, O F Horehound Drop, Fancy-In Pails, Gypsy Hearts, Coco Bon Boms, Fudge Squares, Peanut Squares, Sugared Peanuts, Salted Peanuts, Starlight Kisses, San Blas Goodies, Lozenges, plain, Lozenges, printed, Champion Chocolate, Eclipse Chocolates, Eureka Chocolates, Quintette Chocolates, Champion Gum Drops, Moss Drops, Lemon Sours, Imperials, Ital. Cream Opera, Ital. Cream Bon Boms, 20lb pails, Molasses Chews, Molasses Kisses, Golden Waffles, Old Fashioned Molasses Kisses, Orange Jellies, Fancy-In 5lb. Boxes, Lemon Sours, Peppermint Drops, Chocolate Drops, Cream Manila, H. M. Choc. Drops, H. M. Choc. Lt. and Dark No. 12, Bitter Sweets, Brilliant Gums, A. A. Licorice Drops, Lozenges, printed, Imperials, Mottos, Cream Bar, G. M. Peanut Bar, Hand Made Cr'ms, Cream Buttons, and Wintergreen, String Rock, Wintergreen Berries, Old Time Assorted, Buster Brown Goodies, Up-to-Date Assmt, Ten Strike Assortment No. 1, 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, Dandy Smack, Pop Corn, Dandy Smack, Pop Corn Fritters, Pop Corn Toast, Cracker Jack, Pop Corn Balls, Cicero Corn Cakes, Putnam Menthol, Smith Bros, NUTS-Whole, Almonds, Almonds, California sft shell, Brazils, Filberts, Walnuts, soft shelled, Walnuts, French, Table nuts, Pecans, med., Pecans, ex. larg., Pecans, Jumbos, Hickory Nuts, Cocoa nuts, Chestnuts, Spanish Peanuts, Pecan Halves, Walnut Halves, Filbert Meats, Alicante Almonds, Jordan Almonds, Fancy, H. P. Suns, Roasted, Choice, H. P. Jumbo, Roasted.

Special Price Current

AXLE GREASE



Mica, tin boxes .75 9 00
Paragon55 6 00

BAKING POWDER



1/4 lb. cans, 4 doz. case.. 45
1/2 lb. cans, 4 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
2 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-DeRee 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
Panatellas, Finas. 35
Panatellas, 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
35 1/4 lb pkg, per case 2 60
16 1/2 lb pkg, per case 2 60

FRESH MEATS

Beef
Carcass 4 @ 8
Forequarters 4 1/2 @ 5
Hindquarters 6 @ 9
Loins 7 @ 16
Ribs 7 @ 14
Rounds 5 @ 6 1/2
Chucks 4 @ 5
Plates 3 @ 3

Pork

Loins 9 3/4
Dressed @ 6 1/2
Boston Butts @ 9 1/2
Shoulders @ 7 1/2
Leaf Lard @ 8 1/2

Mutton

Carcass @ 7 1/2
Lambs 11 @ 12

Veal

Carcass 7 @ 9

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..

Jute

60ft. 75
72ft. 90
90ft. 1 05
120ft. 1 50

Cotton Victor

60ft. 1 10
72ft. 1 35
90ft. 1 60

Cotton Windsor

60ft. 1 30
72ft. 1 44
90ft. 1 80
120ft. 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., Sagin-
aw; Meisel & Goeschel,
Bay City; Godsmark, Dur-
and & 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 3 in 9
1 3/4 to 3 in 11
3 in 15
3 1/2 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

Place
your
business
on
a
cash
basis
by
using
Tradesman
Coupons

What You Want

we can now supply, BUT

The hosts of merchants who yearly buy Holiday goods when our Santa Claus Catalogue arrives seem prompter than ever this year—perhaps because of the Special sale with which the book begins.

Then, too, "those who know" never need urging to buy Holiday goods in ample time to get what they want and all they want.

Anyway there's much risk and no possibility of gain in further delay. Our stocks include every latest new thing and are complete right now.

And every additional one of the 10,000 Santa Claus Catalogues we are mailing every day seems to increase the trade torrent already making noticeable inroads even on our enormous stocks of Holiday Goods.

Better write today for catalogue No. J556—the Santa Claus edition—and place your order as soon as you get the book.

BUTLER BROTHERS

Wholesalers of Everything—By Catalogue Only

New York

Chicago

St. Louis

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.



A Bakery Business in Connection

with your grocery will prove a paying investment.

Read what Mr. Stanley H. Oke, of Chicago, has to say of it:

Middleby Oven Mfg. Co., 60-62 W. VanBuren St., Chicago, Ill., July 26th, 1905.
Dear Sirs:—

The Bakery business is a paying one and the Middleby Oven a success beyond competition. Our goods are fine, to the point of perfection. They draw trade to our grocery and market which otherwise we would not get, and, still further, in the fruit season it saves many a loss which if it were not for our bakery would be inevitable.

Respectfully yours,

STANLEY H. OKE,

414-416 East 63d St., Chicago, Illinois.

A Middleby Oven Will Guarantee Success

Send for catalogue and full particulars

Middleby Oven Manufacturing Company
60-62 W. Van Buren St., Chicago, Ill.

BUSINESS-WANTS DEPARTMENT

Advertisements inserted under this head for two cents a word the first insertion and one cent a word for each subsequent continuous insertion. No charge less than 25 cents. Cash must accompany all orders.

BUSINESS CHANCES.

For Sale or Exchange for farm, stock groceries, crockery, bazaar goods with or without building. \$3,500. J. S. Burgess, Edmore, Mich. 110

For Sale—One Vincent gasoline lighting outfit. Used but one year. In perfect condition. Five lights. Cost \$80. Will sell it for \$40, f. o. b. Detroit, Mich. No use for it. Bower's Drug Store, 1167 W. Warren Ave., Detroit. 126

Chadron, Nebraska—Has no general stock sales. Would run about \$80,000. Best quarters in city can now be secured. Also furniture stock. P. B. Nelson. 125

For Sale—First-class stock of groceries, dry goods, shoes, hardware and furniture, doing a \$20,000 business yearly; have other business interests. Address "B and S," care Tradesman. 120

For Sale—Store; 85 cents on the dollar for a well assorted, clean, bright, nearly new stock general merchandise, in good Iowa town; fine building, solid brick, full basement; 2-story building, 40x80, built 1902; cost \$11,000; stock about \$12,000; will sell building for \$8,500; it's a bargain; no trade; time on part if desired; good reasons for selling. Address Lock Box 73, Anthon, Iowa. 121

Rare business opportunity; one of the best paying prescription drug stores in Pittsburg for sale; elegant location; best class of trade; amount of business last year \$42,000; number of prescriptions filled during the year, 18,000; proprietor not sick; all conditions healthy; price \$12,500. For particulars address J. D. Simons, Real Estate, 211-213 Ferguson Bldg., Pittsburg, Pa. 122

Best price paid for pieces of burlap from bales, coffee bags, sugar bags, etc. William Ross & Co., 59 So. Water St., Chicago, Ill. 117

For Sale or Exchange—160 acre farm in Oklahoma, one and one-half miles from county seat. Thirty-five acres improved, balance fine upland pasture with running water, some timber. Price \$2,500. Incumbrance, \$900. Will exchange equity \$1,600 for clean stock of goods. A. L. Bradford, Eaton Rapids, Mich. 116

For Sale—Rebuilt machinery. All kinds of iron and woodworking machinery, engines, boilers, pumps, dynamos, gasoline engines, etc., thoroughly rebuilt and in guaranteed good condition; also immense stock of pulleys, shafting, hangers and belting. Indianapolis Machinery Exchange, 525 E. Wash. St., Indianapolis, Ind. 123

For Sale—Good paying drug stock in southern Michigan. Owner not registered. Address No. 119, care Tradesman. 119

For Sale—Good clean stock of groceries, crockery and lamps, store doing nice business, situated in good live business town in good farming section. No trades and no time to answer letters from parties not in earnest. A good thing for a hustler. Address No. 118, care Tradesman. 118

For Sale—Store building 34x60 ft., with living rooms above and barn 24x38 ft. on same premises. Price \$1,500. Stock of general merchandise if sold now could be reduced to \$5,000 or less by January 1st. Located in a lively country village 4 miles from nearest store. Business pays a profit of \$1,500 to \$2,000, annually, above store expenses; Will sell right for cash or No. 1 negotiable paper. Best of reasons for selling. If you are looking for a well-established paying business, address No. 90, care Michigan Tradesman. 90

For Sale—First-class general stock, \$6,000. Good business. 15 miles from county seat. Live town 500, central Michigan. Good farming country. Railroad, churches, graded school. Up-to-date flour, lumber, shingle and planing mills. Great bargain for right man. Health failing, reason for selling. Address No. 87, care Michigan Tradesman. 87

For Sale—An opportunity of a life time, to purchase an old-established paying business, sporting goods, and light hardware department. Best of location in state. Owner wishes to retire. Address 418 Genesee Ave., Saginaw, Mich. 77

For Sale—Stock of hardware and implements, invoicing about \$2,000. Live town surrounded by rich farming country. No trades. Going West. Address No. 70, care Michigan Tradesman. 70

For Sale or Exchange—\$10,000 stock dry goods, clothing, boots and shoes, groceries, etc., with store and dwelling in small country town. Old-established and profitable. Will sell cheap on easy terms, or will take clear improved real estate for part. Address No. 113, care Michigan Tradesman. 113

Drug stock for sale, in good town of 1,000 inhabitants. Stock is clean and doing a paying business. Invoiced \$2,200 in July. Will give good discount if sold soon. Good reasons for selling. Address C. G. Putnam, Coleman, Mich. 112

For Sale—Small, new clean stock of drugs in small R. town. Reason, ill health. Excellent chance for physician pharmacist. Bargain. Address "Sick" care Tradesman. 111

Wanted—Experienced man for general store in small town, also opening for an experienced dry goods clerk in city store. Address with reference and salary expected, No. 114, care Michigan Tradesman. 114

Fixtures For Sale—Two 10 foot floor showcases, one 8 foot floor showcase, three celluloid front hat cases, one 8 foot glass front hat case, one Triplecote mirror, one floor stand mirror, one umbrella case, five big clothing tables six feet wide and eight feet long; eight small clothing tables three feet wide and eight feet long. One fur coat rack. Twelve show window suit stands, one big show window display stand. For prices and further particulars call or write M. E. Vandenberg, Zeeland, Mich. 96

For Sale—Wholesale and retail harness business, located in a town of 50,000; doing a large business and showing good profits; long established; owner wishes to retire; for terms and particulars write Wm. Happ, South Bend, Ind. 100

We have for sale at invoice, grocery stock, invoicing about \$600. Doing good business on four corners. Reason for selling, poor health. Address X. Y. Z., care Mail Carrier No. 9, Grand Rapids, Mich. 103

For Sale—A good undertaking and furniture business. Stock is reduced to \$600 or \$700. Address Knapp & Burgess, Edmore, Mich. 109

For Sale—A party with \$10,000 cash can nearly double his money by purchasing one of the best drug stores in western New York. No cutting in prices. For particulars address Sampson, care Michigan Tradesman. 106

For Sale—The only drug and bazaar store in a live village of 600 population. Store 22x50 with addition for living rooms, also rooms over store. Good barn, \$1,500 for property. Stock and fixtures at invoice price about \$1,500. A snap for cash or will take half cash and time on balance to right party. Running and living expenses very low. Good water works. Good 12 graded school. Town has bright prospects. Address H. M. care A. H. Lyman Co., Manistee, Mich. 108

Farm of 130 acres, 60 acres tillable, highly improved, balance in timber, fine dwellings, nicely located near a good business town. Price \$2,800. C. M. Hammond, Real Estate Broker, Milford, Dela. 85

A large number of Delaware farms for sale. Beautifully located. Write for free catalogue. C. M. Hammond, Real Estate Broker, Milford, Dela. 86

Are you looking for desirable farm property? If so, address Fred A. Gleason, Insurance and Real Estate, Greenville, Mich. 91

Blacksmith and carriage repair business, building and tools for sale; one of the best cities in central Michigan; owner retiring, poor health. Extra good chance for right party. Address Fred A. Gleason, Insurance and Real Estate, Greenville, Mich. 92

Partner Wanted—In secondhand woodworking machinery business. E. R. Richards, 220 Peachtree St., Atlanta, Ga. 94

Auction Sale—The Weidman Cheese & Butter Co., will, on Tuesday, Nov. 21, at 2 o'clock p. m., offer for sale at public auction, its cheese factory nearly new (in operation about two months), fully equipped with modern machinery. Two village lots included. It will pay to investigate. Address G. C. Fisher, President, Weidman, Isabella Co., Mich. 82

Delaware Farm—33 acres nicely located along public road, small dwelling and out-buildings, 300 peach trees. Big bargain. Price \$1,250. C. M. Hammond, Real Estate Broker, Milford, Dela. 84

Willapa Harbor Timber—Spruce, cedar, fir, hemlock. Diameter 30 to 90 inches; stumpage 40 to 95 cents per M.; \$5 to \$15 per acre. W. W. Cheadle, Agt., South Bend, Wash. 63

Geo. M. Smith Safe Co., agents for one of the strongest, heaviest and best fire-proof safes made. All kinds of second-hand safes in stock. Safes opened and repaired. 376 South Ionia street, Grand Rapids. Both phones. 926

For Sale—Grocery stock in city doing \$35 per day. Conducted by same owner for 18 years. Rent \$25 per month. Including six living rooms and barn, \$1,000. A good chance. Gracey, 300 Fourth National Bank Bldg., Grand Rapids. 994

Wanted—Established mercantile or manufacturing business. Will pay cash. Give full particulars and lowest price. Address No. 652, care Michigan Tradesman. 652

For Sale—A cigar store in a town of 15,000. Good proposition. Address B. W. care Michigan Tradesman. 835

For Sale—Drug store. Only one in town of 400 inhabitants, Lagrange Co., Indiana. Address No. 71, care Michigan Tradesman. 71

For Sale—A fully equipped meat market in a Southern Michigan town of 5,000 inhabitants. Address No. 47, care Michigan Tradesman. 47

For Sale—Dry goods, groceries, boots and shoes, \$5,000 cash. Fifteen miles from Grand Rapids on railroad. Cheap rent. Address Eli Runnels, Moline, Mich. 24

Store to rent in one of the best towns in Northern Michigan, with twelve large industries. Location the best in the city. Size of store 18x40 with a store room, cement cellar, living rooms and large barn. Will be vacant about November 15. For further information phone 47, Boyne City, Mich., or write Box 5. 25

Exchange—Good farm for stock merchandise. Address Box 284, Mapleton, Minn. 76

Live clerks make clean extra money representing our straight, wholesome western investments; experience unnecessary. C. E. Mitchell Co., Spokane, Wash. 990

For Sale—Only bakery in town, restaurant. County seat town; doing nice business; good shipping point. Two-story brick building; five nice living rooms above. Will sell building, if desired, on easy terms. M. R. G., Troy, Mo. 936

Wanted—To buy stock of merchandise from \$4,000 to \$30,000 for cash. Address No. 253, care Michigan Tradesman. 253

For Sale—Shingle mill and tract of pine shingle timber in Alger county, Michigan. Address enquiry to Robert King, Lapeer, Mich. 93

For Sale—Shoe stock in live town of 3,000 in Central Michigan. Will invoice about \$5,000. Doing good business. Ill health. A bargain if taken at once. Address Lock Box 83, Corunna, Mich. 938

For Sale—800 acres improved farm; two sets of farm buildings and an artesian well; improvements valued at \$3,500; desirable for both stock and grain; every acre tillable; 400 acres into crops this season; located 4 1/2 miles from Frederick, S. D., a town having a bank, flouring mill, creamery, etc.; price \$20 per acre; one-half cash, balance deferred payments. J. C. Simmons, Frederick, S. D. 836

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 P. Cleveland, 1261 Adams Express Bldg., Chicago, Ill. 611

For Sale—Clean stock of general merchandise, invoicing about \$6,500. Large store building, good country town. Good farming country, one-quarter mile from railroad. Address No. 32, care Michigan Tradesman. 32

Are you looking for a safe and profitable investment? If so, it will pay you to investigate our fully equipped free-milling producing gold mine. P. O. Box 410, Minneapolis, Minn.

POSITIONS WANTED

Wanted—Position as bookkeeper, time-keeper or clerk of experience, with good reference. G. B., 612 Lake Ave., Grand Rapids, Mich. 115

Wanted—Position as manager or clerk in hardware store. Eight years' experience. Can furnish all references. Address P. O. Box B, Nashville, Mich. 127

Wanted—Position as bookkeeper or cashier, accurate and reliable. Six years' experience, retail store work preferred. Best of references. Charlotte Lake, Hastings, Mich. 107

Wanted—A position as traveling salesman. Twenty years experience in general merchandising. Can handle dry goods, boots and shoes, clothing, furnishing goods or groceries. Address No. 26, care Michigan Tradesman. 26

Ferrets For Sale—Write for prices. Lewis De Kleine, Jamestown, Mich. 58

HELP WANTED.

Wanted—A young man, experienced in selling ladies' ready to wear garments in the retail, or on the road, to sell a good line of waists and skirts to the trade. A permanent, progressive position. Give full particulars, age, references, experience and salary to start. The Columbia Mfg. Co., Bay City, Mich. 124

Salesman Wanted—To cover every state with "a fixture of great merit" for clothing and furnishing stores as a side line. Easily sold from photograph. Address Wood Manufacturing Co., Orange, Mass. 98

Capable salesman to cover unoccupied territory with staple line. High commissions with \$100 monthly advance. Permanent position to right man. Jess H. Smith Co., Detroit, Mich. 57

Compositors Wanted—\$19.50 per week. Catalogue, job and stone men; non union. For permanent positions in largest job printing office in the United States, strike on; splendid opportunity; open shop; only sober, competent men with references and looking for steady positions wanted. Write or call R. R. Donnelley & Sons Co., Chicago, Ill. 40

AUCTIONEERS AND TRADERS.

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

MISCELLANEOUS.

Want Ads. continued on next page.



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. MACRORIE AUCTION CO., Davenport, Ia.**

AUCTIONEERING

Not How Cheap But how to get you the High Dollar for your stock, is my plan. Expert merchandise auctioneering. You only pay me for results.

A. W. THOMAS
324 Dearborn St. Chicago, Ill.

MAKE US PROVE IT



I. 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

Will Navigate the Manistee River.

Manistee, Nov. 7—Next season the Manistee Navigation Co. will have a boat on the Manistee River—not a steamer for she will be propelled by gasoline, but to all intents and purposes the same as the river steamers of the South.

The vessel will be of the flatbottom type best adapted to river service and will have a stern wheel. Her length will be between 50 and 60 feet and her capacity about forty tons on a draft of two feet or less.

The boat will be built this winter and will be in use early in the spring. One of the objects in providing the boat will be the carrying of coal and supplies to the scows along the river between Manistee and Sherman, which will be getting out sunken logs. An outlet will also be afforded farmers of the eastern part of the county, who can send crops to market more cheaply by the river than any other way.

Nearly fifty years ago it was the dream of the pioneers to navigate the Manistee, thus developing the farming lands contiguous to its windings. This was not accomplished because the river proved more valuable for bringing logs to market than for potatoes, fruit or other farm products. There is no stream in the world that is better behaved than the Manistee. Its level never changes more than a few inches at any time of the year. There are no rapids swift enough to prevent navigation, no freshets, no rocks and almost no sandbars. Navigation is comparatively simple, and as the country reached by the river is in

many respects very beautiful it is likely that the first boat put on the route will be used much for passenger travel as well as for carrying freight.

The Grain Market.

The wheat market the past week has been of a quiet nature and without special feature. The movement of grain in the State has been light in anticipation of higher prices. The milling demand for grain in all directions has been good, the mills in the Northwest and Southwest running practically full time and reporting good demand for their output at fair prices. The foreign crop reports are a little more favorable, which has a bearish tendency to wheat prices, in fact, we can see nothing in sight at present to warrant any material advance in values.

New corn is being offered quite freely, but is not in first class shipping or milling condition as yet. Considerable mixed old and new corn is being shipped into the State from the South and West and works up very nicely. Prices are sagging down more to a new crop basis, old and new mixed being quoted around 50@53c, while new for deferred shipment about 48@50c.

The oat market holds steady and prices are unchanged for the week, movement not being large, but sufficient to care for the needs of the trade.

L. Fred Peabody.

Perry Barker, the rotund merchandise broker, is rejoicing over the receipt of the first carload of Persian dates which reached this market.

Electric Power vs. Steam.

Forsake steam and cleave to electricity, pleads J. A. Shaw. The millions of dollars contemplated for reducing grades and double tracking certain sections of single track roads in order to increase their capacity with steam locomotives, he urges, might be spent with promise of greater returns if used for installing electrical equipment. Electric traction not only does the work better than steam but possesses additional advantages which appeal to the passengers, and, consequently, increase traffic; others relating to the operating of trains from one central power house, and, again, to the saving in capital, maintenance and operating. The most noticeable advantages to the passenger—namely: those affecting his comfort—are the cleanliness of the cars and the absence of smoke and cinders, especially in tunnels; also the better distribution of heating and lighting. Higher speed is attainable, not only for continuous runs, but with the same running speed as on a steam line the average speed is higher, and the duration of the trip reduced by the increased traction due to the uniform rotary movement of motors. The stops for water or fuel would mean an additional gain.

Butter, Eggs, Poultry, Beans and Potatoes at Buffalo.

Buffalo, Nov. 8—Creamery, 21@23½c; dairy, fresh, 18@20c; poor, 16@18c.

Eggs — Fresh, candled, 26@28c; storage, 21c.

Live Poultry — Fowls, 9@10½c; chickens, 9@11c; ducks, 13@14c; geese, 12@12½c.

Dressed Poultry — Chickens, 12@12½c; fowls, 11@12c.

Beans — Hand picked marrows, new, \$2.80@2.90; mediums, \$2; peas, \$1.75@1.80; red kidney, \$2.50@2.75; white kidney, \$2.90@3.

Potatoes—70@80c per bushel.
Rea & Witzig.

Life's only jewels that are not paste are love and friendship.

Business Wants**BUSINESS CHANCES.**

For Sale—Splendid \$10,000 general stock, doing about \$30,000 annually; strictly cash. Good margins. Light expense. Will sell at once or reduce stock. Open to close investigation. Have larger business in view. Address No. 128, care Tradesman. 128

Wanted—To buy for cash, stock shoes, clothing, dry goods, at once. Address Lock Box 182, Merrill, Wis. 104

Sorghum—Choice new goods, guaranteed absolutely pure; in fine oak cooperage; price 30c per gallon. Address P. Clements' Sons, Cannelton, Ind. 102

Wanted—To buy stock of general merchandise, \$3,000 to \$5,000 in small town southern Michigan. Address O. R. W., care Tradesman. 99

Store For Sale or For Rent. A large up-to-date new store size 35x100, 2 floors, 2 big show windows 12x8 feet, electric lights, located in the heart of the city, good for furniture, clothing, shoes, etc. Opposite a new bank. Rich farming community. For further particulars write or call on M. E. VandenBosch, Zeeland, Mich. 95

POSITIONS WANTED

Wanted—Position as bookkeeper or salesman in a general store. Best of references. Address No. 129, care Tradesman. 129

Edson, Moore & Co.

Detroit,
Michigan

Spring 1906

Wholesale Dry Goods**Headquarters for Wash Goods of All Descriptions**

Large assortment in plain and fancy white goods and washable colored effects now arriving and will be ready to ship to the trade immediately after January 1. We are exclusive selling agents of the product of the **Ste. Claire Manufacturing Co.** and our traveling salesmen are now showing the new spring styles in

Shirt Waists, Shirt-Waist Suits, Skirts, Wrappers, Muslin Underwear, Etc.



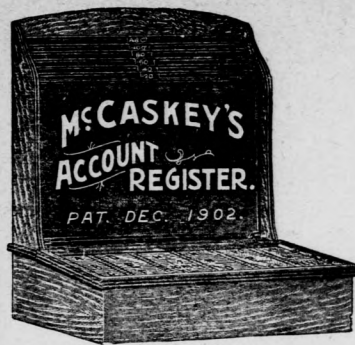
Received
Highest Award

GOLD MEDAL

Pan-American
Exposition

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

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



To
**Prevent
Losses**
Keep Your
**Accounts
Right**

The McCaskey Account Register will pay for itself in the **saving** of time in from two to four months.

The McCaskey Account Register will pay for itself in **forgotten charges** in a very short time.

Losing customers on account of **disputed bills** is losing profits.

The McCaskey System eliminates disputes, thereby holding the customer, and **pays** for itself in increased profits.

It takes no longer to handle a **credit** sale over The McCaskey Register than it does a **cash** sale over a cash register. In fact, you can handle a charge with the Multiplex Duplicating Pad and The McCaskey Register and have the account all posted and ready for settlement without making another figure in about the same time it would take you to write the items on a sheet of wrapping paper.

Is your **time valuable**? Don't you think it will **pay** you to investigate the **greatest** system ever devised for taking care of the accounts of the retail merchant?

Our catalogue is **free**. Drop us a postal.

THE MCCASKEY REGISTER CO.
Alliance, Ohio

Manufacturers of the Famous Multiplex Carbon Back Pads and Sales Slips.

Simple Account File

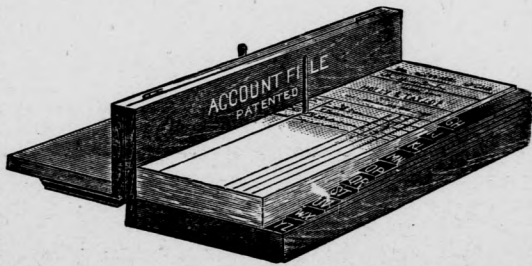


A quick and easy method of keeping your accounts. Especially handy for keeping account of goods let out on approval, and for petty accounts with which one does not like to encumber the regular ledger. By using this file or ledger for charging accounts, it will save

one-half the time and cost of keeping a set of books.

Charge goods, when purchased, directly on file, then your customer's bill is always ready for him, and can be found quickly, on account of the special index. This

saves you looking over several leaves of a day book if not posted, when a customer comes in to pay an account and you are busy waiting on a prospective buyer. Write for quotations.



TRADESMAN COMPANY, Grand Rapids

To Florida and To California for The Winter Months

THE
G. R. & I.
AND ITS CONNECTIONS

Ask any G. R. & I. Agent, phone Union Station Ticket Office, Grand Rapids, or call E. W. Covert, C. P. A., for illustrated literature, time cards, reservations—any information.



C. L. LOCKWOOD,

G. P. A., G. R. & I. R'y

Grand Rapids, Mich.

Only Six More Weeks to Christmas

Do you realize the fact and are you prepared to meet the requirements of the greatest holiday season you ever enjoyed? Come and see our lines in person if you can or order from our catalogue. **Do it now.**

Headquarters for All Kinds of Dolls and Toys

35c Dressed Dolls - - at per dozen \$1.75

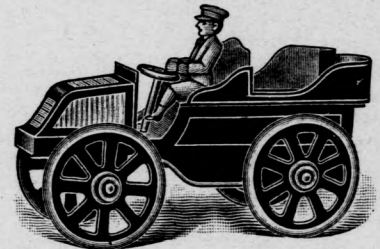


No. 1251 B Dressed Dolls—Six assorted styles in box. Beautifully featured bisque heads with long flowing hair, glass eyes and open mouth, exposing teeth; patent arms; soft body and limbs, 6 assorted styles and colors of fancy lace and ribbon trimmed dresses and hats to match; underwear, stockings and slippers with metal buckles. Full length about 14 inches. An extremely large doll for the money. One-half dozen assorted in box.
Per dozen.....\$1 75

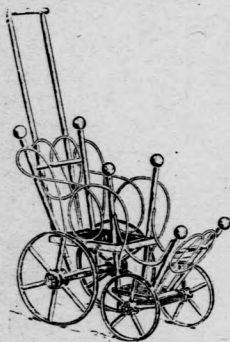
Unbreakable Domestic Friction Toys

The best and most popular selling toys on the market. Complete line shown on page 93 of catalog No. 187.

No. 2954 Automatic Racer—Equipped with New Internal Gear Propeller movement; can be run either backward or forward or in a circle. Also equipped with new wheels punched out of sheet steel, making the strongest and prettiest wheel on the toy market, barring none. Length 9 1/4 inches, width 4 1/4 inches, height 4 inches.
Dozen.....\$4 25

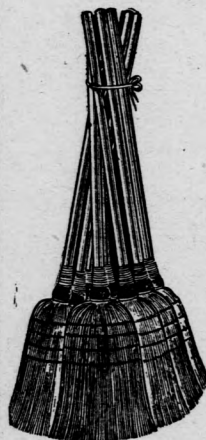


Dolls' Go-Carts Worth 35c at Retail
Price per dozen \$2.20



No. 4206—Large size Go-Cart, elegantly designed, with graceful dash, white rattan body (unvarnished), colored knobs, 6-inch rear and 5-inch front wheels, straight handle. A splendid cart. One dozen in crate.
Dozen.....\$2 20

BUY LEONARD'S BROOMS



We offer you the best 25c, 35c and 50c grades. They will build up your trade.

20,000 BROOMS

made and sold in October in our own factory. Our customers have learned to depend on the quality of our brooms because we always make the **same quality, and that the best for the price.** Once a customer for

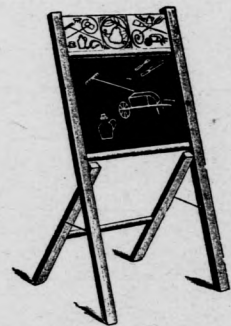
The Winner Broom

(35 cents everywhere)

always a customer, because there is no competition there. You will be told other brooms are "just as good" as the "Winner," but we have made them for seven years and are making more to-day **than ever before.** Don't wait! If your jobber does not keep them order from us. **Freight prepaid in 5 dozen lots or over.**

Easel Blackboard

Worth at Retail 25c
Price per dozen \$1.90



No. 4727 B—Reversible blackboard with painted designs at top. Very strong chestnut frame and legs. Frame is 39 1/2 inches high and 15 inches wide. A particularly fine 25c board.

BIG BARGAINS IN CHINA

35c Milk Pitchers

At per dozen \$2.25



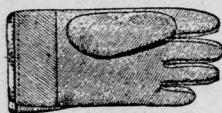
No. 99 B—Translucent china, solid ivory tinted body, bright colored top and bottom, gold stippled edge and large "Rose" decorations. Height 6 1/2 inches.

50c China Cake Plates—Per dozen \$3.50



No. 1185 B—Pink Lustre Tinted Flange richly illuminated with gold tracings and gold stippled spots on embossed design. Two beautiful sprays of "Snowballs" and purple flowers in enameled tints on white center. Diameter 10 1/4 inches. German transparent china; open handles, gold fancy edges.

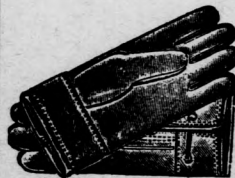
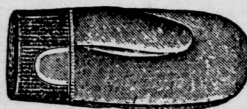
Men's and Youths' Canton Flannel Gloves



No. 1194—Men's heavy 8 oz. Canton flannel, plush finish inside, wide hemmed wristband. Well made throughout. Large size.
Per doz.....\$0 70

Men's Calfskin Mittens—Lined

No. 1297—Heavy calfskin fronts and thumbs, goatskin backs, welted seams, double stitched, heavy wool knit wrist and leather wrist pull. Heavy plush lining.
Per doz.....\$4 25



Men's Leather Gloves Unlined

No. 1290 Saranac Salamander Fireproof Gloves—Drab color, welted seams, double wristband, back gusset, patent "Saranac" string fastener, stitched back. Very soft and pliable.
Per doz.\$4 25

10c SALT AND PEPPER SHAKERS

Per Dozen 38c



No. 62—Salt and Pepper Shakers, elegant embossed design, blue opalescent glass, polished nickel tops. Worth 10c retail.

Per dozen.....38c
Per gross (no less).....\$3 90

50c China Salad Dish—Per dozen \$3.00



No. 1110 B—Very deep, fine quality China Salad Dish, beautifully decorated with wreath of small roses, border effect and scattered floral designs in center, all in natural colors. Embossed flange, gold edge. Extra large size. Diameter 10 1/4 inches. A good 50c retail value.

H. LEONARD & SONS, Grand Rapids, Mich.

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