

MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS. \$2 PER YEAR

Twenty-Third Year

GRAND RAPIDS, WEDNESDAY, JANUARY 24, 1906

Number 1166

AWAKENED!

SLOWLY the People waken; they have been
Like weary soldiers, sleeping in their tents
While traitors tiptoed through the silent
camp

Intent on plunder. Suddenly a sound—
A careless movement of a too bold thief—
Starts one dull sleeper; then another stirs,
A third cries out a warning, and at last
THE PEOPLE ARE AWAKE! Oh, when
as **ONE**

THE MANY rise, united and alert,
With Justice for their motto, they reflect
The mighty force of God's Omnipotence.
And nothing stands before them. Lusty Greed,
Tyrannical Corruption long in power,
And smirking Cant (whose right hand robs
and slays

So that the left may dower Church and School),
Monopoly, whose mandate took from Toil
The Mother Earth, that Idleness might loll
And breed the monster of Colossal Wealth—
All these must fall before the gathering Force
Of Public Indignation. That old strife
Which marks the progress of each century,
The war of Right with Might, is on once more,
And shame to him who does not take his stand.
This is the weightiest moment of all time,
And on the issues of the present hour
A Nation's Honor and a Country's Peace,
A People's Future, aye, a **WORLD'S**, depends.

—Ella Wheeler Wilcox.

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.

A Prize is Within Reach



The best cigar for the money that has pleased your optics, tickled your palate, delighted your nostrils for many a day, is the

S. C. W.

5 cent Cigar

It's well enough to brag—we prefer to let the cigar do a little shouting for itself.

Five cents will give it an opportunity to "show you."

G. J. Johnson Cigar Co., Makers
Grand Rapids, Mich.

BALLOU BASKETS ARE BEST



SIDE VIEW

Potato Shippers 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

We Can Prove What We Say

If our representative says our scales will cost you nothing, let him prove it, and if he proves it, won't you acknowledge the fact? His effort is not to condemn the system you are now using but to show you in the least possible time how

The Moneyweight System

will remove all guess work and errors, and place the handling of your merchandise on an accurate and businesslike basis.

The Best is Always Cheapest

The cheapest is not the one which sells for the least money, but the one which brings the largest returns on the amount invested. Don't get the idea because

Moneyweight Scales are Best

that they are the most expensive. We make scales which range in price from \$10 to \$125. Send for our free catalogue and see what a magnificent line of scales we have.

Do it Now

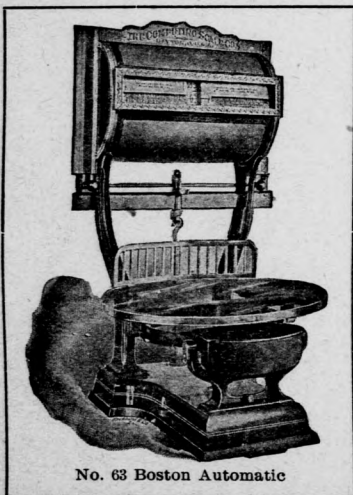
MONEYWEIGHT SCALE CO.

58 State St., Chicago, Ill.

Manufactured by

THE COMPUTING SCALE CO.

Dayton Ohio



No. 63 Boston Automatic



No. 84 Pendulum Automatic

MICHIGAN TRADESMAN

Twenty-Third Year

GRAND RAPIDS, WEDNESDAY, JANUARY 24, 1906

Number 1166

Commercial Credit Co., Ltd.

OF MICHIGAN

Credit Advances, and Collections

OFFICES

Widdicomb Building, Grand Rapids
42 W. Western Ave., Muskegon
Detroit Opera House Bldg., Detroit

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.
O. E. McCRONE, Manager.

We Buy and Sell

Total Issues

of

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

BONDS

Correspondence Solicited

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

ELECTROTYPES

DUPLICATES OF

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

SPECIAL FEATURES.

Page

2. Public Life.
3. Wholesale Murder.
4. Around the State.
5. G. R. Gossip.
6. Indiana Merchants.
7. Reliable Floorwalkers.
8. Editorial.
10. Retail Credit.
12. Needed Legislation.
14. Window Trimming.
16. New York Market.
18. Clothing.
20. Woman's World.
22. Clerks' Corner.
24. Shoes.
28. Wasted Power.
29. Sympathy in Business.
32. Story of Brown.
33. Mail Order Houses.
34. Mercantile Organizations.
36. First Savings.
38. Poultry and Game.
40. Commercial Travelers.
42. Drugs.
43. Drug Price Current.
44. Grocery Price Current.
46. Special Price Current.

ENFORCED EXCLUSIVENESS.

A consensus of opinion as expressed by men of large business ability and achievement would, beyond question, declare that among the most bothersome characters with whom they have to deal are promoters striving to float an enterprise or dispose of stocks; agents beseeching and arguing with them on the subject of life insurance, and the ubiquitous, persistent solicitor in behalf of books and sets of books. This opinion is already multitudinously voiced in the main corridors of every great office and mercantile building in the land, by means of placards conspicuously crying:

"Life insurance solicitors, book agents and peddlers not allowed in this building."

And yet there is not an energetic, up-to-date man of business force who stops to consider that he demands, on the part of men whom he employs to sell things for him, that they must be genteel, suave, prompt and accurate as judges of human nature, determined, persistent, diplomatic and all the rest of it.

The man of great business interests, even although he sends out scores of other men to secure life insurance risks, advertising contracts, subscriptions for books or to place blocks of stock, in order to increase his own income, sits serenely in his office with guards in the outer office to shut off intruding persons—which, as a rule, means those having something to sell.

And the man who is unable to surmount all this red-tape obstruction and "get a hearing" is a failure from the standpoint of the man who dislikes the kinds of visitors against whom he arranges his bulwarks.

Now, is this sort of thing fair? It depends altogether whether or not the salesman has a genuinely tangible and worthy proposition to present. There are such propositions and in ninety-nine out of a hundred such cases the capitalist or captain of industry whose attention is desired

meets the representatives of such overtures by appointment; so that, as a rule, it is the unknown, the uncertain or the too well known matters that are left to cool their heels in the corridors.

The only unfairness, therefore, is on the part of those who employ men or women to sell this thing, that or the other, knowing that each one is of doubtful value or totally unworthy, at the same time barricading themselves as though fearful that somebody would succeed in imposing upon them as their representatives are expected to impose on others.

A bill has been introduced in Congress providing that the special delivery of letters by messengers may be insured by merely affixing upon "two-cent packets a total of twelve cents' worth of stamps, regardless of denominations or character, provided that the words 'special delivery' are written on the envelope." Under the present law it is possible to have a letter delivered by special messenger only by affixing a stamp of special denomination for that purpose; and as it is often impossible to secure these distinctive stamps without going to the postoffice or to the sub-stations, it will be a great convenience to the public if it is necessary only to affix a required number of stamps and mark the letter "special delivery."

One hundred thousand dollars annually, the past two years, will not begin to cover the damage to the industrial interests of Grand Rapids during those two years, from the river floods. And experience last spring and just at present goes to show that sudden and heavy rain storms are quite as dangerous to the interests in question as are the winters' accumulations of snow and ice. One hundred thousand dollars a year will provide a good and comfortable net per cent. on a million dollar specific—if there is a specific—and the sooner Grand Rapids makes the investment the quicker will the returns begin to arrive.

The Massachusetts State Board of Pharmacy has hit upon a unique plan in deciding to divide the State into five districts, and have each member of the Board assigned to a district and directed to call during the year upon every druggist in it for the general purpose of acquainting the pharmacists of the State with the pharmacy law and the activities of the Board.

Lots of charity begins at home and never leaves the premises.

Nobody ever denied that the hair-pin was mightier than the sword.

THE MILL CREEK CASE.

Among the officials of Michigan who receive salaries, are licensed to charge up and collect from the State mileage for traveling, and who, under the laws, are expected to perform their duties, is the State Railway Commissioner. This official, at present, happens to be a gentleman from Caro and his office as Railway Commissioner is at Lansing. Therefore, when, for one cause or another, he is required to give a hearing to a petitioner or petitioners, that hearing must take place at Lansing. And so it happens that at ten o'clock a. m. on Wednesday, the last day of January, the petitions from the village of Mill Creek, Kent county, and from other residents of the northern part of that county, are to be heard at more or less expense to each petitioner who goes to Lansing. Possibly it is a fact that one Railway Commissioner has no pass over the Pere Marquette line, which may account for his disinclination to meet his Mill Creek constituents at their home town, and anyhow he isn't required to suit his goings and comings to the convenience of anyone. He's Railway Commissioner, by gum! and a very busy man, by mighty! and does not have to go to Mill Creek, by Judas!

More than that, if he says that the Grand Rapids and Indiana and the Pere Marquette railway companies are not obliged to give train service to the village of Mill Creek, his decision is final. It makes no difference whatever that there are about 200 people living at Mill Creek; that there are two general stores, two hotels, a grist mill, a tannery or two and other business establishments at Mill Creek.

Such things don't count when residents of Kent City, Cadillac or Kalkaska buy railway tickets to Mill Creek instead of to the Union Station downtown; or, returning, utilize the street cars to Mill Creek, thence by steam railway to their homes. And it is not material that a State fish hatchery is located at Mill Creek or that the West Michigan State Fair is at the same point. And yet, supposing our esteemed Governor should ship a prize cheese for exhibition at our fair and at the last moment discover that it had been dropped off at Alpine or Belmont, wouldn't that be just awful?

Rev. Dr. Crow, a Methodist minister of Buffalo, says women ought to be thankful if their husbands smoke and chew tobacco and drink whisky, for they won't live long with such bad habits. Women know better than this. Bad habits seem to have no effect on the longevity of bad men.

PUBLIC LIFE.

Why the Merchant Must Espouse Public Affairs.*

There was a time when merchants were timid of entering public life for fear their customers would become offended and purchase their wares from other quarters—there is to-day a demand from the people for business men to become factors in public life. The last ten or fifteen years have been years of unusual prosperity to our people in all the walks of life. Misfortune usually begets feelings of sympathy—prosperity begets either recklessness or selfishness. This prosperity has turned the interests of our people from our public affairs to the affairs that interest them more directly, and many of our public officials, feeling that the people no longer exhibited an interest in public affairs, went off on a long debauch of recklessness and public trust became grafters' paradise. This state of affairs exists to a greater degree where either of our political parties are greatly in preponderance of numbers, and when you find either party greatly in excess of the other, you will find what is termed "rings" and, wherever you find political rings, corruption in public affairs is sure and certain to follow. To be elected to a position of public trust the candidate must either be a member of the ring or a friend of one of the high officials of the ring. If elected, he and his office are under control of the boss of the ring. The proceeds and income of his office must be deposited in banks named by the ring. His subordinates in his office are named by the bosses of the ring. If a member of a city council, he is drawn on the carpet and told in a very nice manner how to vote on public questions. If a Democrat, he is told by the Democratic boss of the ring. If a Republican, he is told by the Republican boss of the ring. If he hesitates and shows a faint glimmering of independence, the bank that he owes is brought into service and, once his spirit is broken, he falls unreservedly into what he considers the "winning crowd." What does he win? Serfdom, pure and simple—political slavery—the mastery of none and the servant of all. The corporations which obtain valuable franchises have not aligned themselves with the people, but with the political boss. If a franchise is desired from the county, the county boss is brought into play; if from a city, the city boss is brought into play to whip the council into line. It is not a matter of the politics of the boss, but it is a matter of the power of the boss. It is not a matter of getting close to the people, but it is a very necessary matter for corporations to get close to the boss. Instead of corporations paying money into the city treasuries for valuable franchises and thus lessening the burden of taxation on the people, they have been forced to contribute that money to political bosses to be distributed among his ward workers.

*Paper read by Geo. R. Durgan, of Lafayette, Ind., at sixth annual convention of the Indiana Retail Merchants' Association, held at Fort Wayne January 16, 17 and 18.

Right here I wish to say that I believe, in many instances, corporations are driven to dishonest practices by being forced to "stand and deliver" by political bosses. For the last several years the farmer, the laborer and the merchant have listlessly and disinterestedly walked to the polls and voted their political ticket and then gone about their walk in life until another election came around, but the last year has shown a great awakening of public interest in the public service. The people have demanded an accounting of public trusts. The laborer has angrily shaken the gate of the mansion and demanded that wealth-laden franchises should be equally shared by all the people. Party lines have been obliterated. The laborer at the polls has demanded his rights of the magnate. The minister of the Gospel has crossed swords with the political ward worker and the mechanic from his shop and the merchant from his store have been called into public life and placed in command of public trusts. The law, long slighted, has risen in its majesty and said, "I and not corruption am supreme."

Eternal and uncompromising Right conquers all foes. Relentless Time is but the advance guard of Justice. From the broken fragments of wrong ideas, of evil designs, of unmerited victories is builded the temple wherein Justice is at last enthroned sole arbiter.

True reforms emanate from a more secure abiding place than the lips alone.

I do not believe in the strict enforcement of all the laws, because I do not believe in all the laws. I do not believe in a law that on a technicality will permit a rich corporation to daily perform an inhumane act, nor do I believe in a law, nor the enforcement of a law, that will permit a man who has been guilty of deliberate theft in walking the streets with his brazen effrontery, simply because his thieving was not discovered until six years after the theft was committed. It sounds very pleasing to the ear to say as a public official that you favor the strictest enforcement of the law as it is written, but I, for one, am not in favor of that doctrine, as a whole. I believe that such announcements simply pander to the excitable desires of the multitude of to-day, who to-morrow, when Reason has rested a brief time on their brow, and Justice has nestled a brief time in their hands, demands that honest men be elected to offices that make the laws that are to be enforced, rather than that laws that are made by grafters in the interest of grafters, by corporation tools in the interest of corporations, are to be enforced. The merchant can not afford from a business standpoint to say, "My interest and responsibility in the public ceases when I give to the public a dollar's worth of goods for its dollar." The merchant's interest goes farther than that. He must help increase that customer's purchasing power by helping to elect administrations that will lower the rate of taxation as low as efficient government can ex-

ist; that will build streets and sidewalks at a price free from graft and at a price that is both fair to the public and the contractor; that will heat and light his home at prices that are not exorbitant; that will place water in his home at prices not based on watered stock. When the merchant fights the battle of the public he is but fighting for the increased purchasing power of the public—a battle for himself and his family. The people are demanding an interest in public utilities, consequently, the scope of business of our cities is gradually expanding and, where the cities own these utilities, they are demanding that business men and not politicians manage them. The spirit of the times demands business management of public affairs. The merchant in public life is a public necessity.

Must Hustle To Provide Homes at Once.

Flint, Jan. 23—A systematic campaign is being inaugurated here in the direction of providing homes for the large addition to the population of the city which will come with the advent of the Buick and Weston-Mott plants into the local industrial field next summer.

The Weston-Mott Co., which is about to remove from Utica, N. Y., to this city, has just sent word that a canvass of its employees in regard to accompanying the removal of the plant to this city resulted in upwards of 100 of the men signifying that this was their intention, and as many of them have families it is up to Flint to get busy on the proposition of preparing suitable accommodations for them on their arrival.

At the present time there is hardly a house to be had for rent here, but an energetic movement is well under way to supply the prevailing deficiency in this respect before the new arrivals put in an appearance. Incidentally the Weston-Mott Co. mentions that it expects to furnish employment to 350 men when it gets settled in this city.

The Buick Motor Co. will also bring several hundred mechanics and their families to the city, and this fact has given increased emphasis to the imperative necessity for new homes.

The contract for the construction of the superstructures of the Buick and Weston-Mott buildings, including a combined power house and offices, was awarded the past week to the Charles A. Moses Construction Co., of Chicago. The figures of the successful bidder were \$75,000 for the Buick and \$45,000 for the Weston-Mott buildings. The foundations are already in place and work on the superstructures will commence as soon as the weather conditions are favorable. A large number of men will be employed in the erection of the buildings, and the contracting firm has agreed to have the Weston-Mott part of its contract completed by June 15, and the Buick plant ready for occupancy by August 1. Both factories will be of mill construction, modern in every particular, and equipped with the highest grade

of machinery, which will be operated by two engines of 300 horse-power each and a 450 horse-power generator.

In connection with the location of the Weston-Mott Co. in this city and the other industrial progress here, some figures concerning Genesee county given by State Labor Commissioner McLeod are not uninteresting:

In 1905 there were 108 factories inspected in this county, the result showing 3,506 employes with an average daily wage of \$1.80. Speaking approximately, the amount of capital invested in 1904 was \$4,839,596; the amount paid for raw material, \$4,334,333, and the value of the manufactured product, \$7,094,037. Beside this, \$465,593 was paid out for miscellaneous expenses, such as taxes, insurance, rents, etc.

Increasing Output of Hardware Is Absorbed.

Manufacturers of almost all lines of staple hardware have begun the new year with an extensive volume of orders on their books and, as the buying movement continues excellent, they are generally operating their factories and mills to their utmost capacity in the belief that jobbers and retailers will readily absorb the increasing output. Prices of all descriptions of goods are being very firmly held as a result of the decided advances in the iron, steel, copper and other metal markets. The leading manufacturers are sending out more salesmen to secure business than at any corresponding period in many years, and it is expected that these agents will soon turn in many new orders.

Although prices have advanced in many lines, heavy purchases by merchants in all sections of the country prove that such an upward movement in finished products has not tended to check buying. Many large jobbers covered the bulk of their requirements in steel sheets several weeks ago in anticipation of the advance which has recently become effective, but there are many more who are now laying in their supplies at the higher figures. Most of the jobbing interests have raised their prices on sheets to the retailer only \$1, instead of \$2, which was the advance adopted by the manufacturers.

Large contracts are being placed for barb wire and fencing despite the higher quotations now prevailing on these products. The lowering of discounts on the list prices of picks and mattocks by some manufacturers has not yet become general, but this action will probably be generally recognized within a few days.

Builders' hardware is still moderately active because of the existence of mild weather in many parts of the country, which has enabled contractors to continue their operations on a more liberal scale than usual during the winter months.

Between Friends.

Jimjones—What did you think of that cigar I gave you this morning?
Samsmith—Don't ask me, please. I'm trying to forget it.

WHOLESALE MURDER.

Mad Schemes Advanced by Scientific Cranks.

A very curious notion is growing up among a lot of alleged scientific cranks and self-appointed philanthropists that they should be permitted to constitute themselves the arbiters of human destiny with unlimited powers over life and death.

They do not all agree as to what sort of people should be killed, but they are all eager to do the killing if they dared. For instance, there are some who want to put an end to all the feeble-minded and insane of our race. There are others who want to deal out extermination to the criminal classes.

Others would see to it that no deformed or crippled human beings, and even those who are not handsome in face and symmetrical in form, be allowed to reproduce their kind, and if not immediately made away with, they should be so mutilated that they would all die without issue.

Among those who are to be summarily done away with are all who from any cause are in feeble health, and there is one Dr. Osler, formerly of Johns Hopkins University, who has publicly proclaimed that all persons of sixty years of age and over should be at once put to death with chloroform.

These self-styled philanthropists, but bloodthirsty monsters, who are hungering and thirsting to wade in the life-blood of their fellow-creatures, do not know, as is the case with all other lunatics, that they are mad as March hares, that they are inflicted with the insanity which drives them to murderous crimes. They are not the sort of lunatics that figure so often in our criminal courts, whose paroxysms of mental derangement are momentary, lasting just long enough to enable them to wreak a revenge or strike down a successful rival and immediately return to complete sanity; but the would-be wholesale murderers, under the pretense of benefaction, are permanently and incurably crazed, and are dangerous subjects who ought to be securely locked in asylums for the balance of their lives.

Coming back to a consideration of the infirmities and ailments to which human beings are all destined, the fact remains that some of these evils are temporary and curable, and of some the suffering can be largely mitigated. This is not only the truth in regard to many bodily and mental disorders, but applies to moral laches. By what claim of authority shall all the human creatures who are suffering in mind, body, or estate, or those who have arrived at any particular age, be summarily done to death? What good would it do to society that might be left behind?

We are taught that mankind was once perfect in mind and body, in vigor and beauty, in freedom from any blemish, and that these creatures walked with the angels and communed with God, and yet, despite all these extraordinary advantages, our race by the conduct of its own members has contracted all the horrible diseases and the moral and mental

depravity that have filled the earth with crime and misery.

If all the aged, the feeble and otherwise imperfect individuals were winnowed out of the population and exterminated, those who should remain in the highest vigor of body and mind would lose no time in plunging into the excesses which produced the conditions it was sought to eliminate, and man would be the same fallen creature he now is.

Moral reform must come from spiritual forces and influence, and often it affects more readily those who are in pain and distress than those who are in the height of vigor and immersed in the pursuit or enjoyment of the objects of their desire. Moreover, the human race is possessed of a power of resistance and persistence which enables it to survive every change of condition, no matter how destructive.

The human constitution can eliminate and work off the effects of syphilis and other cankerous and blood-corrupting diseases, and finally restore the race to purity and vigor of body and mind, and to moral sanity, but it must be done through the operation of spiritual influences.

The Savior of mankind did not propose to restore and redeem the race by means of a tremendous cataclysm like the Noachic deluge, from the fury of which only a single family of specially perfect and chosen individuals were saved. His plan was to include all, even the lepers that lived in the broken and deserted tombs and the thief on the cross. Through many hoary and wearied centuries human beings had wandered away from the conditions which had permitted them to associate with celestial beings and to receive commands from their Divine Creator and King, and now, when they had fallen to the lowest depths of misery and depravity, a message had come which gave assurance that the race by a slow but steady progress of regeneration would be raised again to the conditions of its first estate.

This is the divine promise of redemption, of human regeneration and restoration, and it can not be accomplished by mad schemes of wholesale murder.

E. A. Bentum.

Catering To Customers' Fads One Element of Success.

Written for the Tradesman.

If you wish to succeed in business, let me tell you, as one speaking from an experience of close observation, that one of the most essential factors is the ability to read the character of your customer. Then play on every component of that character. But—and right here is the rub—don't let him in on the deal. Don't let him know that you see through him like a book or the game is up and you might as well put on your hat and go home. If you allow the patron to recognize that you are "making capital" of his more or less concealed real self your place is not behind the counter; it is not for you to weigh codfish, sell tacks, tear off calico, dispose of a plow or take an order for a windmill. You should be learning some occupation that calls not for nice discrimination, fi-

nesse in leading to the culmination of a difficult trade, or flattery that is so delicate, so subtle, that the "jolly" is mistaken for well-deserved praise coming from the bottom of the heart of the donor. I have known many a man to come off with flying colors, in the mercantile business, more from the possession of a perception that saw keenly to the root of matters, an insight that was able to cater to the idiosyncrasies of his clientele, than from any overweening knowledge of the intricate principles that govern success.

If your customer is a woman who looks well to the utilities of life, whose sole idea as to fitness of merchandise is that it shall wear well and that it shall serve the purposes of comfort and convenience, it is the casting of "pearls before swine" for you to insist upon—or even to suggest—her looking over your lately-arrived line of chiffon neckscarfs, or openwork hosiery that puts to shame the cobweb accomplishment of the most patient toiler of a species of arachnida, or laces that would be a dream of delight for "one of the nobility." Better show her some "special values" in kitchen crash. Take her to the knit underwear department, where she may select coarse garments of the cheaper sort. But, if the customer is of the Milady variety—if it is the dainty in life that appeals to her—spare no effort to make her acquainted with the most elegant of the womanly furnishings in your stock. And, if you haven't what she wants, tell her you can

order it for her and have it in her possession in a few days. Such offers give the impression that nothing is considered too good for her—that you will go to any lengths to please her.

Fall in with the ways of your trade. Get interested in what interests them. If you happen to see patrons out anywhere bring the fact to their mind, so that they will see that they are of enough importance in your eyes for you to recollect having seen them. It is on the same principle that the careful hostess remembers how many lumps of sugar a guest takes in his coffee, or that he is a "water fiend"—although that is not the word she will apply to him.

The ideal storekeeper will recall the different customers' fads, their likes and dislikes. This is a compliment to them. A man warms up at once to another who forgets not what an expert he is in certain directions.

There are two phases which the up-to-date merchant will not touch upon, two subjects he will taboo: the discussion of politics and argument concerning religion. Each of his customers must feel that here is one place where his bias in either of these directions is not to be interfered with in even the slightest degree.

If any present-day dealer has never tried living up to the foregoing tenets let him turn over a new leaf along this line—the leaf-turning-over is not all gone until Jan. 30—and the result will surely surprise him.

Jo Thurber.

The Quaker Family

The Standard of Standards

Quaker Corn

It has the value inside the can.

It's always the same high grade.

It pleases the customer.

It pays a profit.

What more can you ask?

WORDEN GROCER COMPANY

(Private Brand)

GRAND RAPIDS, MICH.

AROUND THE STATE

Movements of Merchants.

Saginaw—The boot and shoe stock of the late Albert C. Harvey has been purchased by W. H. Appenzeller, of Port Huron.

Kalkaska—B. H. Ketzbeck & Son have sold their grocery stock to C. H. Personett, who will continue the business at the old stand.

Petoskey—At the annual meeting of the stockholders of the Fochtman Furniture Co., Ltd., it was decided to close out the stock and retire from the business.

Kalamazoo—A. H. Upson, proprietor of a grocery store at the corner of East Main and Harrison streets, has sold his stock to C. R. Campbell, of Decatur.

Port Huron—Frank Kenney, for several years Grand Trunk Superintendent of Terminals at Port Huron, has purchased the cigar stock of Gustavus H. Herman.

Muskegon—James Haan has sold his grocery stock to Gerritt Hasper, who was formerly connected with Langeland & Co. Mr. Hasper has already taken possession.

Muskegon—Articles of association of the Peterson Grocery Co. have been filed. The new company is incorporated with an authorized capital stock of \$5,000, of which \$3,000 is paid in cash.

Petoskey—Geo. L. Petrie has purchased the interest of his partner, A. Jones, in the bakery and delicatessen business formerly conducted by Jones & Petrie and will continue same under his own name.

Plainwell—A. T. Murray has sold his interest in the firm of Goss & Murray to Mrs. Irene L. Goss and Lindsey R. Goss and later E. Lee Gray, of Grand Rapids, purchased an interest in the business and Goss & Gray has been adopted as the firm name.

Dowagiac—Philip Oppenheim, clothier and dealer in boots and shoes, will turn his business over to the management of his son, A. P. Oppenheim, and Herbert Curtis. Mr. Oppenheim finds it necessary to retire from business on account of ill health.

Petoskey—Arthur E. Remington has sold an interest in his clothing and men's furnishing goods stock to Louis J. Baker, who has lately conducted the store for the Consumers Clothing Co., which business will be conducted by the new firm of Remington & Baker.

St. Joseph—The firm of Rahn & Son, which conducts a shoe and shoemaking business, has changed management, Will Rahn taking his father's place as manager. The firm name will remain the same, although the business will be continued by William and Robert Rahn.

White Cloud—R. Gannon & Sons have purchased of C. G. Linnington the Farmers and Merchants' Bank and will continue the business. Mr. Gannon has been one of the most prominent business men of this place

for twenty-five years and his business integrity stands unquestioned.

Battle Creek—The department store business formerly conducted by the Poulsen Co., Ltd., has been merged into a stock company under the style of the Poulsen Mercantile Co. with an authorized capital stock of \$50,000, of which amount \$25,000 has been subscribed and \$5,000 paid in in cash.

Lansing—Cameron & Arbaugh have merged their general merchandise business into a stock company under the style of the Cameron & Arbaugh Co. The authorized capital stock of the new company is \$100,000, of which amount \$67,000 has been subscribed and \$10,000 paid in in cash and \$40,000 in property.

Adrian—Arthur Palmer has purchased the interests of Chas. F. Kaynor and John H. Purdy in the Palmer Furniture Co. and, together with his father, A. E. Palmer, one of the old stockholders, will continue the business. Messrs. Kaynor and Purdy will be employed by the new firm. It is probable that the style of the business may be changed to the A. E. Palmer & Son Furniture Co.

Monroe—Samuel M. Sackett, said to be the oldest druggist in Michigan, died Jan. 17 as the result of a stroke of paralysis, which he recently suffered. Mr. Sackett was born in Maumee, Ohio, October 21, 1825, and, with his parents, moved to Raisinville, this county, settling on a farm. On February 14, 1842, he was given a position in the drug store of Harry Conant, who began business in September, 1822. His was the oldest drug establishment in the State. In the spring of 1853 he purchased the drug business of Mr. Conant and conducted it until January 1 last, when he sold out to a local druggist.

Kalamazoo—C. A. Baker, of the Baker Grocery Co., has perfected a system of account keeping and is putting it on the market. It is designed for the convenience of merchants using the charge system and can be operated from either side of the counter. The system is embodied in a small cabinet. Mr. Baker claims that the principal attraction he has to offer is that it takes no longer to handle a credit business with the system than it does to handle a cash business over the counter. Only one writing is necessary. The cabinet and mechanism is simple. The invention is being handled by the Baker Account System Co. and representatives will travel from this city. Mr. Baker worked at this idea for several years, seeing a need for the invention in his long experience in the grocery business.

Manufacturing Matters.

Kalamazoo—The Standard Paper Co. has increased its capital stock from \$60,000 to \$120,000.

Flint—The capital stock of the Michigan Paint Co. has been increased from \$260,000 to \$275,000.

Alpena—The Churchill Lumber Co. is going to install a resaw in its mill before starting up in the spring.

Jackson—The capital stock of the Hartwick Machinery Co. has been increased from \$21,000 to \$25,000.

Detroit—The capital stock of the Monarch Steel Castings Co. has been increased from \$100,000 to \$200,000.

Detroit—The Chamberlin Metal Weather Strip Co. has increased its capital stock from \$5,000 to \$30,000.

Leslie—D. M. Dearing and P. B. White, of Jackson, are organizing a company to manufacture children's automobiles at this place.

St. Joseph—The Wells-Higman Co., which manufactures baskets and fruit packages, has increased its capital stock from \$75,000 to \$215,000.

Allegan—Letters were read from the Andrews Heating Co., of Chicago, two canning companies and a tannery man, all looking for locations, at the initial meeting of the Allegan Board of Trade last week.

New Wexford—A. F. Anderson, of Cadillac, and G. A. Swanson, of Hobart, have bought the Daniel Dake mill at this place and will operate under the name of the Wexford Lumber Co. Mr. Dake will retire from active lumbering operations.

Detroit—A corporation has been formed under the style of the Michigan Copper & Brass Co. to manufacture sheet copper and brass with an authorized capital stock of \$800,000, of which amount \$400,000 has been subscribed and \$100,000 paid in in cash.

Zeeland—The furniture and novelty manufacturing business of the Colonial Manufacturing Co. has been merged into a stock company under the same style with an authorized capital stock of \$35,000, of which amount \$20,000 is subscribed and \$3,500 paid in in property.

Detroit—The directors of the Parke, Davis & Co. corporation have declared an extra dividend of 5 per cent., payable Feb. 10. This is in addition to the regular annual dividend of 6 per cent. At a meeting of the board of directors soon to be held the advisability of increasing the annual dividend will be taken up.

Ludington—The Ludington Wood-ware Co. has started its plant again, after a shutdown for the purpose of installing two boilers and making repairs. The butter dish factory will be started about March 1. The company is using about 2,000,000 feet of logs a year and expects to increase this to 3,500,000 feet.

Alpena—Bay City parties have purchased the buildings owned by Alger, Smith & Co., at Black River, about twenty-two miles south of this place. The deal included the sawmill, boarding house, barns, tenement houses and sheds. They have been torn down and the lumber shipped to Bay City. The foundation piles are white pine and as sound as when driven, thirty years ago. They will be lifted from the water and manufactured into lumber. It is expected the purchasers will get more than 1,000,000 feet of lumber from this source. This is practically all that is left of a once busy lumber town. It was the headquarters of the Lake Huron lumbering operations of Alger, Smith & Co. for more than twenty years and, aside from operating a sawmill, the firm rafted from 70,000,000 to 110,000,000 feet of long logs annually from Black River down the

lakes every season for more than a score of years. Now the town is dead; the stores are closed, so are the churches and the school. It is a deserted village.

Storage Egg Holders Lose Heavily.

The recent slump in the price of eggs is proving to be a very serious matter, not only to the legitimate trade, but to a good many speculators as well. A cold spring helped the trade out nicely last year, and holders of storage eggs were able to show a good profit at the end of the season. This fact tempted a good many who are not in the business to go into the storing of eggs as a matter of speculation, and as a result the country last April was flooded with buyers; the competition was keen and prices averaged high, and in the end the storage warehouses of the country were carrying the heaviest load of eggs on record, most of which stood to cost their owners in the neighborhood of 19c per dozen. A good many owners were not satisfied with the price at which they could have sold through December, and held on to their stocks in the belief that colder weather this month would help them out. The weather, on the contrary, has been steadily and unusually warm; the flocks of hens the country over are this year largely increased over last, and there has been a steady stream of fresh eggs in the market all through this month. With the wants of the market fully supplied by current receipts these storage eggs are being pushed off at anywhere from 13c up. The Chicago Fruit and Produce News has this to say of the situation:

"It looks now as though it was all over in the storage egg deal. Apparently the only thing now that could change the situation would be heavy snow and blizzard to last through February. Holders are making a great scramble to unload even at the prevailing ruinous prices.

"One of the managers of a cold storage plant says that storage eggs can never get back above 16c and he doubted if they would get there. Under such conditions he thought that fresh eggs might react to 22c, but if the weather continued warm it would only be a very short time before they would be 15c.

"It is asserted by those who have mixed up in the deal sufficiently to have experience that if the price of storage eggs does not get higher again than 15c, there will be a loss of a quarter of a million dollars in Chicago alone. Some say there are in storage not over 200,000 nor less than 150,000.

"The leading interests are already getting their heads together, and assert that 12c Chicago and 13c seaboard will be the watchword for the coming April and that all energies will be bent to make this a condition and not a theory. Reports from the various interests which come in from all parts of the country are uniformly that there is an increase of hens and pullets over last year, and some put the increase as high as 30 to 50 per cent."



The Produce Market.

Apples—Steady and strong at \$3 for ordinary, \$3.25 for choice and \$3.50 for fancy. As the season advances several varieties have been cleaned up others advanced in price. Quality is good for the time of year, and the movement not very satisfactory, due to the fact that a smaller number than usual laid in large supplies in the fall.

Bananas—\$1.25 for small bunches, \$1.50 for large and \$2 for Jumbos. This staple article is moving out well at unchanged prices. Extreme care is taken in shipping, owing to the fact that the fruit is so sensitive to frost. Few shipments are injured if ordinary care is taken at point of destination.

Butter—Creamery is strong at 27c for choice and 28c for fancy. Dairy grades are active at 21@22c for No. 1 and 15c for packing stock. Renovated is in fair demand at 22c. The general call for butter of all grades has been active, the foreign demand showing up heavily within the past few weeks. This outside call has not only cut deeply into the supply of June goods stored last year, but has caused such an active enquiry for low grades as to force up the price of packing stock during the past 30 days. Eastern buyers have loaded up heavily here on creamery firsts the past few days, which has had a decidedly bracing effect upon the local situation on that grade. For a time, the market on firsts was on the ragged edge, the outlet being decidedly limited, with stocks piling up right along.

Cabbage—75c per doz.

Carrots—\$1.20 per bbl.

Celery—30c per bunch.

Cranberries—Late Howes are firm at \$15 per bbl. The price is so high that only a few dealers handle them. Some jobbers have cut them out of their shipping list entirely. At \$15 per barrel they are bound to be slow sellers. Most orders come in for bushel and box lots.

Eggs—Local dealers pay 17@18c on track for case count for strictly fresh, holding candled at 20@21c and cold storage at 14@15c. The quantity of arrivals has been so dependable on the average that the consumption has been largely increased. This caused heavier buying by retailers, and it took only a day or two to get stocks in jobbers' hands down to a normal basis. Receipts are still much larger than at the same time a year ago, but storage goods are not cutting deeply into the proposition. The season has so far advanced that holders of the storage eggs on hand are figuring on a loss, as cooler goods can not be moved out at a high enough price to reimburse them for their outlay. Bakers and that class of trade only will want the cheaper grade of goods from now on. Consumers will want only fresh laid for culinary and table use, and around present prices will care for all coming for the next sixty days.

Grape Fruit—Florida is in fair demand at \$6 per crate.

Grapes—Malagas are steady at \$6@6.50 per keg.

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

Lemons—Both Californias and Messinas fetch \$3 per box. The call is unimportant, but is steady.

Lettuce—15c per lb. for hot house.

Onions—Local dealers hold red and yellow at 75c and white at 90c. Spanish are in moderate demand at \$1.60 per crate.

Oranges—Floridas are steady at \$3 and Californias fetch \$2.75 for Navels and \$2.85 for Redlands. The price is so low that further declines seem impossible on good stock. Jobbers evidently have this opinion, as they are now carrying a big stock and anticipate an advance that will net them a good profit later on. The demand is active both on city and country account, the comparatively high price on apples compelling more attention to oranges.

Parsley—40c per doz. bunches.

Parsnips—\$1.50 per bbl.

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

Potatoes—Country dealers generally pay 50@55c, which brings the selling price up to about 60@65c in Grand Rapids. There is much enquiry from the South for potatoes for seed purposes, and most local shippers have their order books filled, and are not anxious to take orders until later, when new supplies can be secured. Most of the orders are for future shipment, and the trade are taking it easy. The call for potatoes is steady for table use, and showing some increase, as a great many retailers who put in stock in the fall are finding their supplies running low and are now buying for current use.

Squash—Hubbard, 1c per lb.

Sweet Potatoes—\$3.50 per bbl. or \$1.50 per hamper for kiln dried Illinois Jerseys.

C. W. Dierdorf, who sold his interest in the G. J. Johnson Cigar Co. about eighteen months ago for \$8,000 and immediately organized a stock company to embark in the manufacture of cigars with union workmen, is financially embarrassed and is undertaking to settle with his creditors on the basis of 40 cents on the dollar. This outcome of the undertaking was predicted by the Tradesman at the time the business was established, because experience has demonstrated, time and again, that it is not possible to conduct a cigar manufacturing business successfully with union workmen, on account of the treacherous character of employees who are dominated by an oath-bound organization which invariably pursues a rule or ruin policy.

Frederick C. Miller has been elected director of the Michigan Paper Co., at Plainwell, in place of E. A. Stowe, who was elected at the recent annual meeting, but subsequently declined. Mr. Miller is a gentleman of wide experience in the manufacturing business and will prove a valuable accession to the institution on account of his knowledge and conservatism.

The Grocery Market.

Sugar—Raws have declined 1/8c, and quotations for future shipment are even lower. All refiners reduced refined sugar 10 points, subsequently advancing softs 5 points and confectioners 10 points. It seems to be the prevailing belief that further advances are hardly likely and the market will do well even if it holds its present position until the new crop sugars arrive. These are due quite soon and would naturally have a softening effect on the market. The trade is buying in a moderate manner, but evidently only enough for current requirements.

Tea—There has been no change in price during the week with no developments of any character. Prices are steadily maintained on the ruling basis. The demand for tea during the week has been fairly good, although by no means active. It seems quite improbable that there will be anything approaching a boom in the market during the present month.

Coffee—Receipts at primary points continue to run lighter and lighter. The trade is very good as retailers seem to have every confidence in the market and are buying freely for nearby requirements.

Canned Goods—Tomatoes continue very strong and jobbers here and there are advancing prices as their stocks are running out. Corn is unchanged and in good demand. Canned peas are in continued good demand with a very firm market. String and wax beans are steady. Asparagus is in good demand. California fruits are in firm hands and the demand seems to be improving. The consumption at this season is likely to increase, as a result of home canned fruits being exhausted. Gallon apples are very strong. So are standards.

Dried Fruits—Currants are moving out fairly well at unchanged prices. The packers have reduced prices 2 1/4c on all grades of seeded and about 1 1/2c on loose. How long these prices will last, however, is uncertain. Orders are reported to have been so heavy that the packers' capacity is filled for the present, and an advance may come. This will not carry prices back to the old point, however, but is expected to be only 1/4@1/2c. There has been great trouble to get orders confirmed since the decline. Apricots are quiet at unchanged prices. Apples are firm and unchanged. Prunes in most holders' hands rule at 4c coast. In the last the market ranges from 3 1/2c basis to 3 3/4c, according to the holder's strength of mind. The demand is slow. Peaches are scarce, high and dull. It looks like higher prices later.

Syrups and Molasses—Sugar syrup is in almost no demand and prices are unchanged. Molasses is gradually creeping up in price. In New Orleans the market is very firm and cane juice has advanced 6c per gallon. This advance is entirely legitimate, being due to actual scarcity. Good molasses is not abundant and very firm. The glucose market is unchanged although firm by reason of the new consolidation. Compound

syrup is unchanged and in fair demand.

Rice—Rice is very strong and advances are looked for at almost any time. As the season advances the lightness of the last crop is becoming more and more evident. Demand is normal.

Fish—Cod, hake and haddock are unchanged and fairly active. White fish and lake fish are unchanged and in moderate demand. Herring are firm and scarce. Mackerel continues very firm, with a persistent hardening tendency. Sales have been made during the week at a considerable advance over the price ruling a short time ago. The demand is fair. According to prediction mustard sardines have advanced during the week. The advance was not uniform, but averages about 15c per case. Scarcity of stock is the cause.

The Grain Markets.

The past week has shown a dropping off in price of May wheat in Chicago from 88 to 86 3/8 cents per bushel. Foreign markets have been weak and indifferent and any business for export has been brought about by low prices on the part of sellers. There has been a general tendency on the part of grain men to close out any surplus stocks which they have been accumulating. It would seem that we have had sufficient decline for the present, and we are now inclined to look for a sharp reaction in the near future. There was an increase in the visible supply of 1,941,000 bushels, making the present visible at 48,855,000 bushels, which is conceded as rather bearish.

Both corn and oats have been weak and lower in sympathy with wheat. The trade in corn has been heavy, shipments are arriving in good condition, the weather being very favorable. The visible supply showed an increase in corn of 462,000 bushels as compared with an increase for corresponding week last year of 235,000 bushels. The present visible supply of corn is now 14,224,000 bushels. Oats were practically unchanged, the visible made an increase of 63,000 bushels, making the present supply at 27,315,000 bushels.

The feed trade is improving daily, mill feeds locally are scarce and prices are up from fifty cents to one dollar per ton for both bran and middlings. The demand for ground corn and oat feed is a little more brisk, and prices are practically unchanged for the week.

L. Fred Peabody.

The Grand Rapids Brewing Co., which paid a cash dividend of 8 per cent. and a stock dividend of 50 per cent. a year ago, repeated the act again this month. This increases the total capital stock of the corporation to \$750,000, making it one of the heaviest capitalized institutions in the city. It is reported that an offer of \$2,000,000 for the property has been received and declined. Stockholders would find no difficulty in marketing their holdings at 200, but there are more bidders than sellers.

Worship is more in looking up than in bowing down.

INDIANA MERCHANTS.

Summary of Their Annual Convention at Ft. Wayne.

The sixth annual convention of the Indiana Retail Merchants' Association, which was held at Ft. Wayne last Tuesday, Wednesday and Thursday, was largely attended.

The annual address of the President, which was well received, appeared in full in the Tradesman of Jan. 17.

The report of Treasurer N. A. Moore showed receipts of \$2,664.11, disbursements of nearly the same amount and a balance on hand of \$11. The report was accepted.

The Committee on Constitution reported in favor of reducing the membership of the Executive Board from nine to six members, to be elected by the convention from the several lines of trade represented. The Board is now appointed by the President. The proposition was defeated.

Another amendment proposed, that the annual dues of members be reduced from \$1 to 60 cents per capita, was likewise defeated.

Election of officers resulted in the selection of the following:

President—Ralph B. Clark, Anderson.

Vice-President—I. B. Budd, Terre Haute.

Secretary—E. L. Palfrey, Vincennes.

Treasurer—Fred W. Helt, Indianapolis.

It was decided to hold the next annual convention at Evansville in January, 1907.

Many excellent papers were read and discussed during the convention. Four of the papers are published verbatim in this week's Tradesman and others will appear next week.

Among the resolutions adopted were the following:

Whereas—The Indiana Retail Merchants' Association in convention assembled at South Bend, Ind., in January, 1904, instructed their officers to organize a mutual fire insurance company, and

Whereas—In compliance with said instructions, The Merchants' Mutual Fire Insurance Co. of Indiana was organized and very successfully operated for eight months, and

Whereas—In this time it was fully and completely demonstrated that such a fire insurance company met with the full approval and endorsement of the business men of Indiana, and

Whereas—It was shown beyond a doubt that a mutual company can and will carry fire insurance at a greatly reduced rate to the merchants and business men, and

Whereas—The old line fire insurance companies of Indiana and the fire insurance trust in the country at large became aware of the successful and phenomenally large business that this mutual company was doing they began planning and scheming to put them out of business, and

Whereas—It resulted in the old line companies and the trust entering into a conspiracy against our mutual company with the result that we were

compelled by the Auditor of the State to discontinue writing insurance in Indiana, therefore be it now

Resolved—That we hereby and earnestly endorse the efforts of the Merchants' Mutual Fire Insurance Company of Indiana and its officers to give to our citizens first class and safe insurance at a very much lower cost than the old line companies can or will give them. Also be it

Resolved—That we fully and earnestly condemn the contemplated and unfair methods entered into by the first insurance trust to harass and compel our mutual company to quit business, and be it further

Resolved—That we fervently urge His Excellency, Governor Hanly, of Indiana, to appoint a committee or set in motion some plan whereby this most infamous and dastardly act of the old line companies against the interests of the business men of this State in not allowing them to operate a company of this nature in their own interests, to trace to its origin and the guilty parties who inaugurated this conspiracy, that they be brought to justice and made to feel the penalty of the law. Be it also

Resolved—That we greatly appreciate the necessity of mutual fire insurance in this State, and that we earnestly hope that in some way along lines that will comply with the law, another will be organized and to the same we pledge our loyal support and hearty co-operation.

Whereas—The members of the Indiana Retail Merchants' Association are in favor of and believe that a 1-cent rate of postage on letters would be of immense benefit to the manufacturing and mercantile interests of the country, and also to the general public, and

Whereas—We believe that such a rate is justified by the actual cost of carrying this class of mail matter, therefore be it

Resolved—That this Association is in favor of having the postal laws so amended. Your Committee recommends that each member of this Association write to the Congressman from his district and to both the Senators from Indiana urging the importance of this matter upon them.

Whereas—A parcels post bill is now before Congress and our Association has repeatedly gone on record as opposed to such a bill, be it

Resolved—That we, the members of the Indiana Retail Merchants' Association, in convention assembled, desire to reiterate our former expressions of opposition to this class of legislation and do hereby petition our Representatives at Washington to use their influence against its passage, and be it further

Resolved—That our Secretary be instructed to forward a copy of these resolutions to our Congressmen.

Refund Plan To Be Tried.

Battle Creek, Jan. 23—The Business Men's Association is figuring out a plan to refund the carfare of those persons who come here to trade from nearby towns. It is believed such an arrangement would bring a great amount of trade to this

city and would be of advantage to all.

The annual meeting of the Battle Creek Interior Finish Co. showed a very prosperous condition. The directors were re-elected.

The old Cero-Fruto factory, recently bought by the Hygiene Food Co., will be re-opened as soon as new boilers arrive from Buffalo.

The new \$25,000 brick building of the Duplex Printing Press Co., to be used expressly for the manufacture of the newly-invented Bechman press for metropolitan dailies, has been enclosed and the men are now working upon the interior.

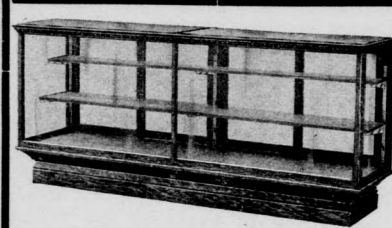
For several years the working men have run a co-operative grocery in this city known as the Queen City Co-operative Association. The annual meeting showed a large increase in trade and a growth in membership. The business manager, F. D. Coleman, was retained for another year.

It is stated that the Grand Trunk Western has already placed orders with some of the largest machinery manufacturing companies for supplies for the new locomotive works, which will be built here this year. Everything will be modern.

The Worden Grocer Co., purveyor of reliable goods in the wholesale grocery line, is exceedingly busy in its coffee and spice department, continually receiving consignments of fresh goods from the most reliable sources and finding a ready market for them almost immediately after their receipt. "Quaker" brand coffees and spices seem to have the call, being especially fine and clean goods adapted to the educated tastes of our progressive public.

INVESTORS

A manufacturing company, incorporated for \$50,000, manufacturing a staple line of goods for the music trade, with more business than present working capital can handle, will sell a limited amount of treasury stock. For full particulars address Manufacturer, 440 Elm street, New Haven, Conn.



Wolverine Show Case & Fixture Co.

Grand Rapids, Michigan

Bank, Office, Store and Special Fixtures.

We make any style show case desired. Write us for prices. Prompt deliveries.

FOOTE & JENKS

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

Sold only in bottles bearing our address

FOOTE & JENKS' JAXON Highest Grade Extracts.

Foote & Jenks JACKSON, MICH.

COLEMAN'S HIGH FOOTE & JENKS CLASS EXTRACTS

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.

VALENTINES

Write for Catalogue
Grand Rapids Stationery Co.
29 N. Ionia St., Grand Rapids, Mich.

OPEN
Any Evening

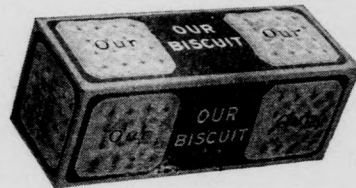
Also instruction by MAIL. The MCLACHLAN BUSINESS UNIVERSITY has enrolled the largest class for September in the history of the school. All commercial and shorthand subjects taught by a large staff of able instructors. Students may enter any Monday. Day, Night, Mail courses. Send for catalog.
D. McLachlan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

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.

U. S. Horse Radish Co.
Saginaw, Mich.

Just Out



Guaranteed the best 5c package soda wafer made.

Manufactured by

Aikman Bakery Co.
Port Huron, Mich.

RELIABLE FLOORWALKER.

He Is Reasonably Sure of Steady Employment.

With the newspaper reporter and the city detective, the floorwalker in a large department store—or, as he is now known, the “floor manager”—occupies an erroneous position in the public's estimate of his duties. Partly through a superficial observation and partly through the work of the joke writer the public is under the impression that the floorwalker fills a position on the same plane as that of the head waiter in a large cafe or restaurant, and that the great bulk of his work lies in directing customers to the various departments of the store.

A few years ago this impression was true, or at least nearer to the truth than it is now. The floorwalker of the past was much akin to what the public considers the floorwalker of the present day. He was then literally a “floorwalker.” He walked about in the aisles of the stores, clasped his hands, and told customers that the hardware department was in the basement and the boys' clothing on the fifth floor. His greatest qualification was a knowledge of the store's departments and of the goods sold in each department; his most important function that of a living directory of the store.

This is all changed. The floorwalker of old has gone the way of many others in the business world, and in his place is the floor manager, a quiet, efficient man whose duties are of such nature as to necessitate that he be a well trained business man and who has little of the appearance and none of the mannerisms of his predecessor. Instead of “traveling a beat” on the store floor, the present floorwalker is assigned to one department and confines his efforts exclusively to it. Instead of spending the greater part of his time directing customers the greater part of his duties now lies in watching the details and attending to the business management of the department. He still moves about and directs customers, but this is only an incident to his position, and he is paid for his ability to conduct his department in a manner satisfactory to the superintendent of the store.

A floor manager in a large department store has at least three separate and distinct lines of duties. First of all there are the stock and its appearance and the general tone of his department to keep an eye on. The floor manager must know the value of the goods in his department as well as the owner of a small store must know the value of the goods that he is selling. He must arrange these goods in the best manner possible, see that they are kept in order, and that no slovenly handling of stock is indulged in by the salespeople. In furthering the good appearance of his part of the store he must regulate the appearance of the help under him. Most of the large stores have rules of dress for their employes. The floorman sees that these rules are followed to the letter.

His second line is the management of the help. This means not only that he must watch their appearance, but that he must watch them with the eye of an overseer—see that their work is up to the standard required, prevent them from idling or talking as much as is possible, and see that they maintain the tone of the store in their treatment of customers. He must seek out the worthy among the help under him and see that they are rewarded and that the unworthy are passed by or discharged. In all ways he must keep the work of selling the department's goods going on just as the store requires. Third, and not least in its requirements, he must help customers in his department to find the goods they want, see that they are waited on as promptly as his force of salespeople permits, mollify the angry or dissatisfied, and strive to have each and every patron leave his department with a good impression of the store.

The arrangement of a department, its appearance, the help, the treatment of customers, the stock, and the business detail, all these the floor manager is directly responsible for. In short, he represents the superintendent's office on the floor. To fill this position satisfactorily requires a man of many qualities. He must be a “high class man” in the business sense of the phrase. Primarily, of course, he must be familiar with the business of merchandising. Following along this line many stores secure some of their best floorwalkers from the ranks of merchants who have owned stores of their own, and who, for some reason which does not detract from their value as business men, have failed. Such men usually have the experience, the executive ability, the tact and knowledge for handling help necessary to the making of a good floorwalker.

The only question regarding their availability is: Can they adapt themselves to the methods and work before them? In many cases this question is answered in the negative. The man who was efficient as the manager of a small store is lost when face to face with the problem of adapting himself to the large store's way of doing business. Each store has its own system, or rather systems, and the floorwalker must comprehend thoroughly and be in sympathy with these systems if he is to be a success. The floor manager who is developed in the store in which he is employed is the one desired by all store superintendents, but he is not always to be had. Not more than 10 per cent. of them come from the ranks of the store salesmen, and the salesmen have the best opportunities to develop into the position.

Why more do not develop is hardly explicable, save in that the department store salesman is prone to shift to other occupations at the first opportunity. Again, the salesman who stands behind a counter for several years is apt to lose the initiative and aggression necessary in even the smallest executive position. He becomes a machine, so the department store superintendents look principally

to the outside for their supply of floorwalkers.

In addition to his ability as an overseer and an executor the floorwalker must have an ability for grasping detail. The running of a department in a big store is a matter of considerable complication. While it is the department buyer who is responsible for the securing and pricing of the stock, his field of activity ends practically when the goods are on the shelves or in the cases ready for sale. From then the stock is in charge of the floorwalker. It is under his eye that it is sold, and it is his brain that carries the responsibility of the detail work of the department. With the institution of charge accounts and C. O. D.'s his duties have been multiplied until now he has as many responsibilities on his mind as the average worker of the higher grades. The large store is practically a congregation of many small stores under one roof and one management, and each floor manager is in direct charge of one of these subdivisions of the complete enterprise.

For the proper conduct of his space he is directly responsible to the store's superintendent. If anything goes wrong in any way in the department the floorwalker hears from the superintendent without delay. For instance, each day part of the routine work of the superintendent is to examine the goods found in the sweepings of the night before. If any new goods are found he promptly sends word to the floor-

walker. Less than half a dozen words pass between them, but the floorwalker knows that he is expected to stop the occurrence of such things in his department. This is only one of a multitude of things for which he is responsible.

The pay of the floorwalker runs from \$20 to \$25 a week. This is not high pay, considering the importance of the position, but he has endless opportunities for advancing himself. In every store there are buyers and department heads by the dozen who have been promoted from the floor. The opportunities for displaying inefficiency or efficiency are so numerous that it is not long before the capable man is making himself evident, and his reward comes accordingly. The average number of floorwalkers in the large stores run from fifty to seventy-five. In some stores where aisle managers are employed the number is higher. There is seldom an oversupply of floorwalkers, and the experienced and reliable man is practically sure of having steady employment the year around.

H. O. Harper.

Matter of Age.

Edyth—They say the minister's new assistant is a confirmed woman-hater.

Mayme—Indeed! I had no idea he was as young as that.

Then He Got Busy.

Said He—You are what I would call a delusion.

Said She—Well, don't you believe in hugging delusions?

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.





DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

Published Weekly by
TRADESMAN COMPANY
Grand Rapids, Mich.

Subscription Price

Two dollars per year, payable in advance.

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

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

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

Entered at the Grand Rapids Postoffice.

E. A. STOWE, Editor.

Wednesday, January 24, 1906

A BROAD, FAIR ENTERPRISE.

The popular estimate, or what appears to be the general conclusion as to the scope and purpose of an organization of the business men of a city in behalf of the general welfare, is that, if that association can succeed in bringing one or two new industries into the town each year, it is good work and the more of such additions to the city's list of manufacturing there are the better the work. Indeed, so great is the stress laid upon this sort of effort, that in many places special allurements in the shape of a bonus, exemption from taxes, factory buildings gratis, and so on, are offered and with each new capture comes a generous award of praise.

As a rule, and the exceptions prove the rule, the industrial proposition that seeks a bonus or any other material donation is not worth the having, and as the natural sequence the records show that hundreds of cities which have thus bought their industries have learned their lesson and are not now on the market in this respect.

Whatever its name, the Citizens' Association, the Commercial Club, the Board of Commerce or the Board of Trade, it has a much broader field and possesses a more dignified and effective purpose, if it is what it should be. Without in any way participating in politics such a body, if wisely conducted, can do great work in shaping public opinion. Totally oblivious of issues and creeds, such an institution can be of inestimable value in uplifting the religious and the ethical factors of society. With utter fairness to all interests and without bold interference in the affairs of others, a harmonious and skillfully conducted society of that character can arbitrate away a great variety of business contentions and injustices.

For example, the Board of Trade of Grand Rapids has rendered splendid service in harmonizing seeming differences between the railway corporations and our mercantile and industrial interests; it has given excellent assistance to our City Council as to municipal affairs and to our State Legislature in matters affecting the commonwealth; through its efforts distinct benefits have been re-

ceived by our retail merchants. Indeed, the value of the facts and figures presented for the public's consideration—and offered gratuitously without comment or suggestion—by the Board of Trade reports on the pure water question are worth, to the city as a whole, twice the cost of maintaining the machinery of that Board for a year. The possessions already acquired and the impetus thus given to an ultimate system of parks and boulevards for our city, through the inauguration of our new Riverside Boulevard, represent more than the cost of another year's maintenance of the institution. The development of the West Michigan State Fair, the Furniture City Driving Club and the Grand Rapids & Lake Michigan Transportation Co. are ample recompense for other years of the expense of the body.

And more beneficial, in a purely material sense, than all of these achievements, are the Auxiliary Membership and the Perpetual Trade Excursions so successfully created and fostered by our Board. But still greater and more valuable are the unique spirit of harmony and the ability to unite on every proposition for the city's good, and to work hard for the possession of that good, shown by the business men of Grand Rapids. Personal dislikes and petty jealousies do not count when a tangible, unmistakable benefit is possible through a good strong push, en masse; and the tangibility and value of such a project never get lost in a maze of narrow minded bigotry and stubborn avarice.

And this is due to the well directed, persistent and steady work of the Board of Trade in its task of bringing our business men together in a mutual, continued, elbow-touching acquaintance. Each man has learned that the other chaps are not half bad fellows after all and that together they can keep things moving along splendidly.

Edward Everett Hale was recently a guest at a millionaire's dinner in Washington. The millionaire was a free spender, but he wanted full credit for every dollar put out. And as the dinner progressed he told his guests what the more expensive dishes had cost. "This terrapin," he would say, "was shipped direct from Baltimore. A Baltimore cook came on to prepare it. The dish actually cost a dollar a teaspoonful." So he talked of the other courses. He dwelt especially on the expense of the large and beautiful grapes. He told, down to a penny, what he had figured it out that the grapes had cost him apiece. The guests looked annoyed. They ate the expensive grapes charily. But Dr. Hale, smiling, extended his plate and said: "Would you mind cutting me off about \$1.87 worth more, please?"

Because a man sleeps through a sermon every Sunday is no sign he's a saint.

Many a woman grows old before her time trying to keep young.

THE GATHERING STORM.

The idea that the yellow races of Asia are weak, timid and readily conquered by the white races from the West has been commonly accepted ever since the ease with which British inroads on China were accomplished early in the nineteenth century, and has been continued as a regular matter of belief until, in the beginning of the twentieth century, Russia, supposed to be the most powerful nation on the globe, was utterly and humiliatingly beaten by Japan in a tremendous war both on sea and land.

Since then, to use the language of an Asiatic statesman of experience, "All the Asiatic people now recognize that the axis of the Asian world has been shifted. They had been resigned to their fate, and had given up all hope of regaining the lost freedom of the state of nature. The Japanese success, first on sea and then on land, struck this enervated world like a cannon ball. The eyes of the nations of Asia are now turned upon Japan; and it is upon her that they base their hopes."

Europe and America do not recognize, as they should, the tremendous change in the state of feeling in Asia, made by the extraordinary victory of the Japanese over the supposedly invincible Russian Empire, and the Western statesmen fail to see in the persistent boycott which has recently arisen in China against foreign goods and people, and particularly against American products and people, the sudden upspringing of confidence and courage and defiance on the part of the Chinese, where for a century they had been timid, subservient, cringing.

For years England, France, Russia, and more lately Germany, had been accustomed upon one pretense or another, to take possession of and parcel out the territory of China under the title of spheres of commercial influence. The United States contented itself with demanding an open door in China for Americans and their products, while excluding from the United States' domain Chinamen of every class except those of the nobility who should come as ambassadorial representatives.

China submitted to everything in the way of humiliation and imposition until its people were awakened suddenly and with astonishing determination to resent and put a stop to all foreign spoliation. The yellow people have learned that the Europeans and other Westerners are not invincible, and that they can be made to fall and fall in battle under the tremendous blows of the once-despised Mongolians. But not only have the yellow races awakened to this fact, but all Asiatics have been aroused to realize the situation. No wonder they have expressed their sudden sense of the astonishing change in the phrase used above that the axis of the earth had shifted and the center of gravity of national power had been changed from Europe to Asia.

Dr. W. A. P. Martin, an American, who has lived for fifty years in China in positions of the highest im-

portance, and in close association with government officials, including those of the imperial Cabinet, writes in the World's Work for January the following:

This boycott is a portentous sign of the awakening of a great people whose interest and feelings are not to be trifled with. It required hard blows oft repeated to rouse the sleeping giant. But he is no longer indifferent to the opinion of the world or to the treatment that he receives at the hands of other nations.

No account of this wonderful awakening can fail to recognize the agency of Chang, the Viceroy of Central China. He has Japanese drill masters to train his troops, if necessary, to resist Japan, and he has had experts in the arts from America, Great Britain and Germany to prepare his people for a commercial conflict with the great nations of the West. The banks of the river in front of his capital, Wuchang, are lined for miles with cotton mills, hemp works, silk filatures, glass works, iron foundries and powder mills, whose high chimneys proclaim the coming war. When China can supply her own markets, foreign steamers will cease to ascend the Yangtsekiang.

The emblem of China is her great river. Its course is interrupted by many a cataract and many a refluently eddy, yet it moves onward to the sea. She may not be able to dispense with the produce of our fields and our looms, but nevertheless American influence has suffered a blow from which it will not soon recover.

And the doctrine that this Viceroy has taught everywhere in his dominions is progress in all the knowledge of the Western people, for said he: "Have we not a vast territory with four hundred millions? If we of the yellow race learn to stand together, where is the nation that will dare to molest us?"

As for the Japanese, they are not boasting, but they are working and dreaming dreams and seeing visions of vast empire with the aid of China under their leadership and instruction. They know from history that Ghengis Khan, a yellow chief of the Mongolian breed, in the twelfth century, conquered all of Tartary, Khorasmia from Bokhara to Samarcand, and the whole of Persia; and they know, too, that Tamerlane, another Mongolian, in the fourteenth century, conquered the whole of the East and overran Russia as far as Moscow; invaded India and conquered the Empire of Delhi, and defeated and captured Bayazud, Sultan of Turkey. His death alone prevented him from overrunning and subjecting the whole of Asia.

All these tremendous conquests and triumphs of the yellow race over the whites are recorded in history, and the Japanese and the Chinese know them. The subsequent fall of the Asiatics before the Westerners resulted from the superior arms and improved methods in war of the latter. The Japanese have proved what the Asiatics can do in battle with Western means and ideas. The statesmen of the West are blind indeed if they fail to take into consideration the possibilities of a repetition of the outbursts of vast military hordes from Asia to wreak vengeance and to spoil and ravish the nations of the West.

Even the locks of a red-headed heiress are called golden.

THE ROBINSON ROAD.

Eighty-four years ago an educated white man, Rix Robinson by name, located at Ada, Mich., as the superintendent of the whole Southwest Michigan for the American Fur Co. For years that man dealt honorably with the Indians and was the successful manager of trading posts at Grand Rapids, Grand Haven, Saugatuck, St. Joseph, Kalamazoo and other more inland points.

He improved the Indian trail from Ada to Grand Rapids by cutting away a few trees and by building corduroy ways across the marshy spots and a bridge across Coldbrook just this side of Fisk's Lake. This trail, as improved, extended from Ada to what is now the junction of State street and Jefferson avenue, traversing the lines of the present Lake avenue, Cherry street and State street. It was the natural route of easy descent from the east down to the river bank at "The Rapids," and was known as the Robinson Road.

As the city grew and platted areas appeared, State and Cherry streets and Lake avenue developed so that the Robinson Road was shortened steadily until it ended at what is now known as Lake avenue and Richard Terrace.

To-day, through some mistaken notion of euphony or propriety or through careless indifference, there is no Robinson Road so far as Grand Rapids city or East Grand Rapids village are concerned. It is Robinson Avenue, if you please, spelled large. It is so much more recherche, you know, to have your correspondence addressed to an "Avenue" and besides, it is much more elegant than "Street" or even "Terrace" or "Place." And then, too, if your friends should happen to live on Euclid Avenue, Cleveland; Delaware Avenue, Buffalo; Fifth Avenue, New York; Connecticut Avenue, Washington, or Avenue Bois de Boulogne, Paris, why they'll feel that you are quite on an equal footing with them, doncher know.

Robinson, Jones & Brown are good and honorable as family names, but think of Robinson Avenue, Jones Avenue and Brown Avenue.

Robinson Road is historic and it is alliterative; but, more than that, it is named for an educated, honorable white man who loved this section of Michigan, who was a loyal, patriotic and influential citizen and a good husband and father. His wife, a very estimable and intelligent Indian woman, was the sister of Hazy Cloud, chief of the tribe that owned the lands and lived at Ada. Rix Robinson was Moderator of the first meeting held (April 4, 1834) to organize Grand Rapids township. His brother-in-law, Hazy Cloud, was an influential chieftain who visited Washington and was largely responsible for the treaty of 1836, by which the Indians deeded to the United States all lands north of Grand River. Rix Robinson was also a leading spirit in obtaining and was one of the witnesses to that treaty. During the State legislative session of 1846-49 Mr. Robinson was a member of the Senate and all through his life-

time—he died in 1875 at 85 years of age—he gave of his energy, his wisdom, his money and his influence to speed the development of Michigan and particularly of this section of the commonwealth toward its present condition. In 1872 Mr. Robinson was chairman of a meeting of the Old Settlers' Society, held in this city to reorganize so that younger "pioneers" might become members; so that those who had lived twenty-five years in the city might share the honor of membership in the Society.

Robinson Avenue! It is not anything of the sort. It is a road; a beautiful country road; as delightful in its natural picturesqueness as any leading out of the city, and the Tradesman suggests that the Grand Rapids Historical Society could accomplish nothing more graceful, nothing in better taste, than to exercise its influence toward a restoration of the characteristic, the historical old name, the Robinson Road.

BASIS OF INDUSTRIALISM.

The number of human beings any country can sustain depends very largely upon the diversification of its industries. The Netherlands supports a population of something over 425 to the square mile. Russia something less than seventeen to the square mile. According to a report furnished by the Federal Bureau of Statistics for the fiscal year ending June 30, 1904, the per capita of the imports of the Netherlands was \$162.20, and of the exports \$137.08. The imports and exports of Russia were reported, respectively, as \$2.16 and \$2.78. The total volume of the foreign trade of the Netherlands is immense; but the imports are considerably in excess of the exports. The same is the case with every great manufacturing country in the world except the United States, the adverse balance being sustained by an active and profitable home trade. In the normal course of material development there is a tendency towards overproduction in long-established industries, and working people are rendered idle unless employment is provided for them by the establishment of new industries.

The value of that expedient, however, depends upon the general purchasing power of the body of the people where it is tried. A striking illustration of this rule is afforded by the comparatively recent economic history of Russia. That country possesses vast undeveloped resources. It is, above all, in need of a diversification of industry, but the failure of an actual experiment on a huge scale has shown conclusively that the requisite change can not be forced by governmental interference. Witte was made Minister of Finance in 1893, and immediately went to work to build up a far-reaching system of industrialism on Russian soil. He constructed railroads, established government monopolies in alcoholic liquors, in the production and sale of beet sugar and in other commodities; but his efforts were chiefly directed to the erection of national industries of the type of the more advanced Western countries. Wolf von

Schierband, discussing Russia's "Economic Future," in the current number of the Forum, states that between 1894 and 1899 some 927 stock companies were organized in Russia, wholly or in part with foreign capital, the amount thus invested being stated at 1,420,000,000 roubles, or a little more than \$710,000,000 (the value of the rouble being 51 cents and a fraction over), 151 of these new enterprises being entirely foreign. "The government set itself the task of nursing this industrial baby," says Schierband. "The construction of new railroads, the extension and improvement of existing ones, the building of naval vessels, the accumulation of army supplies and ordnance, and the financial strengthening of the merchant marine, all furthered immensely the whole iron and steel industry in Russia. With a lavish hand, too, the Minister scattered the money of the state to aid in the process of industrial development. At his instance numerous banks were founded and aided by the government, and through them money was advanced for new and important enterprises. Technical and commercial schools were established. The same industrial fever which raged throughout adjoining Germany and far-away America now spread over the somnolent Russian steppes. Then came the great collapse, and its cause was simple. Of the 140,000,000 population of Russia, only a beggarly two or three millions are to-day financially capable of being consumers of the finer grades of industrial products. The other 92 per cent. of the population, the moujiks (peasants) earn only enough to satisfy their hunger with rye bread, cabbage soup and corn grits, and their women spin their own linen and cloth. The 30,000,000 of Asiatic Russia have but little demand for the manufactures of European Russia. It was, save for the needs of the few millions of upper class Russians, the government which had been the main customer of this new-born Russian industry, for its railroads, its army and its navy."

Witte had borrowed a prodigious amount of money. Tolovine, the ancient Russian economist, estimated the foreign and domestic debt of the government at 8,500,000,000 roubles—say \$4,250,000,000. And this sum, Schierband remarks, does not

comprise the hundreds of millions' worth of railroad bonds sold by Witte in Berlin and elsewhere and the couple of hundred millions in the form of shares in certain Russian banks sold by him on the continent. But at last the money raised by Witte abroad showed signs of exhaustion. Government orders became scarce and a panic set in. The result was a general crash. But Witte administered fresh doses of the same stimulant. He borrowed more money and built more railroads, but he failed to increase the purchasing power of the Russian masses. That Russian industry, of the Western type, stands on no solid foundation, that it is a mere creation of fiscalism, and can only live as long as the government stimulates it with paying orders, may thus be understood. Conditions are not yet ripe for the normal rise of such an industry, for these conditions presuppose a nation financially potent and intellectually advanced enough to be a regular and liberal consumer of manufactures; and in Russia this is the case with only a very small minority of the population.

Thomas A. Edison is a prodigious smoker, but recently he became convinced that his cigars were being used by some person or persons other than himself, probably his workmen. He asked his tobacconist what could be done about it, and the dealer offered to make up some fake cigars partially filled with horsehair or rubber. Edison thought that was a good plan and then he forgot all about the matter. In a week he recalled what the tobacconist had agreed to do and called at the store to inquire. "Why, I fixed up those cigars for you some time ago," said the man. "I put them in a fancy box and tied in the regulation yellow ribbon." The inventor smiled in a sheepish way as he remarked: "Yes, and I guess I smoked them myself."

An interesting trial made in England on a farm near Biggleswade shows that fields can be so illuminated by acetylene gas that harvesting may be easily carried on at night. In this test two mowers, each cutting a six-foot swath, were employed and a field of fifteen acres was mowed in three hours and thirty-five minutes. A gasoline traction engine furnished the power.

H. M. R. Asphalt Granite Surfaced Ready Roofings

The roofs that any one can apply. Simply nail it on. Does not require coating to live up to its guarantee. Asphalt Granite Roofings are put up in rolls 32 inches wide—containing enough to cover 100 square feet—with nails and cement. Send for samples and prices.

All Ready to Lay

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

Established 1868

RETAIL CREDITS.

Cardinal Principles Which Merchants Should Observe.*

If you were asked, "What are the three greatest forces in the business world?" you would probably say: first, "Production of the products in which we deal;" second, "Transportation," for that is the means by which the production of this great universe is distributed far and near and makes it available for human uses. Then I think you would unite with me in saying that "Credit" ranks third in relative importance. Every sale or carrier of any product, with scarcely an exception, carries with it some evidence of this latter force in human society. But few of us give that careful consideration to which this subject is entitled. No more popular fallacy exists than that some men are doing a strictly cash business. In this day of bank notes, checks, promissory notes, bills of exchange, etc., such a thing is impossible.

What, then, is the nature of this important factor in our commercial world? Credit is defined by John Stuart Mill as "Permission to use the capital of another person." Professor Roscher defines credit as "The power to use the goods of another, voluntarily granted in consideration of the mere promise of value in return." Credit has also been defined as "Confidence in the ability of another to make a future payment."

*Paper read by Herbert L. Somers, of Fort Wayne, at sixth annual convention of the Indiana Retail Merchants' Association held at Fort Wayne January 16, 17 and 18.

There are four elements in a business transaction to which we apply the term credit: first, the present transfer; second, the use of the thing transferred; third, the future retransfer of the goods or an equivalent, that is, repayment; fourth, confidence. Professor Knies, of Heidelberg, has defined credit as merely, "A commercial transaction between two parties in which the services or the value rendered by the one falls in the present and the counter services or counter value of the other in the future." This seems to lack the element of confidence. The former Secretary of the Treasury, Honorable Lyman J. Gage, defines credit as "A sentiment of the mind; a sentiment which renders the possessor of property or values of any kind willing to transfer that property or values to another, without immediate payment, relying on the promise of the purchaser for his reimbursement later on." Credit could never have existed in man's barbaric state. Civilization had to make many conquests before man was willing to extend credit to his fellow man. The sentiments of probity, integrity and the principle of the Golden Rule had to permeate society more or less and laws had to be instituted providing for the enforcement of one's obligation to another. Even at this stage of society's evolution we often find that our confidence has been misplaced and our laws inadequate to enforce the debtor's obligation. It behooves the honest business men of to-day to awaken from their lethargy and give more

attention to this great subject. The evolution that has gone on for centuries and has worked out for us our present system of better means of ascertaining the amount of confidence that should be reposed in the debtor and better laws for the enforcement of the debtor's promise if the confidence should be misplaced can be obtained if the great army of business men would arise in their might and demand it.

The question of credits should appeal to every business man as one of the most important problems with which he has to deal. When you stop to consider that two-thirds of the business of to-day is done with some form of credit, you will conclude that this subject should require your careful consideration. To my mind the most important element of credit is confidence. Whether or not one's credit is good or bad depends largely upon the amount of confidence his fellow men have that he will do the things which he promises to do. The man or woman who abuses this confidence soon loses an asset not easily replaced, when the fact becomes generally known that he does not meet his obligations. Nothing sounds the death knell of a man's business so quickly as careless inattention to his own credit. Credit is not capital, but it is the means by which the capital may be increased. To the merchant whose capital is not adequate to meet the demands of his growing business, credit is essential to his success. If at any time during his business ca-

reer he has not carefully protected his credit, and men have lost confidence in him, he will be unable to increase his capital by means of his credit and thereby not enjoy the same measure of success which he otherwise could.

When there is lack of confidence in the debtor, credit is often extended upon the pledge of some property as security, in which case the creditor has confidence that the thing pledged will liquidate the debt. So in the credit transactions the important element is confidence.

Credit may be divided into consumptive credit and productive credit. Consumptive credit is credit to enable one to spend money for one's personal gratification or for personal use in any way, while productive credit is credit for carrying on business. It is consumptive credit which is of the more vital importance to you merchants, because if the consumer who buys goods of you on a promise, and eats them or wears them out, pays you it will be easy for you to meet your obligations. It has been said that all consumptive credit is bad and should not be encouraged, yet this is not always true. Consumptive credit often breeds extravagance, but it also often enables the young man to educate himself and thus increase his earning capacity. Of course, productive credit may be abused and thus work evil, but it is the abuse rather than the credit causes the harm.

The advantages of credit are manifold. It furnishes an easy and expe-

The Great Butter House of the East

Fitch, Cornell & Co.

New York City

10 Harrison St.

Fine Michigan Creamery a Specialty

If you attend the Jackson convention be sure and call on our Mr. Porter Fitch, Room 76, Otsego Hotel.

You will receive a cordial welcome and a souvenir.

ditious means of settling accounts, takes the place of a corresponding amount of gold and silver, and thus leaves the precious metals for other useful purposes. Capital is employed more productively by means of it, for the reason that persons having capital may be unable or unwilling to use it, and for a compensation will permit another with more business ability to use it and thus both are benefited as well as the public economy. It enables those who have business ability and no capital or inadequate capital to engage in business enterprises and give to society the benefit of their talents. In fact, few large enterprises are conducted today without borrowed capital. Credit gathers together small sums and, by means of stock companies, the aggregate capital is used to great advantage to the public and the stockholder who holds the stock certificates as the evidence of the credit he has extended to the legal creation. It permits the consumer to possess the necessities, as well as the luxuries, of life by means of small payments on his credit account. By this means thousands of happy homes have been bought and furnished and the comforts of the capitalist have been placed in the hands of the wage earner. It permits public improvements to be made and large quasi public enterprises to be carried on by means of bonds and other evidences of indebtedness. Large public buildings, railroads, interurbans and gigantic business enterprises are thus made possible, all of which redound to the public good. However, there is a dark side to this credit economy. It many times encourages extravagance which often leads to fraud, dishonesty and crime. It promotes precarious speculations which end in failure, because those who engage in them have little or none of their own money invested and nothing to lose. All along the pathway of our business careers we find wrecks of business ventures whose unhappy fates are due to the mismanagement of another's capital. The unwise extension of credit to unworthy customers in your over-zealous efforts to get business often results in serious loss of capital and a visit to the bankruptcy courts. Bradstreet's report for last year shows that 3 4-10 per cent. of all the failures for that year were due to that cause alone. None of you would think of doing business a single day without ample fire protection, yet many of you spread upon your books thousands of dollars' worth of open accounts with but little protection. Every merchant should avail himself of reliable means of ascertaining his customers' credit standing and ability to meet his obligations and assist his fellow merchants to protect themselves against the unworthy debtor. You should stand as a unit for better and safer laws for the collection of delinquent debts. Avoid unsatisfactory entanglement with foreign so-called collection agencies whose unsavory tactics border as near the danger line of blackmail as the law permits. Their unbusinesslike methods reflect upon

your own business characters and their docket fees, membership fees, et cetera, often result in serious trouble to yourselves. You should be sure that you thoroughly understand the contracts you enter into with these concerns and that they are so plain as to permit but one interpretation. One of the most worthy objects of your Association is the mutual protection against bad accounts. I am glad to know that many of your associations have given substantial encouragement to rating bureaus. While these can not be a perfect protection against the dead-beat so familiarly known by you all, yet they very materially aid you in determining the deserving debtors. Their success depends largely upon the assistance given them by you.

The fact that these rating bureaus exist in your midst has a very salutary effect upon the delinquent debtor. The person who still has left a spark of pride in maintaining his credit will be stimulated and encouraged to be more prompt in meeting his obligations, while the professional dead-beat whose treacherous tactics suck the life blood from the business world will soon be known to you all and he will be forced to leave for newer and greener fields or live a more honest and upright life. Unfortunately and unwillingly, perhaps, the merchant body is the greatest charitable institution in existence to-day. If we could get the sum total of your hopeless accounts, for a single year, the aggregate would be appalling. This charity business of yours is not confined to the lowly and destitute, but too often is extended to the elite who would spurn the least suggestion that they were the recipients of your charity.

After you have once extended credit it becomes a serious matter with you as to the best manner in which to make your collections. It is much easier to give credit than it is to collect the debt. In the first place I would suggest that you systematize your collections and not allow them to become old, if you can help it, because debts are not like whisky—they grow worse with age. Beware of the over-honest fellow who takes up much of your valuable time telling you how honest he is. The chances are that he believes it pays to advertise and is trying to sell you a gold brick by way of exchanging his promise for your goods. Never let a credit account run in excess of the debtor's ability to pay, for the chances are his living expenses will remain the same after your account is created and his earning capacity will be exhausted taking care of the present, and his past obligations must necessarily be neglected.

If any of your accounts must need the attention of a third party I would say give it to a reliable and trustworthy collector who will exhaust all legal remedies to enforce its payment.

In conclusion, I would say ever keep paramount in your minds the urgent necessity of guarding and protecting your own credit, for it may be the secret of your success or the

cause of your failure. With an equally zealous eye watch the accumulation of your book accounts, safeguard and protect them in every way you can, and your faithful efforts in this line will bring you the grandest measure of success.

REDUCTION

CLOSING OUT OR AUCTION

MERCHANTS We guarantee to turn your stock into money quick. To get for you 100 cts. on the dollar. To do this at the least possible expense, and give you the best service in the business. Our methods are of the best and our references A No. 1. Write to us. Address **STANWOOD & SMITH, 123-125 LaSalle St., Chicago.**

Established 1888. The Test of Time



Your Choice

Expert Sales Managers

Stocks Reduced at a Profit. Entire Stock Sold at Cost. Cash Bond Guarantee.

G. E. STEVENS & CO.

324 Dearborn St., Chicago, Suite 460
Phone 5271 Harrison, 7252 Douglas

No commissions collected until sale is brought to successful point. No charge for preliminaries. Job printing free. If in hurry, telegraph or phone at our expense.

Deal With Firm That Deals Facts.

PUSH, ETERNAL PUSH



is the price of prosperity. Don't let January be a dull month, but let us put on a "Special Sale" that will bring you substantial returns and will turn the usually dull days of January into busy ones. Goods turned to gold by a man who knows. I will reduce or close out all kinds of merchandise and guarantee you 100 cents on the dollar over all expense. You can be sure you are right if you write me today, not tomorrow.

E. B. LONGWELL, 53 River St., Chicago
Successor to J. S. Taylor.



A Daylight Policy of Conducting Sales

Straightforward, above board methods of conducting special sales should appeal to merchants interested in having quantities of merchandise turned into cash.

You never have to ask yourself, "Will I be dealt with fairly?" What you read in my "ads." you can tie to.

Why not plan for some masterful merchandising during February? You can center the cash trade of your community at your store and make your business more widely and favorably known than ever before. All of this may be done in a legitimate way with my perfected plans.

Write now for a February Sale.

B. H. Comstock, Sales Specialist

933 Mich. Trust Bldg.

GRAND RAPIDS, MICHIGAN

Saves Oil, Time, Labor, Money

By using a

Bowser Self Measuring Oil Outfit

Full particulars free. Ask for Catalogue "M"

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



ONLY \$15.85

Retail Value \$22.00

for this selected oak desk, 48 in. long, 30 in. deep, 45 in. high, finished a rich golden color and has a heavy varnish finish. The interior is conveniently arranged with pigeon holes, and the base has 4 drawers in the left pedestal, and 3 letter files fitted with our special index, and a large drawer in right pedestal which is deep enough to admit of large books or letter files. All drawers lock or unlock by opening or closing the curtain. This desk made in 54 in. and 60 in.

The Sherm-Hardy Supply Co.

Wholesale and Retail Office Furniture

5 and 7 So. Ionia St. Grand Rapids, Mich.

In writing please mention the Tradesman.

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:

Chicago, Ill., July 26th, 1905.

Middleby Oven Mfg. Co., 60-62 W. VanBuren St., City.

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.

NEEDED LEGISLATION.

Some Ways by Which It Can Be Secured.*

When a number of men form an association for mutual benefit and protection, one of the first things that seems to attract their attention is the fact that there are not enough or perhaps not any, laws on the statute books that afford them the necessary ways and means to obtain that which is withheld from them by others and which rightfully belongs to them. They immediately set to work to importune their law makers to introduce or help pass such measures as will remedy these defects. The hotel or boarding house keeper wants to rid himself of the professional dead-beat who imposes on him by leaving without paying his board bill. The blacksmith wants a law which gives him the right to secure title in a horse when the owner refuses to pay for shoeing the same. The barber thinks he ought to reduce the number of operators of the razor and forthwith he appeals for a law which compels every aspirant to pass a State examination. The miner wants laws which compel the coal operator to supply safety appliances, so as to make his occupation less hazardous. And since the organization of this Association in 1901 we have discovered that we need some legislation that will enable us to gain some of that which is now wrongfully withheld from us by others. For this is what legislation is needed for. If everyone would give to everyone else that which is due him no laws and statutes and ordinances need be enacted, as there would be no necessity to enforce them. The different local associations of the Retail Merchants' Association have been successful in having passed by their respective city governments ordinances which work to their benefits. The most common among these is, perhaps, the peddlers' license ordinance, which now compels this class of "leeches" to bear a just part of the taxation, to give full and honest measure, which prevents them from selling such articles as may be injurious to the health of the community. In some cities the merchants have succeeded in having an ordinance passed which instructs the police to report those who are moving from one part of the city to another, or who leave the city, thus enabling creditors to follow up the professional dead-beat. In national legislation we have been instrumental in preventing the passage of a law establishing a parcels post and of calling the attention of the postal officials to proposed rulings which would have benefited the few mail order houses to the detriment of the local merchant and the taxpayer. We have prevented the enactment of a law which would have enabled the fire insurance trust to get every insurance company in the country under their thumb.

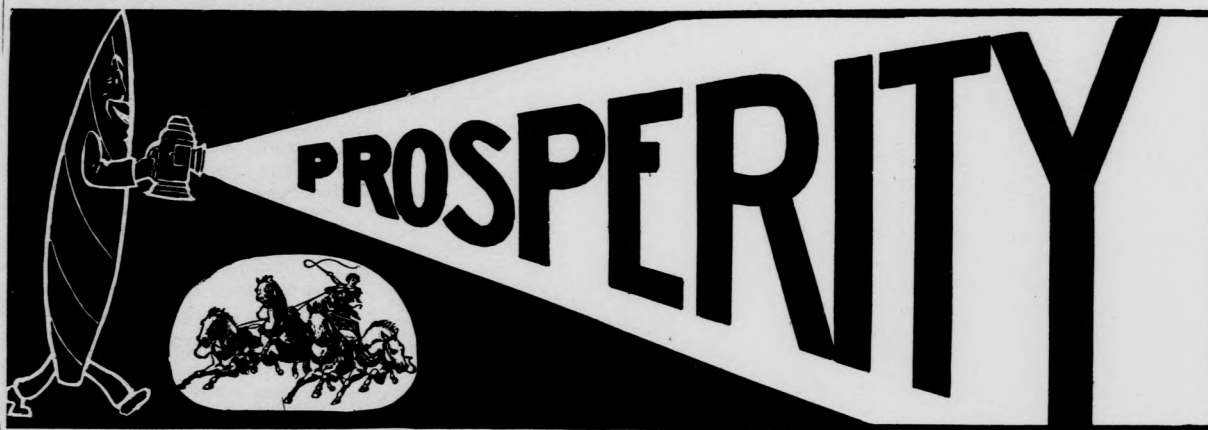
In State legislation we have not been very successful so far. The "Transient Merchant Law," now on

our statute books, can scarcely be claimed as having been brought about by this Association. It was secured mainly through the efforts of the Lafayette merchants before our Association existed. While this law, like all laws, has some loop holes, yet it has done a vast amount of good and protected not only the local merchant, but also the public by keeping out of the State these "gold brick merchants." Otherwise, I think there is not a law on the statute books of this great and glorious State that affords the retail merchant any protection against the many evils that beset him. Yet there are many laws that are against his interests. The retail merchant who is the pioneer of civilization, who follows the early settler into the wil-

derness with his wares, who extends credit to him when no one else will in order to enable him to live until he can gather in his first harvest, the retail merchant who hues his way through the primeval forest with his caravan, carrying the necessities of life to those few who have braved the dangers of uncivilized and unoccupied regions, the retail merchant who should enjoy the benefits and protection of special laws has to be content with quite a few laws that put him at the mercy of everyone else. The fire insurance companies charge him exorbitant rates for the protection afforded, because the laws of the State are such that it is very difficult for outside companies to do business in this State, and you must pay the rates or quit.

But, if, after paying the premium asked, misfortune overtakes you, then you are again at their mercy and, unless you have a very clear case, you must accept anything they offer you in settlement for your loss or wait until they get good and ready to adjust the same. I have known cases where adjusters did not arrive until two weeks after the fire, then delayed for fully a week until they commenced to look at the stock and finally had the merchant so discouraged and worn out that he was ready to accept almost anything they offered.

Not much worse than these laws are those which afford the dead-beat protection against his creditor. If, after crediting him, you secure a judgment and issue an execution, he



The BEN-HUR Cigar

Lights an Easy Way to Business Achievement

An important point to be considered by any dealer who is striving to build up his cigar trade is the selection of a leading brand that shall please the greatest number of his patrons. Nor must their satisfaction be merely transitory or falsely stimulated by some passing clang of publicity which dies away as quickly as the momentary reputation of the brand that it brought to the attention of judges of good tobacco. * * * * *

The experience of a score of years has proved to thousands of retail merchants that the BEN-HUR is the cigar that pays to push in preference to any other make. * * * * *

WORDEN GROCER CO., Distributors, Grand Rapids, Michigan

*Paper read by J. Cadden, of Evansville, at sixth annual convention of the Indiana Retail Merchants' Association, held at Fort Wayne January 16, 17 and 18.

GUSTAV A. MOEBS & CO., Makers, Detroit, Michigan

will file a schedule. If you should be brave enough to garnishee his wages, you run the risk of a damage suit, because it is almost impossible to prove any of the causes which give you the right to garnishee, even if they exist. And after the debt is a few years old it is outlawed. What more protection does a dead-beat want? Against these evils we have been fighting since our organization. We have been endeavoring to have a law passed that will enable the retail merchant to collect all honest and just debts. So far we have failed most successfully.

When speaking to our present Governor a few years ago, he remarked: "Gentlemen, in order to get legislation you must have an organization." We have now come to the point where we have an organization, thanks to the unselfish and noble and self-sacrificing efforts of some of our members and State officials. In speaking to a lobbyist, after our failure in the last Legislature, he said to me, "There are two ways of having a measure passed in the State Legislature. One is, if there is a popular cry for it, if the people demand it, and the other is, by using money, by bribery." We must show our power as merchants in order to have any legislation. And that power we possess, if we only display it. Our opponents who have been instrumental in defeating such laws are not the labor unions as much as the corporations. It is true some of the paid leaders of labor unions have been lobbying against us, but the rank and file are in sympathy with us. Beneath the surface the lobbying has been done by the corporations. You must understand, and perhaps you do, that the average legislator, state as well as national, is brought out and nominated by the corporation. I did not say elected, because the people do that, but they always elect a man friendly to the interests of the corporations and submissive to their will, because the latter manage very cleverly that the nominees of both parties are their tools. Of course, there are some notable exceptions to this rule. There are some legislators who can not be controlled, but not many. If they are not controlled directly by the corporations and other interests, they are controlled by their political bosses. It is simply a case of "Do our bidding or get out."

I knew and prophesied that our garnishee law would not pass in the last Legislature, despite all efforts and promises. We as an Association will only then be successful if we show our legislators that we have the power to turn them out. This power can be gained in several different ways, especially by a strong association in which every one will stand for what is to the interests of the retail merchant and what rightfully belongs to him regardless of personal political preferences. Let the merchant enter into politics, not as a Democrat or Republican but as a merchant. In the next place let us take an example from our opponents, the corporations. Combine with the labor interests. Educate

them as to the import of the laws we ask to have passed; promise to assist them in return for what endorsement and assistance you receive from them, and your battle is half won. The corporations do not want a garnishee law, as it will cause them considerable trouble. I know this from experience. Besides this, they consider this opposition to be a means of gaining favor with and getting on the good side of the labor element. Let us do the same. Assist the labor unions to get a law passed for weekly or bi-weekly pay-days. I simply wish to state, in conclusion, that we are now strong enough numerically to receive attention at the hands of our Legislature, if we all pull together and pull in the right direction.

Undesirable Immigrants.

A good deal of attention has recently been directed to the large immigration. Foreigners are coming to these shores by the tens of thousands annually. Some of them are all right and some of them are all wrong. Those from England, Scotland, Ireland and Wales are less in number than formerly, but there has been a great increase in those from Italy, Austria-Hungary and Russia. Most of them are running away from bad conditions at their old homes and all of them expect materially to better their condition by coming to this country. There is an increasing and indeed alarming proportion of ignorance and illiteracy among the newcomers. They have no adequate idea of our institutions, customs or laws. Some of them are without the elements of good citizenship under most favorable circumstances. They do more than their share to fill the jails and penitentiaries, the hospitals and the asylums. A certain class of immigrants always has been and always will be welcome, but the time has come for a great deal more restriction and restraint in this particular than have ever before been exercised. It was all well enough when Harrison was a candidate for the presidency to talk about the gates of Castle Garden swinging inward, but there is no use in oiling the hinges and making them swing too easily.

A feature of the immigration business which ought to have a great deal more attention than it does is the reception of the sick and the insane. The least that this country can demand is that those who leave their old homes for new ones should be sound in body and in mind. It is the spirit of American institutions to provide homes, hospitals and asylums for those who need them, and in these institutions the ratio of foreign born is something appalling. Then, too, there is the criminal class who are criminal at home and will be criminal here, not only a menace to good order but a certain source of large annual expense. It costs money to maintain an inmate of a prison and still more to maintain the inmates of hospitals and asylums. It is said that New York alone is supporting something like 6,000 aliens in its State hospitals for the insane and every property owner is taxed directly or

indirectly for that purpose. It is enough for Americans to take care of their own and that they do very cheerfully, but it is too much to ask that this country shall be the dumping ground for Europe. There are about 13,000 insane aliens and over 15,000 aliens cared for in almshouses, homes, hospitals and institutions for feeble-minded, idiots, etc., and every one is dependent upon the public. The bill this country pays in this way is something prodigious and is wholly without warrant. Stricter laws more rigidly enforced would save many millions of it.

Strictly Useful.

"Our church fair was a splendid success," said young Mrs. Torkins. "Did you sell lots of things?" "Yes." "Anything useful?" "Yes, indeed. Everything was ever so useful. I can't think of a single article that couldn't be saved up and donated to be sold at the next fair."

How They Grow.

First Year—The biggest trout I ever caught was a foot and a half long, and he had a big fishhook in his stomach. Tenth Year—Did I ever tell you about the trout I once caught? It was over a yard long and had an anchor in his stomach.

It is just as well not to think of trouble until you are up against it.

It is quite safe to judge a man by the things he doesn't do.

Handle Marguerite Chocolates

and you will please your customers

Handle Elk and Duchess Chocolates

and you can sell no other

Our best advertisers are the consumers who use our goods.

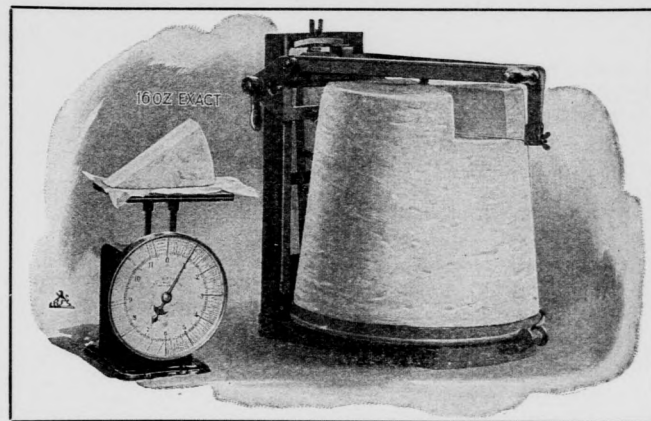
Walker, Richards & Chayer
Muskegon, Mich.

OUR CASH AND CHARGE SALES BOOKS DUPLICATING 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.

Sell Butter on a Business Basis



You lose two or three pounds of butter on every tub you sell, don't you? You can stop this loss and give your customers a package just as neat as print butter by using a

Kuttowait Butter Cutter

It cuts out the exact weight you pay for, no overweight, no trimmings.

Saves time, labor and butter. Pays for itself in two or three months and makes buyers of prints want tub butter.

Let Us Show You.

KUTTOWAIT BUTTER CUTTER CO., Unity Bldg., Chicago

General Agents in Your Territory

C. D. Crittenden, Grand Rapids, Mich.

J. B. Peterson & Co., Detroit, Mich.

Saginaw Produce & Cold Storage Co., Saginaw, Mich.

Cut this out, fill in the blank and mail.

Name.....

Street.....

City..... State.....

WINDOW TRIMMING

Why Notion Exhibits Are Perennially Seasonable.

It is well for the general merchant occasionally—or even semi-occasionally—to get up a window filled entirely with notions, the little raff that is continually needing replenishing in the home. In such a window many of the articles are necessarily at variance with each other—so much so that they “scream at each other,” as the saying goes; but everything in the collection is earnestly needed at one time or another in the list of household utilities. Wild horses can scarcely drag a woman past such an exhibit if she has the ghost of a minute to spare and the ghost of a dollar in her pocketbook. Such little “doodads” as she sees are always on her list of “outs” and the glimpse she gets of them behind the glass but emphasizes the fact that she needs to “stock up” on many of the little conveniences. Also many things are presented to her view which she never before has had, whose use she may hardly be able to discern.

Oddities in the notion window always should bear an explanatory label. Such a line adds greatly to the interest of the outsider and the dealer loses nothing by the accompanying little bulletin.

If this same course were followed in regard to goods other than mere knick-knacks it many times would greatly facilitate buying.

I recollect seeing in the early winter some queer-shaped dishes in the window of a prominent city store, and a girl I know who likes to pick up something out of the common was greatly interested in them. They remained in the same location for as much as a week; and every time that Mary Ann—that isn't her name but it'll do at a pinch—passed the place she stopped and gazed at and admired greatly the strange little dishes.

“If I didn't hate to display my ignorance,” she confided to me, “I'd go in and buy those funny little dishes, for I like things different from what most people do and these strike my fancy.”

“Go on in,” I urged. “There are so many things being put on the market all the time that one not in the business can't possibly keep up with all the new contraptions—go on in, don't be afraid, I'll go with you.”

But, even reinforced by the company of one alike uninformed, I could not persuade the girl to enter the store.

Several days afterwards I saw that the curious little dishes bore a label indicating what they were for. Evidently the store folk had had so many enquiries regarding same that in very self-defense they had ticketed them.

Upon this discovery I telephoned to my young lady acquaintance. But it was too late. She was in no

mood for buying. She had put her money in the bank.

Which goes to prove the truth of my assertion that the employment of placards, with more or less of information on them, concerning goods shown in the window, is never out of place in an exhibit.

* * *

Mayhew tells, in two small spaces, how to hold the public eye with groups of left-over shoes, the sizes, the “was” price and the “can be had for now” price plainly marked in black on cardboard with a white ground. The men's shoes are arranged “on the bias,” as the women call it, while the clusters of ladies' footwear are going parallel with the glass.

* * *

I do not know who the trimmer is at Rindge, Krekel & Co.'s, but this much is apparent to any one with half an eye for color: The man thoroughly understands the laws of harmony and contrast. Another thing observable about his windows is that the glass is invariably clear, the floor ever immaculate and the goods never show a speck of dust, three items not given enough consideration in far too many windows. No one is going to try to look through glass that produces eye-fag. Cleanliness always attracts, no matter where it is found. It's a continual warfare against the Dirt Foe here below, and I, for one, believe, if we ever get to Heaven, that we will find it a beautiful place where everything is getting cleaner all the while, instead of always dirtier and dirtier.

But this is digressing.

The floor of these handsome Saint Crispin windows is covered neatly with brilliant orange-colored crepe paper, than which color there is nothing so effective with black shoes or pieces of black leather. In the ladies' window a fine pair of riding boots stand in the background, presiding over the rest of the merchandise with dignity and precision. Dainty samples of street shoes stand at wide intervals, enabling a comprehensive view of each. A white canvas Oxford has a Cuban heel and the toe has flowers and leaves embroidered in white. A gray suede house shoe has a bow of wide gray ribbon on the low toe. The heel is a small military affair covered with the gray undressed kid.

In the men's window are brown and black hockey shoes, the special features of which are the extremely low lacing, the stout ankle straps and the reinforcement of small ankle guards.

A couple of lumbermen's immense (in two senses) shoes stand in one corner. They are unusually well made. The sole is about an inch thick. The large eyelets are laced with heavy white rawhide thongs and the three straps at the top have strong steel buckles; truly built for the hardest kind of hard wear—not very nearly related to the nobby house shoes in the opposite corner, made of white and red spotted cowhide.

Then there are bathroom or bed

Nineteen Hundred and Five

Was a Record Breaker for the Sale of White Goods

1906

will excel it if such a thing is really possible. There is a good clean profit in the sale of this class of goods, so be prepared for the demand by making an early selection. We are showing some exceptional values as follows:

Mercerized Effects

Leno stripes.....	5 patterns .10%	Dotted and striped Swiss	4 patterns .17%
Lawn checks.....	5 patterns .11	Stripes.....	4 patterns .18
Stripes with figures.....	3 patterns .12%	Figures.....	5 patterns .20
Dotted Swiss.....	3 patterns .12%	Figures with open work	5 patterns .20
Fancy stripes.....	4 patterns .14%	Stripes.....	5 patterns .20
Fancy figures.....	6 patterns .14%	Figures and dots.....	6 patterns .20
Dots and figures.....	10 patterns .15	Stripes.....	4 patterns .20
Figures with open work.....	5 patterns .15	Plaids.....	5 patterns .20
Mull checks.....	4 patterns .15	Stripes.....	4 patterns .20
Dotted Swiss.....	3 patterns .15	Figures.....	5 patterns .20
Stripes.....	4 patterns .15	Checks.....	3 patterns .20
Figures with stripes.....	5 patterns .17%	Dotted and figured Swiss.....	4 patterns .20
Figures with open work		Checks and figured Swiss.....	5 patterns .20
Stripes.....	4 patterns .17%	Figures.....	7 patterns .25
Figures.....	6 patterns .17%	Figures with stripes.....	3 patterns .25
Figures with open work		Figures.....	5 patterns .27%
Stripes.....	4 patterns .17%		
Figures.....	5 patterns .17%		
White Welts at.....			
Indian Linons at.....	.04%, .07%, .09%, 10%, .11%, .12%, .15, .17% and .20		
Persian Lawns at.....	.15, .17%, .20, .25 and .30		
Silk Persian Lawn at.....	.30		
Dimity Stripes at.....	.07%, .09%, .11%, .15 and .18		
Dimity Checks at.....	.07%, .09%, .11% and .15		
Plain Nainsooks at.....	.09%, .10 and .12%		
Nainsooks Stripes at.....	.07% and .09%		
Nainsooks Checks at.....	.13% and .15		
Long Cloth at.....	.07, .09%, .11% and .15		

We also offer a fine assortment of black fabrics both plain and fancy patterns as well as pretty colored materials for the spring trade. Our salesmen will be pleased to show this line. Do not miss it.

Grand Rapids Dry Goods Co.

Exclusively Wholesale

Grand Rapids, Michigan

Will Your Credit System Stand These Tests?

Can you tell in five minutes' time the balance due to the minute from each customer, the amount of each purchase, the credit allowed him and time due?

Does your system detect errors and prevent forgotten charges, disputed bills and bad accounts? Can you keep your customers daily informed as to the amount they owe you? Do you have a complete statement always made out and ready to present? Can you make the daily entries pertaining to your credit accounts in 15 to 25 minutes?

The **Simplex Accounting Method** meets every one of these requirements.

It ledgerizes each separate account, so you can note the different items at a glance and these individual pocket ledgers are carried in such a manner that you can run through all your accounts in a few moments (5 minutes for 300.) Should you make an error in figuring, the double check will detect it immediately and prevent a disputed bill or loss through under-charging.

As the amount of each purchase is entered on the ledger page before the sales slip is placed in the pocket ledger, it is impossible to forget to charge.

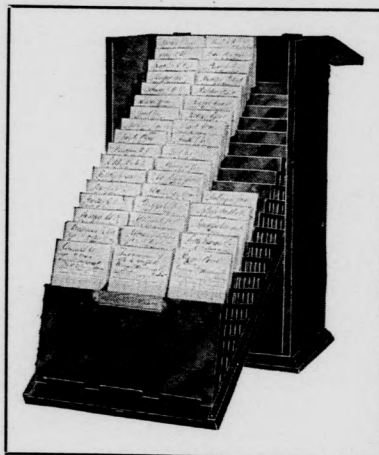
by a day book and ledger. You enter the amount charged and your work is done—the Simplex takes care of the details.

Keep your accounts in the same way as the wholesale houses, banks, etc. Be safe, secure, but progressive. Use the **Simplex Accounting Method**.

"The Pilot" explains it. It will be mailed you promptly on request.

CONNARD-HOCKING CO., 200 Dickey Bldg., CHICAGO, ILL.

Simplex Methods \$18.00 and up.



Simplex Accounting Method

By the **Simplex Method** all entries made on the pocket ledger are, with the same writing, duplicated on the statement which is always made out, including the last item purchased, and ready to present. Half the battle in making collections is won by having the statement always ready to render.

With the **Simplex Method** you can carry the balance due on the sales slips furnished with each purchase, so your customers will always know the amount they owe you.

While this method is as complete and more accurate than a "set of books," it only takes ¼ the time to keep accounts by it as is required

shoes with high ankles—soft with woolly comfort on the inside.

Lamb's-wool insoles are also seen, helping by their presence to run the gamut of men's wearables in foot-coverings.

Ventilated and self-adjusting shoe trees are an adjunct to good care of shoes that has pushed itself into popularity with good dressers who believe that "A stitch in time saves nine."

Broken Promises Lead To Business Ruin.

"Never promise what you can not perform."

So ran the old adage. For present needs it might well be amended. "Better lose a little immediate business than make promises that you can not fulfill."

The entire modern world of business is honeycombed with the commendable determination to succeed through pleasing. For this reason are daily made countless promises foredoomed to nonfulfillment. But broken promises have spoiled more good business than they have marital engagements. The friend, the client, the customer pleased with the ready promise may be quite alienated by its unavoidable fracture later on.

A busy professional woman recently learned that she must begin a long journey much earlier than she had anticipated. But a week remained in which to complete necessary preparations. A hurried canvass was made of the tailor, the blousemaker, the milliner, the dentist, the lawyer, the other autocratic and important individuals and establishments controlling the comfort or discomfort of the coming trip.

"Can you do, make, or provide for me certain work or garments in the given time?" This was the question asked of each, the period mentioned being wisely set forward twenty-four hours. "Please do not promise unless quite certain of your ability. I can better do without the things desired or get along with substitutes than be worried over the articles ordered or have them delivered too late. You perfectly understand that I must leave town on a certain date?"

Yes. They all understood; they were all certain things could be nicely managed; they all made fluent promises. The busy woman returned happily to other work. Fittings and appointments had been arranged with beautiful harmony and little loss of time. The day's margin provided would insure a comfortable start.

But, alas! the happiness was of brief duration. The dentist altered an appointment, excusably he would have said, since by so doing he secured a new patient. But the change broke into the precious day for the old patient and finally sent her off with the dental work unfinished.

The tailor, the milliner, the blousemaker, these, with wonderful unanimity, proved unready for the prearranged fittings. The lawyer was so busy that important papers remained untouched, and the carefully discussed will remained unwritten. The crowning touch of annoyance and disgust came from the supply house that

should have furnished certain much needed articles of everyday wear. The particular variety desired was not in "counter stock" at the time of ordering, four days before the time of departure, but the trustful, long standing customer was assured of "a full line upstairs," and that the order would be immediately filled and delivered. Half an hour before the train started came a special delivery package with a regretful note, explaining that the articles sent were by no means the articles ordered, the latter being quite impossible of supply until the receipt of the next eastern shipment—in about three weeks!

In the end the distressed traveler left home with business uncompleted, hastily finished and imperfect garments, nerves and temper alike strained almost to breaking. The trifling railroad delay, that would have mattered little had she not waited over two trains for the tailor's parcel, caused her to lose her boat—and a European appointment of grave weight.

Would not the ends of successful business have been better served by a frank "we can not oblige you, madam," than by the torturing, disappointing, ruinous week just described?

"If the road to perigatory is paved with good intentions, the road to financial failure is paved with broken promises," says a man who should know whereof he speaks. It scarcely is necessary to suggest the bad character influence of the broken promise never meant to be kept.

Everywhere is suffering because of the made to be broken promise, the lightly given pledge impossible of exact or punctual redemption. So well is this known that "you will not disappoint me?" is the instinctive query, half supplication, half demand, that almost invariably follows the engaging of a cook, a laundress, a dressmaker, a man to wash windows, take care of the furnace, look after the lawn, the placing of an important or "company" order for groceries or meat.

The waste of time, patience, nervous energy, and other unpurchasable commodities resulting from the broken promise habit would be impossible of computation, while the careless maker of unredeemable promises may care little about the aspect of the problem. But it must be clearly evident to all that it is "bad business" in such manner to disappoint and provoke the business associate, whose future good will and orders may depend upon present satisfaction. Be as obliging as possible, strain every point to please, but do not believe that the memory of a gracious initial interview will outlive the memory of an unfilled business obligation. Consider the sacredness, the honor, the commercial value of the personal or firm word that never is broken, and frame in your brain if not on your desk or office wall this sage and well founded decision:

"It is better to honestly lose a little immediate business than to make promises that can not be performed."

John Coleman.

Special Inducements To Spring Buyers

Make no definite contracts for **spring goods** until you have examined our lines either through our agents or had our quotations by mail.

"We Will Save You Money"

Our assortments in the following departments are the biggest and best we've ever shown:

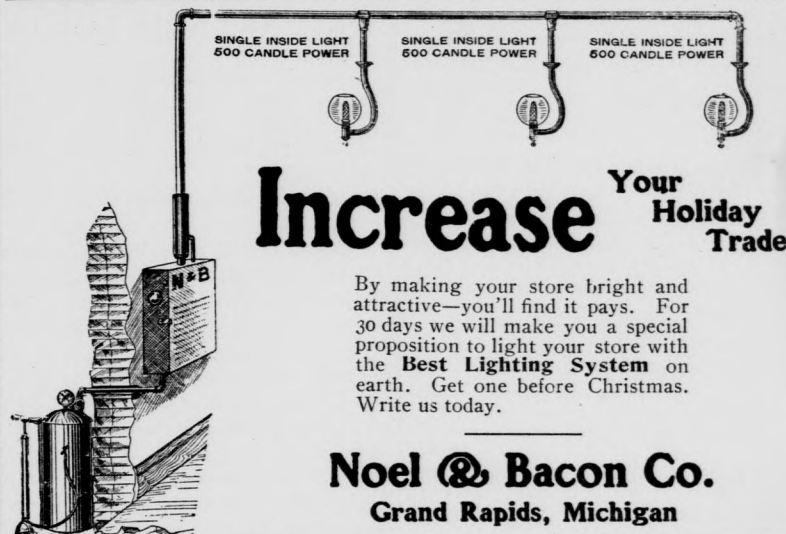
**Hosiery and Underwear
Notions, Ribbons, Laces
Ladies' Fancy Neckwear, etc.**

Embroidery Special

Assorted lots in cartons. 12 to 25 different styles in widths ranging from 2 to 13 inches. Bargain prices 4c, 7c, 10c, 12c and 18c per yard.

WRITE FOR SAMPLE BOX

The Wm. Barie Dry Goods Co.
Wholesale Dry Goods Saginaw, Michigan



Increase Your Holiday Trade

By making your store bright and attractive—you'll find it pays. For 30 days we will make you a special proposition to light your store with the **Best Lighting System** on earth. Get one before Christmas. Write us today.

Noel & Bacon Co.
Grand Rapids, Michigan

P. STEKETEE & SONS

Grand Rapids, Mich.

Importers and Jobbers of Embroideries and Laces

We have an elegant line of Swiss and Hamburg embroideries. Smyrna, Valenciennes, Torchon and Linen laces.

See our line and be convinced.

Our prices are right.



Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, Jan. 20.—Market conditions in the coffee trade have been fairly active during the week and some fair lots have changed hands. Arbuckles advanced the price on package coffee $\frac{1}{2}$ c, but, aside from this, the whole situation is pretty much unchanged as to rates. In store and afloat there are 4,329,467 bags, against 4,348,327 bags at the same time last year. At the close Rio No. 7 is quoted in an invoice way at 8 5-16@8 7-16c. Mild grades are firm and jobbers report a rather better week than last. Good Cucuta is still held at 9 $\frac{3}{4}$ c and good average Bogotas at 11c. East Indias show little change. Holders are very firm.

The business in sugar—that is, new business—has been of very moderate proportions, and little is doing, for that matter, in withdrawals under previous contracts. No changes have taken place for a day or two. Buyers are simply taking enough sugar to keep assortments complete and are not at all inclined to purchase much ahead.

A steadily improving market for teas exists. Since the opening of the year a better feeling has sprung up and sellers are confident that they will soon be "wearing the smile that won't come off." Some hustling tea men will soon be at work in the advertising field and the cheering cup is going to be praised from Maine to California—at so much per.

There is not a thing of interest to be picked up in the rice trade. One meets with the stereotyped reply of "no change," "nothing doing," "waiting for spring," etc. Matters have been worse and might be again, so there is little complaint. Buyers are simply waiting and take only every-day supplies.

In spices the general condition of affairs favors the seller. Stocks are light and the demand is all that might be expected, and quotations, while practically unchanged, are very firm.

Grocery grades of New Orleans molasses are selling well and command full figures. Receipts are light. Most of the business consists of withdrawals under previous purchases. Good to prime centrifugal ranges from 16@28c. New sugar syrup has been placed on the market and quoted at 19c. The export trade is becoming a little more active and home demand is steady.

In canned goods red Alaska salmon is at the moment about the most interesting article. The market is in good shape and some pretty good-sized lots are reported to have been made—15,000 cases being purchased on Thursday. Other grades of salmon are unchanged. Fruits and vegetables are quiet, tomatoes ranging at about \$1.10 for standard 3s.

Little has been done in futures, 3 pound standards are at about 75c. Other tinned goods are quiet and practically unchanged.

Oranges show an advancing tendency, as offerings are moderate and the demand is very good. California navels show an advance of about 15c per box at auction. Florida fruit is also doing better and the quality of stock shows improvement. Russets sell from \$2.25@2.75.

Dried fruits show a firmer feeling. California raisins are to be advanced to 6 $\frac{1}{2}$ c for fancy seeded, with good prospects for a further advance.

Receipts of butter have been rather light and there appear to be only moderate supplies on the way thither. The very best extra creamery is held at 27c and some good stock can be bought for less. Seconds to firsts, 23@26c; held stock, 23@24c; imitation creamery, 20@22c; factory, 17 $\frac{1}{2}$ @19c; renovated, 17@21 $\frac{1}{2}$ c, the latter for extra goods made from butter not too far gone when renovated.

Receipts of cheese are very moderate and prices, while not showing any advance, are very firm and decidedly favor the seller. Small full cream is worth 14 $\frac{1}{4}$ c; large, 14@14 $\frac{1}{4}$ c.

Eggs are lower. The supply seems quite ample to meet the demand and the value rather tends to a still lower basis. Western firsts, 20c; seconds, 19@19 $\frac{1}{2}$ c.

Vicissitudes of a Secret.

Ella—Bella told me that you told her that secret I told you not to tell her.

Stella—She's a mean thing—I told her not to tell you I told her.

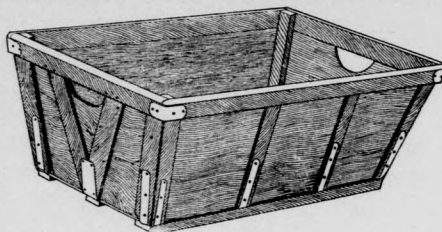
Ella—Well! I told her I wouldn't tell you she told me, so don't tell her I did.

Merchants Who Do Not Fail.

In reply to statistics which say that 90 per cent. of all business men fail. Marshall Field, the most successful merchant the world has ever known, says: "Merchants who keep their business well in hand, sell for cash and pay for goods at short time, keep good habits and give strict attention to business, very rarely fail."

Fire insurance is as necessary in a drug store as in any other line of business; in fact, fire insurance companies charge a higher rate for drugs on the supposition that the loss from fire will be proportionately large. This argues the necessity of being well insured. The mutual fire insurance companies limited to drug stocks are at the present time attracting considerable attention, and they will have at least one good effect. That is the awakening of the drug trade to the necessity of carrying good-sized policies. What is more, an insurance policy should be carefully recorded and promptly renewed. Remember that a fire is most likely to occur a few hours after your policy has expired. At least, so we have been told by those who have reason to believe that such is the case.

Can You Deliver the Goods?



Without a good delivery basket you are like a carpenter without a square.

The Goo Delivery Basket is the Grocer's best clerk. No tipping over. No broken baskets. Always keep their shape.

Be in line and order a dozen or two.

1 bu. \$3.25 doz. 3-4 bu. \$2.75 doz.

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

Don't Forget

that our line of superior candies includes the well-known

Assorted Pralines

put up in 30 pound pails, five flavors in a pail. Also put up in five pound boxes. Very good sellers.

Hanselman Candy Co.
Kalamazoo, Mich.

Have You Had It?

Our new

S. B. & A. NOUGATINE

Be sure and get a box in your next order.

Each piece wrapped.

A good seller—one that will repeat.

Manufactured by

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.

Wide Range in Demand for Underwear and Hosiery.

Notwithstanding a prolonged period of unseasonable weather, duplicate business on winter-weight goods has assumed a substantial volume. Holiday trading contributed more generously toward the movement of hosiery and knit goods stocks than usual. The general demand has proved so satisfactory that it is probable "clearance sales" of heavyweights will be conspicuously missing this season. Advance bookings on merchandise for spring shipments are at present a most encouraging aggregate, and it is expected that with the influx of visiting buyers to the metropolitan market during January and February, the bulk of initial orders will well-nigh be doubled. Every energy should be directed to rolling up a record medium and light-weight season. The commercial situation, as a whole, is exceptionally favorable. As Easter occurs this year in mid-April, ample opportunity is left the trade to display representative lines adequately and by making early selections be assured of punctual deliveries. The idea of introducing different numbers every fortnight or so serves as a spur to patronage on the part of the consumer. The average retailer who makes it a practice to show novelties en bloc is at a decided disadvantage beside the competitor who features his fancy offerings in the manner stated and thus derives the most benefit from them.

Beyond a doubt the most notable feature of transactions in underwear in recent times is the remarkable progress in the sales of athletic cut suits. Last summer the consumption of these garments reached the high-water mark, and while it is certain that the supply this year will be considerably increased, it is authoritatively announced that all indications point to a call of such strength as to exceed the available output. Hence the advisability of avoiding delay in placing both opening and re-order bills is obvious. Knee-length drawers now divide attention with ankle lengths likewise in imported and domestic productions. Athletic model underwear may be had in woven and knitted fabrics, and the latter in union suits as well as two-piece garments.

The popularity of mesh undersuits continues, the distribution being mainly confined to dependable grades. In no other class of underwear does there likely exist such a pronounced element of risk as is the case with buying mesh garments. Therefore, the necessity becomes apparent of choosing only brands bearing the trade mark indorsement of reputable manufacturers. Mesh suits turned out to be unloaded "at a price" are, as a rule, excellent property to beware of. Such goods are equivalent to dissatisfied customers, if not absolute loss of profit. Mesh underwear is to-day also made in athletic style garments of the most approved cut.

Among the latest designs in French underwear is a material known as "crepe cloth," adapted to wear in hot

weather. Some favorite mixtures in better-quality underwear comprise silk and wool, silk and lisle, merino, cashmere and llama wool, in the following effects: White, blue, pink, tan, grey, novia and pearl. A wide range of shades is exhibited in these colorings. Mercerized treatments occupy a prominent position in the newest collections. Union suits nowadays command a more extensive circle of approval among discerning buyers than formerly. Full-fashioned garments of this character are peculiarly appropriate for fine trade, while so-called "cheap," single-piece garments find their exclusive outlet over the bargain counter. It will repay haberdashers to give closer attention to their lines of hosiery. These should be picked with as much care as cravats and as generously displayed. By keeping limited lines of staples and fighting shy of novelties the retailer denies himself many opportunities for decided and measurable increase in sales.

Bizarre conceptions have no place in spring lines of hosiery. Spirited enquiry is manifested for specialties like superior grade white half-hose with self-embellishment. The request for harmonious combinations and geometrical designs is particularly active. Many very pleasing contrasting figure patterns are in evidence on high coloring grounds, the blending tending to relieve the prevailing tone. Extracted spots and pin-head dots are conspicuous in assortments of foreign origin. Neat stripings and conservative checks are on the preferred list. Artistically arranged, hand-worked side clockings and other embroideries rank high among discriminating haberdashers. In the preliminary autumn sample showings the trend inclines to a choice variety of rich solid colors, uniting extreme simplicity with unobtrusive elegance. The range is very wide and gives abundant latitude.—Haberdasher.

Sufficient Reason.

He—So Miss Willing has gone to Europe, has she? I thought she was going to marry young Smitherton.

She—She would have married him but for one thing.

He—And that was?

She—He didn't ask her.

A Michigan man who has recently returned from Cuba says he was impressed by two things during his stay in Havana—the strength of the coffee that is served and the vast quantities of soda biscuits of American manufacture consumed by the natives. "It took me some time to get accustomed to the coffee," he said. "At first I used to water it, but gradually I fell into the Cubans' way of drinking it, and learned to like the strong, aromatic flavor. Our own coffee now tastes weak and insipid to me. The poorer classes of Cubans will make a meal from coffee and soda biscuits. I learned that more of these biscuits are sold in Havana than in any of even the largest of American cities. Key West, although comparatively a small community, comes next in the consumption of the biscuits."



Lot 180 Apron Overall
\$7.50 per doz.

Lot 280 Coat to Match
\$7.50 per doz.

Made from Stifels Pure Indigo
Star Pattern with Ring
Buttons.

Hercules Duck

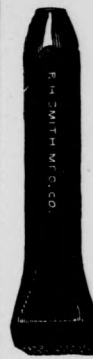
Blue and White Woven
Stripe.

Lot 182 Apron Overall
\$8.00 per doz.

Lot 282 Coat to Match
\$8.00 per doz.

Made from Hercules Indigo Blue
Suitings, Stitched in White
with Ring Buttons.

THE DEAL CLOTHING CO.
TWO FACTORIES.
GRAND RAPIDS, MICH.



Get our prices and try
our work when you need

Rubber and Steel Stamps Seals, Etc.

Send for Catalogue and see what
we offer.

Detroit Rubber Stamp Co.
99 Griswold St. Detroit, Mich.

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 nutritious qualities of
this product are not obtain-
able in any other food and
no other Rusk or Zwieback
has that good flavor and taste
found only in the

Original Holland Rusk

Write for samples today.

Holland Rusk Co.
Holland, Mich.

See price list on page 44.



The Wearing of Sunday Clothes.

Concerning "The Wearing of Sunday Clothes" a London newspaper says: "We read in a newspaper which is devoted to the interests of the tailoring business that there is a decline among all classes in respect to the wearing of Sunday clothes. It is stated that there is a rapid change coming over all classes of the community in this respect. Examining the causes of the phenomenon, the journal in question does not assign it to any decrease in church-going, but rather to a growth of courage in respect to the wearing of conventional attire at church. It was the practice, as everybody knows, some years ago, for all who entered a church to don the proper uniform. It consisted, as far as males were concerned, of a top-hat and frock-coat. True, they were not very convenient garments. Nor did the church regard them with very great approval, if we are to measure its approval by the welcome which it gave to them. The silk hat found in no church a place where it could be stowed without damaging it irretrievably. The frock-coat assisted the vergers and their satellites in dusting the floor. At a later stage cycling came into fashion, and it became usual for the cycling man to go to church in his knickers. When motoring followed, and with it about the ugliest dress which the human species has yet invented, it became certain that the motorist would either have to neglect his worship or attend it in a costume which was an outrage upon the silk hat and the frock-coat of his fathers. Now we find that men are wearing very ordinary week-day costumes on the Sunday, and that the tailors are finding out that the demand for the regulation costume is dwindling.

"Of course there are those who will see that in some way this means a decline in Sunday observance. We may doubt it at the outset. If the clothes do not make the man it is certain that they do not make the Sunday. Moreover, it is highly creditable to the church that those people who can not afford proper clothing should not be shut out of church as it were. But those who believe in Sunday clothing forget the history of the garments in question. We read but little of special garb for Sundays except in the chatty diary of Pepys. That kindly gentleman was always punctilious about his Sunday attire, but it should be remembered that very often he gave more attention to it than he did to the more serious meaning of Sunday. Since the days of Queen Anne we find the habit of wearing regulation costume for Sundays has been steadily growing. When the working classes became educated, and also became wealthier, they began with a remarkable suddenness to imitate the weaknesses of the rich, and

about the first weakness they began to imitate was the habit of Sunday clothing. Of course it was perfectly natural for men who had perforce to wear dirty clothing the week round to delight in more 'respectable' attire on the day of rest. The student of social causes and results will find that in the industrial districts of Lancashire and Yorkshire there is a greater desire for elaborate clothing on the Sunday than there is elsewhere, and yet the statistics show that the proportion of those who attend church is smaller in those districts than it is in many other portions of England.

"In thus dealing with the question it will be observed that it is in respect only to made clothing that the writer is concerned. Possibly even the professional scribe whom we are quoting would hesitate to tell us that women are minimizing their elaborateness of clothing on the Sunday or on any other day. For all that, we find that there has been a clear and unmistakable decadence of the function which is described as the 'church parade.' People usually suppose that this ornate ceremony is peculiar to London. It is a huge mistake. Even in the smaller towns there is a church parade. In the great and glorious Bath of last century there was a parade which far distanced anything which we can produce in the same direction. It may be owing to the cycle, the motor, the desire for comfort, the increased tendency toward fresh air delights, both on the Sunday and upon other days, but the fact remains that there is a falling off in the 'Parade' both in London and elsewhere. Although our professional friend, therefore, has not dared to tell us so, we may say that it is perfectly true both as regards the females among us and the males, that there is a distinct departure from the old Sunday clothes ideas which were dominant twenty years ago.

"As a matter of fact, it should be recognized that in all respects there is growing up a decided unconventionalism. Men are no longer the slaves which they were to mere fashion. We have seen straw hats in the city of London which would have horrified the city gentlemen of the days of Charles Lamb. They are loose of brim, and easy of crown, and they are decidedly unornamental in every respect. Now, the man who wears a comfortable hat on week days will pause before he makes himself intolerable to the world outside him by wearing a hat on Sunday which is more a punishment than an adornment. To this we ascribe the change which torments our professional contemporary. It is not merely that men are growing less ready to dress specially on Sundays. Rather that men are beginning to place their own comfort before all manner of desires for appearances. This modern epicureanism rules us both on week days and on Sundays.

"But is it altogether for our good? That is a question which is well worthy of discussion. There is something to be said for the contention

Hermanwile GUARANTEED CLOTHING

The style and the fit make the sales. The style and the fit of

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

have never been equalled at the
Price

SAMPLES ON REQUEST

If you have not received our booklet, "A FEW TIPS FROM THE AD-MAN," we will gladly send you a copy.

HERMAN WILE & Co.
BUFFALO, N. Y.

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.

that it is well that we should be a little uncomfortable if only thereby we might please our friends, and even in regard to the ladies' costumes this holds good."

It Pays To Play Fair With Telephone Orders.

Written for the Tradesman.

There is no money to be made by cheating the customer. There may seem to be a gain—the sale is made at a profit—but the gain is only temporary. It is not lasting, for, when the patron finds out that he has been meanly dealt with, it is going to work to the detriment of the dealer and, if the merchant continues tricky with any, those so served are certainly not going to stick to one who does not "play fair." At first the patronage may not be withdrawn, but in the long run it is sure to be, with the addition of anathemas on the dealer and his shady methods.

"Don't you trade at So-and-So's?" I overheard one housewife ask another, the other day.

"Never if I can help it," replied the second, and she put considerable emphasis on her words.

"Why, why not?" asked housewife number 1. "Don't you consider him reliable? I trade there a good deal myself."

"Do you look at what you buy? Do you select it yourself?" came two questions rather insinuatingly.

"Yes, I pick out what I buy. I don't leave it to the clerks. I always look at what I want in the way of vegetables, and have the clerk lay it all together in a pile. As to meats, I examine what I buy and stay until it is done up in paper, with my name on or attached to the package. Then I have the goods sent to my address. Yes, I may say I am satisfied with the goods and the people at that store."

"Well, I'm not, if you are," pursued the second speaker. "Both are all right if you stand right there while your eatables are being put up. But, let me tell you, it's a very different matter if you are not there to see to things yourself."

"You are differently situated from me. You have the time to give your table shopping necessary to right attendance of clerks. But if you were situated as I am, you would not fare so well at this particular dealer's hands. My time for kitchen purchases is limited, as I have 'irons in the fire' extraneous to the care of my household. I am a very busy woman and must make the most of every minute of my time. I will say this much for the firm in question: Whenever I can attend personally to the buying they give me nice goods; but let me telephone or send a child on the errand and what they send is just stuff—mere stuff! The lettuce, which should be crisp and green, looks as wilted as if it had a fit of the 'blues.' Parsnips, usually sold in a washed condition, are covered with mud. The top of a bushel of apples or potatoes is a gustatory feast for the eyes, but they are sadly unlike the proverbial 'blessings'—they do not 'brighten as they leave us'—far from it, for when the last layer is reached they are nothing but 'nub-

bins.' Boxed berries sent are unfit for human consumption—unless cooked, and then half the box has to be thrown in the garbage can—it is too bad even to feed to the cow. Lemons are almost as hard as billiard balls and oranges are dry, tasteless things. The horseradish has been introduced to the turnip family and gathered them in. The chestnuts are wormy, likewise the figs. And the meats? Ugh! Ugh! The less I say about them the better for that store!

"I may state that I was fairly treated when I first began trading there—I suppose that was so I would keep on with them. But it wasn't very long before they began to play their shenanigan games' with me whenever I ordered over the telephone, and I got tired of being bamboozled around in that way. So, if I have not the time to see to the buying for the table in person, I steer clear of that establishment."

That's a hard speech to make concerning any dealer or firm, and, if it is true, shows how one merchant is deliberately "cutting off his own nose."

The store the lady referred to is in marked contrast to a meat man I know who himself told me he has some customers on his list who have traded with him for five years and he has never seen their faces—has no idea how they look, as they always order by telephone, his delivery boy takes the goods and the recipients mail him a check each month.

I myself, then, had been buying of the man by telephone for about a year and had never been inside his store—did not know him from Adam! A friend of mine recommended him highly to me, I tried his meats once, was well pleased, kept on receiving such fine meats that I saw no reason to change. I send him a check, like his five-year patrons, and our dealings are perfectly satisfactory on both sides. I shouldn't have met the man yet, I suppose, but I happened out that way and, needing some change, stepped into a random store to see if I could get some. Once inside I saw the name Blank, and thereupon made myself known to my own meat man whom I had never seen!

We laughed a little over the idea, and then he told me how he managed to work up an excellent trade and keep it—which was best of all.

"I never yet," said he, "have sent poor meat, celery, etc., to my customers in response to phone orders. If any one has to 'catch it' it's the people I sell to face to face. I make an effort to keep only the best of stuff, but I never palm off onto absent patrons meats I know they would not select were they in the store and saw them. My over-the-counters people are the ones to suffer if anybody has to."

"And, another thing," explained this man Diogenes would have delighted to take in his tub: "A child is given just as courteous treatment, just as careful waiting-on, as the one he represents would get. This way of doing business has brought me customers that 'all the king's horses' couldn't drag away from me."

I always hated the Moral at the end of AEsop's Fables and shall not burden the reader with one here.

J. Jodelle.

A Difference.

"What is the difference between a parasol and a man who sees ghosts?" "Give it up."

"One shades the eyes and the other eyes the shades."

Enquiry is being made in New England as to the salaries of officials of insurance companies located there. Some of the companies are reluctant to give the information, but public curiosity in this matter can not be restrained. The affairs of insurance corporations should be as open as the day.

Wm. Connor

Wholesale Ready Made Clothing

for Men, Boys and Children, established nearly 30 years. Office and salesroom 116 and G, Livingston Hotel, Grand Rapids, Mich. Office hours 8 a. m. to 5 p. m. daily. Mail and phone orders promptly attended to. Customers coming here have expenses allowed or will gladly send representative.

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.

A Prosperous and



Happy New Year

Is assured you if you start right. **You need our service.** Don't waste valuable time and hard-earned money on old-fashioned methods of communication. Telephoning your wants is just as cheap and twice as satisfactory. Let us tell you about our special inducements to large users of our toll service. Call Contract Department, Main 330, or address

Michigan State Telephone Company

C. E. WILDE, District Manager, Grand Rapids



Qualities Which Women Most Admire in Men.

What qualities do women admire most in men?

A love lorn youth writes me a pathetic letter, saying in effect that he is persona non grata with the fair sex and asking what he must do to make himself popular with women.

This is a hard question to answer. There are many women of many minds, and each has a different mind about man. The style of masculine beauty that appeals to one woman doesn't please another. The charms that set one maiden's pulse a-flutter leave another with the marble heart. The noble and serious qualities that fascinate plain Maria may repulse frivolous Marie, and so it goes, and instead of there being a frantic struggle for one particular man, every man has his innings, and every girl has the secret satisfaction of pitying every other girl because she wasn't lucky enough to catch her particular Jack. The most jealous wife I ever knew was a woman who had married a man so homely and so cranky that no other woman would have had him if he had been gold plated and set with diamonds, yet the poor wife spent her life in the harrowing belief that every female she met—young or old, married or single—was trying to snatch her treasure from her.

There is no disputing about tastes, especially women's tastes in men.

But this is generalizing, and my correspondent comes right down to facts and asks: "How can I become a winner with the girls?"

Perhaps the secret of popularity with our fellow creatures must always remain the one unfathomable mystery of life. In the old days—before she lost her French accent—Anna Held used to sing a little song in which she accounted for her fascination for the opposite sex by saying, "For I have sooch a way wis me." That, I take it, is about as clear an analysis of the reason we like one person and don't like another as has ever been given. A man may be possibly able to tell why he loves a woman, but as far as women are concerned we never have the ghost of an idea why we love a man. He may not be clever, he may be as homely as sin, and as poor as a church mouse, but he "has sooch a way wis him," and we get up and leave our comfortable homes and follow him to the ends of the earth.

And, heaven help us, we do not know why we are doing it, any more than sheep know why they follow their leader over a wall. It is simply blind instinct.

I imagine, however, that it is precisely these winning ways that my correspondent desires to cultivate, and that he wants to know, from a woman, what qualities in a man are most attractive to women. He says

that girls do not care for his society. They cast no goo-goo eyes in his direction. His mail is not loaded down with violet scented missives, and when he tries to curry favor with girls the ungrateful minxes turn their backs upon him and talk to another while they eat his candy. It is a sad predicament. Let us see if we can turn any light upon this dark problem.

In the first place, it should be a consolation to a man to know that his looks have nothing to do with his popularity with women. Few women care for beauty in man. It is a poaching upon their preserves that they resent. Besides the vanity of a handsome man, compared to the vanity of the vainest woman that ever lived, is as moonlight to sunlight, or as water unto wine, or as any other imitation to the real thing. It is never ending, all pervasive, utterly satisfiable, and leaves him no room to notice the appearance of any other human being. It is worth bearing in mind that, almost without exception, the heart-smashers of history have been men who were not only plain of face but often hideously ugly. Titania, falling in love with a creature with the head of a beast, was not such a mid-summer madness as the poet represents it. He was not such an ass as he looked, for when they sat upon a flowery bank he spent the time telling her how beautiful she was, instead of expecting her to wear herself out tossing bouquets at him as he would have demanded had he been an Apollo.

But, while mere regularity of features in a man counts but little in attracting a woman's fancy, a man should always be well groomed and well dressed. Nothing on earth but the grace of God keeps a woman in love with a man with a two days' stubble of beard on his face. Married women stand this because lack of shaving is not yet recognized as a cause of divorce, but no girl wants a slovenly, untidy man, who looks as if he needed to be run through the laundry, hanging around her. All the mocking at the word "dude" comes from masculine lips. No woman joins in the chorus. On the contrary, she feels that the man who comes into her presence ill-clothed, dirty and neglected-looking not only shows disrespect for her, but indicates that he lacks judgment, industry and progressiveness. As a matter of fact, that is exactly what being ill-dressed means now. The man who goes about with trousers too short in the legs, a coat that looks as if it had been slept in, and an unshaven face may be a genius, but there are 999 chances that he is not. He is simply too lazy to take care of himself, and there are precious few girls who care to take that long a shot on a hobo beau.

Another thing that women like, and it is an attraction that any man can acquire, is a certain savoir faire that makes him equal to any situation. A woman likes a man to know how to offer her a chair, to help her on with her wraps, to order a little dinner. She hates, with unspeakable loath-

ing, the fellow who is always making scenes in public, who gets in rows with the theater ushers over a mistake about the seats, or the street car conductor about change, or who sits up like a graven image of wrath every time anybody drops in while he is calling. It is only a chump who has to fight to get his rights.

Women like generous men, but even girls have a contempt for the men they can work. It is not the youths who waste their substance on bonbons, and theater tickets, and violents who are the most popular with the fair sex. Every girl has what she calls her "candy beau," but she seldom marries him. You can not touch a girl's heart by upsetting her digestion. An important point to remember just here is that the man who would win favor by means of gifts must give discreetly. A woman will think more of a 5-cent bunch of field flowers if they commemorate some special occasion, or match her dress, than she will of a \$50 bunch of American beauties that have no special significance, and that are just sent hit or miss.

In conversation a man should cultivate a happy medium. A continuous monologue will wear out the strongest, and a clam get upon the nerves of the most patient. Before a man takes the floor and devotes hours to expatiating on how he can keep books, or play pingpong, or take snap shots, he should be sure that the girl is really interested in him. After a woman is in love she can sit entranced for weeks at a stretch listen-

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

BONDS For Investment

Heald-Stevens Co.

HENRY T. HEALD CLAUDE HAMILTON
President Vice-President
FORRIS D. STEVENS
Secy. & Treas.

Directors:

CLAUDE HAMILTON HENRY T. HEALD
CLAY H. HOLLISTER CHARLES F. ROOD
FORRIS D. STEVENS DUDLEY E. WATERS
GEORGE T. KENDAL JOHN T. BYRNE

We Invite Correspondence
OFFICES:

101 MICHIGAN TRUST BLDG.
GRAND RAPIDS, MICHIGAN

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 Genl. Mgr.

ing to a man describing what kind of a collar button he prefers, but if she isn't in love a steady stream of personal reminiscences makes her tired, and after the first hour she wants a change, and a chance to ring in a few bunches of interesting anecdotes about herself.

Common fairness, though, demands that a man should help out with the conversation. From the time a girl is old enough to understand anything she is taught that her chief aim in life is to entertain man, and everywhere you go you can see her toiling like a coal heaver trying to make conversation with some man who is just as unresponsive as a store dummy and as silent as a sphinx. It is not a fair division of labor, and if a man wants to win true gratitude let him chip in and help roll the conversational ball along.

"Be bold, be bold, be not too bold," is a good motto for the man who desires to be popular with women. Women hate a timid man who has to be rounded up and corralled before he will pay them any attention, but they hate the one who takes for granted that he has only to throw the handkerchief to have them jump at him. A man should also learn how to pay compliments as if he meant them. Women can always detect shopworn flattery that has done duty with a hundred other women before it was passed out to them. There is no surer way to a woman's heart than through her vanity, but it takes an artist to get there by it.

Women like a strong man. Because she has no backbone of her own the one thing that a woman admires most on earth is a vertebra. There are men who think to make themselves popular with women by being good natured and useful. They will take girls to parties and let them dance with other men, they will let girls make engagements with them and then break them, they will suffer themselves to be called upon as escorts when other beaux fail. This is a fatal policy. The man who makes himself a convenience to a woman will never become a necessity to her, and she will invariably pass him up for some man that she does not dare to treat badly for fear that he will never come back again.

The last and most important point in winning a woman's favor—and if a man forgets all the rest let him remember this—is not to stay too long when he goes to call. More men have queered themselves right here than anywhere else. No living human being can be brilliant for more than thirty minutes at a stretch, or entertaining for a longer space of time than an hour, or endurable for more than two hours. In that time any man can say anything he has to say that is worth hearing, and if he lingers along until the clock yawns in his face he is simply defying fate and courting disaster. Many a good impression is spoiled by too much of it.

Of course, no general rule can be laid down for winning the fancy of the fair sex. What has been said pretends to be no more than the most elementary suggestions on the

subject, but a guarantee goes with each hint that it will work.

Dorothy Dix.

Little Annoyances Which Must Be Endured in Stores.

Written for the Tradesman.

You'd never imagine, if you were not in the business, the curious, not to say unreasonable things we are called upon to do, in the conduct of our affairs, every day of our lives—every working day, and I suppose 'twould be just the same on Sundays if we kept open then.

Not that we are not willing to do the accommodating—we owe that to everybody, trade or no trade—but a great many people seem to think that we are behind the counter just to be imposed upon, to do their bidding whether it interferes with our comfort and convenience or not.

A lady came in the store a couple of weeks ago for an empty box. She did not come to buy anything, she said, not this time, but perhaps her next errand would be more money in our pocket.

She is an old customer—that is, in a way. She does not favor us with her patronage all the while; in fact, she is not a regular patron of any one store in town, preferring to give all the different stores a share of her purchasing money. But she leaves with us annually, let us say, \$12 or \$15. That's not much, but it's lots better than nothing, and if every one in town did as well by us we'd soon be retiring from business.

The lady, as stated, dropped in on us for an empty box. She was already carrying one in her hand, that she had got in some other store. (I wondered, afterwards, if she had made somebody else stand around for it as she did us.)

The box she was needing must be of peculiar dimensions. It was for a special purpose and no other size would do. She measured off the size with her hands, in the air, as a woman has a way of doing—it must be "just so." And she was fussy about the color also; she wanted white or blue.

I couldn't find on the first floor what she described, so said I would run down to the basement. After some search there I found three or four boxes which seemed to "fill the bill"—or, at any rate, to come within a mile of it. I toted 'em up the stairs and dumped them on the counter before Her Majesty.

Only one seemed at all to please her as to shape, and that was a bright apple green, which she said was too conspicuous; she had sometimes to carry the box on the street. Another one I brought up from the regions of darkness appeared to her critical eyes to more nearly come up to requirements, but the cover of that was broken on the edge. Then, spying some similar ones on the shelves back of the counter, she enquired if she couldn't have the cover of one of those in place of the damaged one. Now, we like to keep the shelf containers as neat as possible, discarding all ragged-looking cartons. But I smilingly made the ex-

change and the lady left the store quite contented.

This is only a sample of little annoyances we experience 313 days in the twelve-month. But, if I hadn't put myself out for this finicky occasional customer, think you she would stock up at our store each year for her Christmas presents as she always does? Not much. And then, not only would we lose her trade by grouching in performing a favor but very likely the trade of others whom she would sometimes drop a word to about our "smallness in not getting her an empty box when she wanted one."

It pays in the merchandise business to go to extremes to please the buying public, for where else does our bread and butter come from, not to mention our pie? O.

Had Her Foul.

Fogg—I never saw my wife come out second best except once, and that was with a little insignificant looking chap who took pictures.

Bass—And how was that?

Fogg—She pitched into him for not having some proofs ready when he promised. He pleaded the weather and sickness, but it was no use. It only made her bully-rag him the more. Finally a look of desperation came into his face. "Madam," he said, "if you say another word I'll finish up those pictures to look like you."

He makes little out of life who is always on the make.

ALABASTINE

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

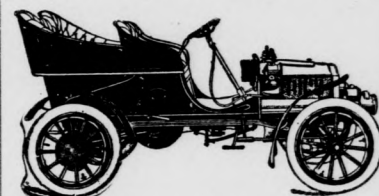
Dealers who desire to handle an article that is advertised and in demand need not hesitate in stocking with Alabastine.

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



COFFEE

It's All in the Blend

Rich Aroma

Strength

Fine Flavor

JUDSON GROCER CO., Roasters

Wholesale Distributors

GRAND RAPIDS, MICH.



Gained and Held Trade Through Tact and Politeness.

To follow any fixed rule in the treatment of customers is a practical impossibility, as every clerk knows who has waited on customers for three months. The firm may insist that each customer shall be treated with courtesy, politeness, cheerfulness and good temper, and all the other gentilities that ought to go in the consideration of one person by another, whether it be a store or somewhere else, but no firm can lay down a fixed rule for the treatment of every customer, and no clerk can school himself in the way that will enable him to work cut and dried plans on every one who appears before him at the counter and asks for goods.

To be able to handle customers properly and at the same time induce those customers to buy the goods shown them and to be pleased with their purchases to the extent that they will come again is a masterful art and something that no clerk, however efficient, has ever yet been able to accomplish each time he has tried. That scores of clerks are better in their salesmanship accomplishments than are thousands of other clerks must go without saying, for the thousands are more often inattentive and thoughtless than bluntly incapable in mental power or physical endurance. Not all of the good salesmen have learned to be such—for many of them have the instinct largely born in them—but the smoothing touches of experience have been sufficient to make them more successful as the months and years go ahead.

Not always can the good salesmen tell why they are so and why it is that they are able to sell so many more goods satisfactorily than are the neighbors in labor who touch elbows with them and apparently try more or less sincerely to make good business for the houses where they are employed. Incidents of salesmanship that demonstrate the power which the person behind the counter can wield over the person before the counter can have a considerable influence on the work of those who really want to become more efficient, yet these very incidents, like those which are personally familiar to the clerks who will read this, can have little power excepting as the facts they tell are worked over into sensible application to the characteristics of the people who come to the stores to be waited upon.

Something that might be splendid in its influence in a town in New England would not work in a town in Texas, because the people in the latter section are of different habits and training, yet that something can carry its lesson of adaptability in Texas, or Colorado, or Oregon as well as it might in the Berkshire Hills of Massachusetts or Aroostook county, Maine. To brighten the thinking

powers of the clerk is the thing to be attained, and to that end I will tell of some things in selling that have come to my attention, some of them in one part of the country and some in another—the location matters not.

One more thing to be constantly kept in mind by the clerk is that the selling of goods compels mental activity that goes beyond merely knowing what is in stock and what is the price. It compels an alertness for opportunity and a perception of possibilities that require constant observation and a sharpening of the understanding of human characters. The clerk that goes slobbering around with his schemes for selling and tries them here and there and everywhere without discrimination as to the customers and their very evident inclinations is not and never can be a good salesman. He may sell some goods, but he can thank his lucky stars for it and not his common sense in actions.

And still another thing must never be forgotten, whether you are studying these incidents or have in memory something that you know has occurred to help make a sale—there is no element of luck in selling goods. Somebody may tell you so and insist upon it, but you can wager there is always a reason for a seemingly lucky sale, and the man who is capable of finding out that reason and applying it to his own work will be the next "lucky" one to sell goods. Keeping those things in mind when you attempt to sell goods and going coldly down to sensible words and actions will open the way to greater abilities in salesmanship and easier selling because there are some system and some order to the mental efforts that must bring about that selling.

To be always happy, pleasant and polite, no matter what may be the turmoil within your thoughts, is a thing that is almost an impossibility to most of us, and it is nothing particularly damaging to know and admit it, provided there is always the supremest of effort to overcome it. In an acquaintance with many hundred clerks, I knew but one whose smile was always ready, and whose polite and courteous manner could never be adjudged insincere or put forward for effect only, simply because he had the power of concealing his real feelings that was remarkable. He had a natural faculty in that direction and he cultivated and improved it with every opportunity.

It was this clerk's common remark—and he always lived up strictly to his statement—that it cost nothing to be polite to everyone, and if a person was good enough to wait upon in the store, that person was necessarily good enough to speak to upon the street or wherever seen. I believe that maxim of his was the root of his power to please so readily, and the most of us who may believe in it are liable to fail to practice it through sometime having a feeling of false pride or sometime failing to recognize a person simply because our thoughts are wool gathering at the wrong time.

We were doing business in a town

where there were several large hotels and boarding houses and where there were many servant girls ranging from cooks to parlor maids. It was a Northern town and the most—in fact, I am inclined to think all—of those girls were white. They earned good wages and, as is common with them, spent much of it on dress. The clerk in question contended that among them were many as bright and capable in the world as himself and that they had influence with all the others. He made it a point to be courteous and attentive to them whenever they came to the store and to never allow his personal feelings to overcome that genial manner, whether he was waiting upon those girls or upon other people.

On the street, his hat came off as quickly to those girls as to the wealthiest trade in the town. Although I knew that sometimes he smiled when he felt otherwise, I never believed that his manner was backed by an insincerity that thought only of the possible dollars he might get out of the ones to whom he spoke. Coupled with that politeness of manner were his ready wit and excellent memory of faces and events. He schooled himself to be able to talk with the girls of the things that were interesting to them rather than the mere commonplaces that are so easy and mean so little.

To illustrate that, one Sunday I was in the city park with him. A company of five of those girls were rowing in a boat on the small lake. He remarked that he could call them

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.

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.

We Pay the Freight

Ask your jobber about the
new drop shipment plan on

Quaker Oats

Scotch Oats

Pettijohn

Apitezo

Zest

Saxon Wheat Food

Farinose

F. S. Farina

F. S. Cracked Wheat

F. S. Rolled Wheat

Quaker Puffed Rice

THE AMERICAN CEREAL COMPANY
CHICAGO

Delicious

Buckwheat Cakes

Are Raised With

Yeast Foam

Tell Your Customers

all by name and that the incident would serve to help him make a good sale before the week was over. I forgot the incident until he came to me on Friday and showed me a check of twelve dollars that represented the sale of a dress and its accessories to one of that company of five. He said the customer was on the point of leaving the store to look further, when he sprung upon her and her companion the fact that he had seen them rowing on Sunday. The mere fact that he had noticed them and had remembered it and was willing to talk about it held them both and he was able to lead them on to buying the dress.

Inside of five minutes after that sale was made, he was waiting upon the wife of the county judge, through the expressed preference of that lady. And, indeed, he was as much a favorite clerk with the best trade of the town as with the servant girls. He was simply polite and considerate, concealing his own feelings in his efforts to make others feel comfortable and pleased. There was nothing simpering and servile in his treatment of the wealthy and influential people, any more than there was a patronizing air in his treatment of the servant girls. His very evident sincerity of manner and his commonsense control of speech and language kept him in good repute with those people who simply ask to be served pleasantly and courteously.

Of course, there was occasionally one of the wealthy ones who required much talk to keep her interested and to induce her to buy. With such a customer he never lost patience, always considering that if he made a sale after a half hour of inconsequential chatter and thereby induced the customer to come again and leave her money, he had gained more than to have allowed her to go and buy her goods at some other store, although it was many times bitterly exasperating when the store was well filled with waiting people.

I have known him to make a difficult sale while suffering from a jumping toothache and to talk pleasantly with a garrulous customer when he held in his hand a telegram announcing his sister's death. In neither instance could he have felt that which he forced himself to express, but he had the willful control of his mind that forced him to forget when the thing that troubled him was of no immediate interest to the person with whom he was talking.

He could not sell every customer, for that is a practical impossibility with any salesman, but he strove constantly to the pleasing of all it was possible to do through right and reasonable treatment. He succeeded to that end to a greater degree than any other salesman I ever knew. Not all can do this—few can do it—and I was never able to put it near the high mark of attainment which he reached, but the very fact of his success and his most forceful example influenced my future work. The fact that politeness and courtesy can win

and hold trade also proves that it will demand respect from everyone. —Drygoodsman.

Circumventing the Peddler and Mail Order House.

Allegan, Jan. 23—I note by some recent communications in the Michigan Tradesman that retail grocers in various parts of the State complain of a falling off in their coffee business and that the peddling wagon and the mail order houses are making great inroads on this particular part of the trade.

I also note in your columns the inauguration of a Retail Grocers' Association at a neighboring city, and that the first action taken by the organization was to put a price of 19 cents on package coffee. This is just a case of where it gives the peddler a nice opportunity to put in a bulk coffee that would cost the grocers a half a cent or a cent a pound more than package coffee would, and yet the peddlers sell it at about the same price. Package coffee is now costing the retail merchant about \$14.50, and at the price established by the retailers at the place above referred to they would be making about 31 per cent. profit, which is altogether too much on a popular piece of goods like that. You must remember there are no waste and no expense in handling it—it is already put up in a sealed package, and \$2 per case, or about 14 per cent. margin of profit, should be sufficient. That will freeze out the peddler and the mail order houses. They are not doing business for fun, but they are doing it at a closer margin on popular grades of goods than the retail grocer wishes to do business on. Retailers can not expect to make from 25 to 50 per cent. profit on everything they sell, but if they were willing to sell a few of the leading brands of goods at a small margin it would help immensely to hold their trade on the higher and more profitable grade of goods that the consumer is not so thoroughly posted on. My experience is that when a farmer picks up one of those nice large picture catalogues and sees some standard package quoted at 15 or 16 cents, and the retail merchant asks 19, there is going to be quite a serious "holer" put up by the consumer and, when he puts in an order to the mail order house, it will not only include a few packages of coffee, but several dollars' worth of other goods that the retail grocer ought to have. It might not be out of place to ask or call for an opinion from my brother merchants and get up a little discussion—not only on package coffee, but on other prominent package brands that the dealer has sold in the past at very small margin, and get them to thinking of the reasons why we are losing out so much of our good trade to the peddler and the mail order house. Retail Grocer.

Harvest Time.

Sing a song of dollars,
Fields of wheat and rye,
Several millions farmers
Working fit to die!
When the crop is threshed out,
Farmer's the whole thing;
Got a pile of dollars—
Happy as a king.

Charity Begins At Home

Give, if you will, but don't allow your goods to "leak out" of your store.

Save yourself and family by buying one of our **Computing Scales and Cheese Cutters.**

Better than others and sold at half the price.

Sensitive, accurate, and built to last a lifetime.

Standard Computing Scale Co., Ltd.

Detroit, Mich.

SCALE DEP'T FOR INFORMATION.

We are the largest exclusive coffee roasters in the world.
We sell direct to the retailer.
We carry grades, both bulk and packed, to suit every taste.
We have our own branch houses in the principal coffee countries.
We buy direct.
We have been over 40 years in the business.
We know that we must please you to continue successful.
We know that pleasing your customer means pleasing you, and
We buy, roast and pack our coffees accordingly.
Do not these points count for enough to induce you to give our line a thorough trial?

W. F. McLaughlin & Co.

CHICAGO



Speedaway: The Romance of a Shoe Factory.

Now you take it in one of these factory towns—there'll be a heap of curious customers drift in. A feller with capital, like the boss, finds a place, here in the back country, where there is a river running fast enough to twist a turbine, and he'll build a mill and put up a dam like that yonder, and there'll be ten flat-cars of machinery, and then, for every native that has failed at farming or lumbering and comes in to run a racing machine, there'll be twenty lasters for the bottoming-room and ten girls for the sewing-machines, half of 'em experienced and half green, and all coming from the cities because the cities won't feed 'em any more. We get low tide out of both—city and country. Two hotels, six bars, four poolrooms, thirty-two boarding-houses, one church, and no public library. That's a factory town.

I was thinking of Speedaway. Funny cuss. He came into my mind because—well, these factory windows are pretty dusty, but just look out there up the valley; see how blue them mountains are; look at that red line where the maple trees are turned; get onto those streaky clouds that look as if somebody had spilled shoe-blackening on the sunset. Then smell that air that's coming up the elevator shaft. Frost to-night. It was about this season that Speedaway used to turn up—every year on a day like this.

His real name was Benson. I thought I'd told you about him. The first year he showed up was just after the first snow, and he was no dude. His coat was shiny and showed the lining under the arms, and what with the blue of his stubble beard and the tan of his skin, he looked the color of a plate that's been used for baking pies. We were short of hands and the boss gave him a job on the McKay machines. I guess he wasn't sorry he done it either, because Benson was as good a man as we've ever had. He could make the cases walk along, and it's nothing easy with hot wax spattering, and the machines heaving and pounding like a human being out of breath, and the heavy steel needles snapping like toothpicks. I remember the first time I ever talked to Speedaway—they called him that because of his yellow streak—I found him after hours bending over his machine with a three-pound wrench in one hand, and his arms and face covered with machine grease until he looked like a nigger minstrel.

"We've had a bad day of it," says he, pointing his finger at the machine. "Me and it. But if I went away now I believe the darn thing would think it had got the best of me. A machine like this is something like a man, ain't it? Some days it acts sour and peevish, and hasn't got any sense at all. You've noticed how

there's a particular kind of east wind that'll blow here some days when no one says 'good morning' to anyone else when they come in at 7 o'clock. Maybe there's some kind of a wind or something that makes this machine feel just as sore. Then there'll come a day when the old thing will have a certain kind of sound and sing away as happy as a twenty-cent cigar."

That's the way Speedaway would talk, and I got to like him first-rate. If it hadn't been for the fever that started him in the spring, he would have been a sizzler. Never put liquor in, and from the middle of October until the days when the sun had turned loose the last snows off the pastures, he'd work hard as any of us, and never get docked for being late. Then it would come along about the time when the ice busts on the top of the river, and the boss would come to me and say: "Jim, don't you suppose we can keep Benson this year? If he'll stay on over the summer, I'll make hi ma foreman." And I'd say, "All right, I'll speak to him," but all the time I knew the only thing that would hold him would be a jail or a graveyard. You could talk your teeth loose and not do any good. I tried it.

Sometimes during the winter evenings, when the snow would be six feet deep in the woods, I'd drop in to smoke with Speedaway, in the little room where he used to hang out. Maybe there'd be the snapping and howling of a storm on the windows, and then Benson would shift his pipe into the corner of his mouth and peep his eyes and tell me how he had hummed his way on top of a mail-car from Chicago to Topeka, or how he'd gone down the Mississippi on a lumber raft, or nearly cashed in, riding the trucks of an express across the alkali deserts, and how a thunderstorm looked at night on a Kansas prairie, and how he'd found an eagle's nest on the shores of Lake Champlain last summer. I'd realize a bit that he saw more things in life than I saw, and what things he could make me see of the life he led looked bright and fascinating like a six-colored lithograph. But then I'd get mad for listening to him and I'd say, "That's boy's tricks, Benson, and if you'd only fight off the fever you get every spring to go tramping, and be a man—"

Then he'd take the pipe out of his mouth and look at me wide-eyed. "Jim," he'd say, "you aren't telling me anything. I know those things better than you do—I know just how much I ache to get loose and see places and never know where's I'll get the next meal. That's something you don't know anything about. And then, again, I know why I ought to hitch down and be somebody, and there's nothing you can say that I don't tell myself a dozen times a year. I've made up my mind to stay here next summer, anyway. Just wait and see."

That's the way he'd talk—just as if he was a drinking man promising not to touch liquor again, but when the first warm days would come with those breezes that smell like the

Have You a Shoe Sundries Department in Your Store? Yes.

Is it in the rear of your store, a sort of rummage corner, hit or miss, catch as catch can place?

If so make up your mind that you are going to bring it to the front before spring trade opens. It's worthy of a prominent place in your store because it can be made to pay a better per cent. than any department you have.

Round Shoe Laces	Toe Plates	Heelers
Flat Shoe Laces	Ball Plates	Shoe Lifts
Silk Shoe Laces	Rubber Heels	Knee Protectors
Oxford Shoe Laces	Shoe Dressing	Cork Insoles
Colored Shoe Laces	Shoe Blacking	Hair Insoles
Porpoise Shoe Laces	Leather Preservative	Leather Insoles
Raw Hide Shoe Laces	Brushes	Lamb Soles
Ankle Supporters	Corn Cure	Overgaiters
Heel Plates	Foot Powder	Leggings

Shoe findings were made to sell, not to give away. Send for catalogue and "Get Ready."

HIRTH, KRAUSE & CO., Grand Rapids, Mich.



Means That One Good Turn Deserves Another

The more

Hard Pan Shoes

You sell the more you appreciate us.

Then we do more business.

This mutual interest extends to the wearer—the person on whom we both depend.

For an example of Reciprocity try a case of Hard Pans.

The limit in value: Hard Pan Shoes are made only by the Herold-Bertsch Shoe Co. See that **our name** is on the strap of every pair.

Did you get a bunch of "Chips of the old block?"

THE HEROLD-BERTSCH SHOE CO.

Makers of Shoes

GRAND RAPIDS, MICH.

woods just after rain, I'd know the jig was up. Speedaway would try. But it weren't any use. The fever was in his blood. I'd know, because he'd begin to wear the look of a rat that's fallen into the molasses, but perhaps it's only fair to say he'd put up a good fight.

He would stand there in front of his machine and try not to look out the windows, and try not to fill his big chest with those soft airs that came sneaking in across the valley. Sometimes I'd stop on my way through the room and try to prop him up, because I'd know that he was all wobbles and fever to get going again. I'd say, "Anything doing?" and he'd say, "Fine. If I felt any better I'd have to see a veterinary," for he was trying to put in a few props himself. And then perhaps he'd smile and say, "Jim, take a look at the new shoots on those pine trees—just as bright as pickles, ain't they? Snow's most gone and we'll have a great summer. I'll bet it's fine down in Virginia now."

"Benson," I'd say, "I know what ails you, and a fool is too good to call you. Suppose you started off. What of it? Why, now you know where you'll sleep to-night."

"And I wish to God I didn't," he'd say, and then I'd have to see that I'd been left at the post.

Perhaps the next day he'd be gone without even asking for his pay, he'd be so ashamed to face the boss. One spring I found out he left his bed in the middle of the night, and another he didn't come back after the 1 o'clock whistle. Then we'd know the fever of the spring had flung him down—we'd get next when he didn't show up prompt, and the men would say, "Speedaway's off again," just as if they were saying, "Yesterday was Friday."

Then it would be along the fall—about the time I'd see horse-chestnuts on the ground, and perhaps later, when there'd been the first spit of snow, and the flies had begun to die on the ceiling. Speedaway would turn up again on a day like that, dirty and with the little cough he'd got from sleeping out of doors, and with a growth of beard that looked like the front of a hair-brush.

I guess it was the fourth winter he'd been with us when Nellie Conroy came up from the city to work in the sewing room. That's the way things happened. You oughter see Nellie Conroy—it would do your eyes good. She had hair as black as a new piece of patent leather, and big, sad, gray eyes, about the color of that streak of river you see yonder, and her hands were thin like my Annie's was when I married her, and not coarse and stuffy like most of the girls. She was a good girl, too—which kind of points out a girl in a town like this—and it wasn't because she didn't have the old human badness, but because she had it broken to harness, and I always have thought there weren't half enough girls like that, and that when you found that kind you'd found the difference between a specimen of the other sex and a woman.

She's come up here into the woods

to get rid of what a girl who is playing a lone hand has to go up against in the city, but the first week she was here she went on her back with pneumonia, and my Annie was sitting up with her at all hours, when their kerosene lamp was the only light in the village. She told Annie how she'd worked in a store for five dollars a week in competition with girls who were living at home, and who'd work for the five so as to buy a seat to the theater and a new hat for two ninety-eight, and had somebody taking them out to dinner while she was eating in a "quick-lunch" under a tailor-shop and doing half her own washings evenings in a china wash-basin. And how she was stuffed into the kind of corner where everybody was razzled with the glitter and hotels and the mean things of the city. When Annie told me, I thought—"Here's where you get the worst part of the city, out here under God's hills." But I was telling about Speedaway.

Speedaway might have worked out his winter without ever speaking to Nellie Conroy if it hadn't been for Henry Cowan, who runs the edge trimmers. You know a good many men can tell a girl, just as if it were written on their forehead with a stencil. Well, Henry's too vain to be that kind. I remember just as well as if I could see it now—that the girl had stayed a few minutes after the factory had shut down. I saw her come out from the stitching-room door over there and turn into the hallway. Then I heard Cowan's voice: "Hello, Nellie," he says, kind of fresh, and I thought it would be just as well to let him know I was around, so I started for the door. When I got there I saw the girl was standing sort of scared on the top landing, and he was coming up toward her. "A feller bet me I couldn't kiss yer, little girl," he says, "but I guess you will whether you like it or not." But right then, before I could say a word, she slammed her little fist under his chin, and the punch set him off his balance so that he went clawing with his hands down to the next landing. Speedaway was standing there—I hadn't seen him before—and he stepped aside as if Cowan was something dirty. Henry picked his carcass up and as he started down the stairs he said something to her I couldn't hear, and she turned sort of white, and stiffened her arms down at her side. But all she said was, "I was afraid I had killed him." And she fell back straight like a flag-pole being blown down, and I caught her in my arms.

Speedaway came up the stairs cool enough on the outside, and went to the wash-room for a bit of water. He chucked it in her face and she opened her big gray eyes and looked straight at him. And it was funny—he was half down on one knee and just getting up, but he never moved, but just kept right there, looking at her until she said, "I'm all right now," and the blood ran back into his face and he kind of gulped as if he'd swallowed a fish-bone. A fool could tell what had happened—in just those few seconds.

MICHIGAN SHOE CO DETROIT



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.

MILWAUKEE
F. MAYER & SONS
CUSTOM MADE

Reeder's of Grand Rapids Hood and Old Colony Rubbers

Best Goods
Best Prices
Best Deliveries

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

He got up and pulled a big breath. "I'm in a hurry," says he, with his lips put hard together, and the girl didn't know what he was going to do, but I kind of guessed that Speedway was going after Henry Cowan, and it wasn't in my heart to call him back. When I went by the window yonder, I knew I was right, for there'd been a fresh fall of snow that afternoon, and Cowan, who was the only hand in the factory who lives up on Maple Hill, had tracked his way across the fields, and I could see Speedway following right on those tracks with a thirty-four-inch stride and his breath showing on the cold air.

Benson was one of those loose-built fellers, with a mild brown eye and stoop shoulders—the kind of man that surprises you when he gets busy, and when he gets his clothes off, his back looks as if it was stuffed with peach-stones. So it wasn't startling when Cowan came in Monday with a wad of cotton over his ear and one eyebrow higher than the other.

For a general diet, I keep my mouth shut, but I told the whole business to my Annie, and she's a woman—and there you are. Everybody was next. And then Nellie Conroy heard it, and she met Speedway when he was going through the hall, wearing a pair of greasy overalls, and his face spotted with machine grease. "Mr. Benson," says she, with a red spot on each cheek, "it was wrong—what you did." But she smiled kind of soft, and put out her hand, and he took it and said, just like a fool, "I'm much obliged," and that was the way they got to speaking to each other.

There was quite a time that Speedway hung off. I guess he was one of these fellers that knows it quick enough when men like him, but perhaps a girl would have to make an affidavit before a justice of the peace before he'd believe she ever even looked at him. So Nellie—maybe she'd meet him coming in the front door and smile—why, she'd smile with the whole business, the big gray eyes and the corners of her mouth, the kind of smile that would brace up a bunch of wilted flowers. And there weren't any boldness in it either, you understand, but just the trick of a good, old-fashioned smile. Then Speedway would smile, too, and stare right into her eyes, and that day he'd turn so many goods over his machine it would have made him rich if he'd been on piece-work. It uster kind of vex a man to watch him. And after a month I saw he was buying a new necktie now and then. I says to him, "Benson, I saw you at church yesterday, and you're studying the fashions a bit. Am I right?"

"No," says he, scowling, "you're wrong, and your head is light."

It was the scowl that gave him away, but in a week he was walking home with her, and the factory was full of talk about how she was teaching him to skate evenings on the river, which probably might be true, and just as likely not, this being the kind of town where people talk just

to keep their hand in, and when there's no talk they make it.

So, of course, they had all sorts about Speedway and Nellie Conroy. And then there was jealousy broke loose in the stitching-room—not because of Speedway exactly, but more because Nellie could look better than any of the other girls, who spent more money on clothes, and learned the trick of some little bow or something that would catch a feller's eye without smashing into it with something gaudy. Besides, some were jealous because Nellie had the knack of saying little and speaking no bad word for anyone. "Stuck up," they called her, which is often called of people who mind their own business. One day in March sometime, I guess they thought they'd take a fall out of her, so, at the noon hour, three or four of the girls came over to her machine and perched up on the bench. Katie Jordan, the girl with the big yellow pompadour, did the talking.

"Nellie," says she, "I should think you'd dread the spring to come."

"Why so, Katie?" says Nellie.

"Oh, then you don't know. Say, it wasn't white in him not to tell you—your particular friend gives us the good-bye every year in April. Goes tramping. I'm surprised he didn't tell it to you, he having known you so well," says Katie, just like that, and scornful.

I was fussing over some scrap leather and I saw a flash in Nellie's eye.

"Katie," says she, "if the subject don't interest you so much you can't keep still, let's talk of something else."

"Oh, well," says the Jordan girl, tossing her head and twisting her mouth at the crowd of girls who'd gathered around, "perhaps it's nothing to you, but if you want to keep him, I should think you'd have more life in you and not act so mousey," says she, "and it's against my own interest to tell it, for I've just taken a bet with Mary Clews that Speedway would go this year just the same as ever."

Nellie Conroy stood with her back to a big case of uppers, and looked from one to another, so if she were a man she'd look as if she were going to say, "Open the world. Give or take five pounds, and color no bar," and then she smiled—just a quiet, contented little look around the eyes, and she says, "He'll not go away this year," and walked out of the room, leaving them looking at each other, like a lot of losers at the races.

But still there were a lot of the girls and men that thought that Speedway would leave her when the spring came. Sometimes I thought so myself, and as the weather got warmer, there were bets going all over the factory. Perhaps somebody at the lasters' bench would look out of the window and see Nellie going up the hill from work with Speedway walking alongside of her, and sort of bending down to hear her. Then perhaps one of the men would say, "It's too bad—it's a shame," and perhaps Teddy Donovan would say,

The Real Hard Pan Shoe

There are several kinds of Hard Pan Shoes—the real Hard Pan and some others. These latter vary as to quality, but all are imitations. The genuine shoe of this name is made only by

Rindge, Kalmbach, Logie & Co., Ltd.

of

Grand Rapids, Mich.



and is the kind that is extra long lived under severe hard wear. Always has their pentagon trademark stamped on the soles of each and every pair

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.

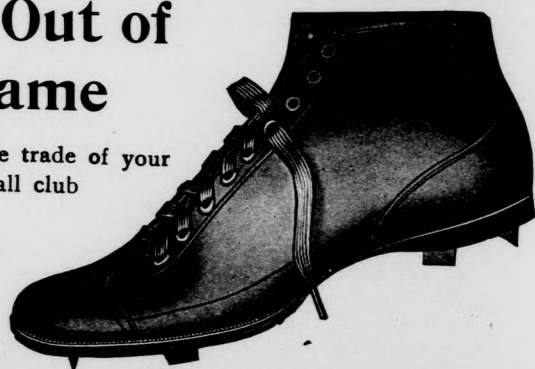
SAGINAW, MICH.

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 2226

"What's a shame?" "That Speedway's got to leave her," says another feller, and Teddy looks up with his bits of blue eyes, "I'll bet you an even pay-day," and the other feller would say sort of thoughtful—"It's worse than liquor with him, and I'll take your bet." That's the way the whole factory would do—some taking one side and some the other, until we got to feel just as if it was a presidential election or a prize-fight. It was a mill between the old fever and the new—the love for his old life and the love for the girl.

Of course, Speedway didn't know how the others were watching, but knowing him better than any of them, I watched him closest. The time came when all the snow had gone, and the clouds began to look fat and cottony, and maybe you'd see a V of geese flapping to the north up the valley, and when you'd go across the fields to work, you'd see a woodchuck sitting in the sunlight, with his nose a-sniffing and his eyes kind of half-shut and lazy, and it would sort of make you want to lie down beside him, and run your fingers through the new sprouts of grass and such things. And when you'd go home at night, the frogs along the river were peeping like a rusty shafting, and the smoke that came out of somebody's cottage when they were cooking supper would stick up into the sky, just like a strip of black paper.

The fight was on with Speedway, and I knew it. I could see his eyes getting a dreamy look to them, and instead of going home to lunch at the noon hour, he'd go out on a rock near the bank and smoke and look down into the water and wait there until he saw Nellie coming back down the hill, then he would jump up quick to meet her. Besides, I could see his kind of fighting it out when he was at his machine, with a look on his face like a new member of a state's prison.

Nellie Conroy knew what was doing all right. She wasn't so cheerful and bright, but her lips were shut tight together, and I guess there was nothing the matter with her sand. She was fighting it out with him, and afterwards, when the end came, I found out she'd had the sense to fight it out with her mouth shut.

I remember well enough the day when Speedway didn't come to work. It had been raining ever since the early morning, with the south wind slapping the water up against the windows just as if it were a wet towel. Benson wasn't at his machine when I looked into the bottoming room, so I didn't say anything, but I went down to the office and telephoned to Nick Johnson, the clerk of the Midland House, and asked him to step over to Speedway's lodging place and get wise. And he telephoned back that Benson hadn't slept there that night, and the last the landlady had seen of him he was sitting out on the front steps in the moonlight smoking his pipe. I knew then there was no use and that Speedway was gone, and it most turned me sick when I thought of the

girl working away at her machine upstairs.

It was tough to go up and tell her, tougher than a funeral, but I did it. She got up when I walked over to her, and she put her hand out, right before the whole roomful of girls, and took hold of mine, and she says in a sort of a whisper, "I know." Her eyes were kind of red and her lips were pulled in straight, just like they had been pulled over a last and tacked down, and I had to look out the window, and Katie Jordan turned from her machine and grinned at me until I got so mad that if I could have found Benson I'd have pounded the teeth out of him.

"Do you think he'll come back?" says Nellie, and it sounded to me just like a crazy woman asking about somebody who was dead.

"No," says I, "he won't come back," and she sat down, grabbing at the bench with her hands, just as if I'd struck her in the face.

"He won't come back to me," she says over again, and I was thinking how a good woman can love a man, and I just had to leave her. I went back to my room with the feeling that there weren't anything much good in things anyhow.

The boss came up during the morning, looking mad as I've ever seen him, and he cursed at the new lot of leather that came in the day before, and raised a fuss about some mistake I'd made in the tags, and blew up everybody and complained about the rain and mud, and finally he says, "Well, Speedway's gone again?"

And I says, "Yes, he's gone. Same as ever," but the boss scowled and says, "It ain't the same! Anybody who has eyes knows that. You talk like a fool, Jim." So I just went on with my work.

Then Dave Houston passed me with an armful of vamps and says, "Speedway's lit out. I bet ten dollars he'd go, but, say, Jim, I'd give twenty to see him back, I would." I guess a good many of them felt like that—even those who bet on the other side.

It rained all that day and the next, and it was a kind of relief when the clouds lifted on the next afternoon and the sun came out about 5 o'clock, and flung a yellow light all over the fields and trees that looked so bright and green from the storm. We opened the windows, for the air was moist and warm and pleasant, and we could hear the birds piping up on the other side of the river.

Nellie Conroy left the factory just before we shut down—I never knew her to leave early before, except those two days, but I guess there was an excuse for her, good and plenty. You could see it in the curve of her shoulders when she walked out of that door there, and she stepped as if she'd been traveling barefoot for two days on a brick sidewalk.

I saw her when she left the factory and started up the hill through the mud, and I watched her until they shut down the mill-wheel, and the machinery stopped with the regular sigh that sounds like the sigh you give when you get into bed after

a hard day. You've heard it yourself. Then there was the hurry of everybody getting ready to go home, and running down the stairs. Of course, one of the men generally walks home with some other, and there's a good deal of waiting around for each other in front of the office, so when I got down there was quite a little gang standing around the door. And then somebody says, "See!" as if he noticed a house on fire, and everybody looked up the hill. Nellie Conroy was walking up through the mud all alone, but at the top of the hill was Speedway.

He walked down to meet her, with his back straight and his head high, and none of us even moved until he came right up to her and put his arm around her, and then no one could stand it any more and we broke loose and yelled! Every one of us.

Then those inside the factory came to the windows to see what the fuss was, and, by thunder, they just bust right out, too, just like a crowd yells when a batter knocks out a home run, and the boss put his head out the window and says, "Jim, is that Speedway?" And I says, "You bet your life it's Speedway!" and he says, grinning, "Well, I'll be darned!"

We kept right on a-looking and Speedway just waved his hand to us, and then he said something to the girl, I guess, because they both laughed, and all of us laughed, too, and Katie Jordan sang out the window to Mary Clews, "The money's yours." And it seemed as if there

was a lot of decent things about all of us.

The girl had won the game—that was it. See here! Just look out there at that red house, with the trees back of it—that's Benson's house. See that kid on the piazza—fat and pink as a piece of ribbon? That's Benson's kid.—Richard W. Child in Shoe Retailer.

New Use for a Napkin.

Mamma (at the breakfast table)—You always ought to use your napkin, Georgie.

Georgie—I am usin' it, mamma. I've got the dog tied to the leg of the table with it.

Slavery and Freedom.

A man who spends more than he earns slaves under the burden of the future surmounting the burden of today. The man who spends less than he earns is the slave of no man or no thing.

PILES CURED
...without...
Chloroform, Knife or Pain
Dr. Willard M. Burleson
103 Monroe St., Grand Rapids

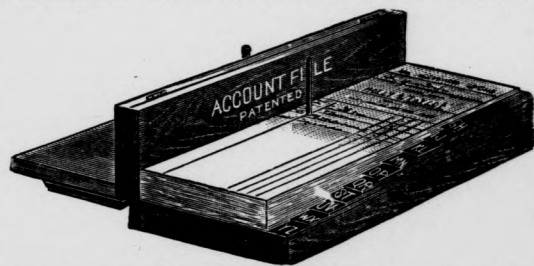
Booklet free on application

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

WASTED POWER.

How the Earth's Magnetism May Be Utilized.

Everybody knows that the needle of a compass points north and south—a discovery which goes back to the time of Lucretius, who seized upon it as a proof that magnets had souls. The true cause of the phenomenon, however, was first put forth by Dr. Gilbert, who showed in 1600 in his treatise "De Magnete" that the earth was a gigantic magnet, having its poles somewhere about the extremities of the axis on which it turns.

Yet despite this general knowledge there are few who stop to think of the tremendous power generated; power enough to supply a universe; yet power that is wasted.

Some day, perhaps, the earth's magnetism will be utilized by man—and forces undreamed of will be released.

While it seems a pity that the magnetic force thus stored up by the earth is allowed daily to go to waste, no practical means of making use of it has yet been suggested. Delezenne showed, indeed, some time ago, that if a wire coiled round a wooden frame be suitably placed with regard to the earth's magnetic field and then quickly rotated, a steady and comparatively powerful electric current is set up in the wire. Unfortunately, with the sources of energy at present at our disposal, it takes as much work to rotate the coil as could produce the same amount of electricity by other means.

Hence, this means of converting the earth's magnetism into electricity has never entered into practical use. Yet, if an inexpensive means of producing the force necessary for the rotation could be hit upon, the machine might easily be used as a source of electricity for the production of, say, light.

On the whole, then, we shall probably have to wait, before making practical use of the earth's magnetism, for some means of utilizing the huge amount of energy stored, as has before been said here, within the chemical atom. Such a forecast may seem to be visionary, but on the other hand, and with the recent instance of the discovery of radium before our eyes, we may not have to wait long.

Proof of the fact that the earth is a huge magnet is abundant. It is known that a wire carrying an electric current will cause the deflection of a compass needle placed parallel to it, on which principle, indeed, the electric telegraph is operated; and it is also known that a current can be induced in a coiled wire by thrusting a magnet within its coils. Plainly, therefore, if the earth is a magnet it should be able to induce a current in a coiled wire moving in the proper direction on its surface. One has, then, only to coil a wire a sufficient number of times round a glass tube, with the wire's free ends so placed that they inclose a compass, to arrange the tube in the plane of the magnetic meridian, and then suddenly to reverse its ends. When this is done the compass needle will be deflected as readily as if a permanent

magnet had been thrust within the tube.

The establishing of the fact, however, does not take us far towards its explanation. That the rotation of the earth has something to do with it is a likely guess, but at first sight this conclusion seems negatived by the fact that the magnetic north, or point to which the compass needle strains, is seldom the extremity of the earth's axis. At the present moment the magnetic north is about 1,000 miles to the west of the actual pole, and although the distance between them is gradually lessening, there is still a period of seventy-two years to run before the two points will actually coincide. The last time that they did so was in 1657, so that the whole cycle occupies about 320 years. The cause of this variation is not known, but there is also an annual variation, which seems to be due to the movement of the earth round the sun, thanks to which the magnetic north is farther away from the true north.

It is not surprising that many physicists should have looked outside the earth for an explanation of the earth's magnetism, and many ingenious theories on the subject have been ventilated. Of these the latest is, perhaps, that of M. Nordmann. He finds such a close correspondence between magnetic variation and the sun as to argue an intimate connection, but this can hardly be due to any direct magnetic influence proceeding from the sun. All magnetic phenomena disappear if a magnet be made red hot, and all that we know of the sun's temperature points to a heat so vastly superior to this that, if the sun were—which it is not—a mass of glowing magnetic iron ore, it could emit no magnetic force. But M. Nordmann thinks that the case may be different with Hertzian waves, which he assumes to emanate from the sun. One of the peculiar properties of these waves is to render a rarefied gas a good conductor of electricity, and M. Nordmann thinks that the solar waves may have this effect on the higher layers of our atmosphere, and thus allow a free passage to any electric currents set up on the earth which are accompanied, as are all electric currents, by a magnetic field at right angles to them. If this were the case one might expect the directive force of the earth's magnetism to vary with the amount of sunlight, and any disturbance of the sun's light giving surface, such as is produced by sun spots, to have a corresponding effect upon the compass needle.

There remains, however, a theory which, whether the existence of Hertzian waves from the sun be admitted or not, seems to take satisfactory account of all the factors in the problem. This is the hypothesis tentatively put forward by Prof. Silvanus Thompson that the cause of the earth's magnetism must be sought for in the currents of heated air which the nearness of the equator to the sun causes to ascend from the tropics. These upward streams of air are positively electrified, and travel northward and southward to the colder regions of the poles, where

they again touch earth. But, as the earth continues to rotate meanwhile, and these air currents partake of its motion for some time, it follows that they practically form spirals round the earth, the center of which will coincide more or less with its polar axis. Now, a spiral electric current or whirlpool behaves in all respects exactly like a magnet, as can be proved by putting slips of two dissimilar metals, such as zinc and copper, through a piece of cork, connecting them by a coiled wire, and setting them afloat in a basin of acidulated water. Moreover, one of the most effective ways of making a permanent magnet is to coil round a steel bar a spiral or solenoid of copper wire, and to send through this last an electric current, while soft iron is rendered temporarily magnetic by the same process. Most of us feel, therefore, that we have no occasion to look beyond these air currents of the tropics for the explanation of the fact that the earth is a magnet.

Frank Landis.

It is not enough that you count one in the world's population. The world does not greatly need a larger population. What this old sphere is crying for is not for more people to roost on it, but for more people to boost on it.

The man who looks continuously past his work to his pay misses the largest part of his compensation. Work well done brings a satisfaction more solid than that of the dollar earned.

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

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.

Window Displays 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.

Facts in a Nutshell

BOUR'S

COFFEES

MAKE BUSINESS

WHY?

They Are Scientifically
PERFECT

127 Jefferson Avenue
Detroit, Mich.

Main Plant,
Toledo, Ohio

SYMPATHY IN BUSINESS.

Why Letters of Recommendation Are Worse Than Useless.

There is no such thing as sympathy in business.

Don't consider this as a pessimistic statement designed to bring hopelessness to any one new to life and living. It is merely a condition as unalterable for the average business establishment as is the condition which has made another business house of the same kind set up itself just one mile away. That intervening 1,760 yards may not be lengthened or shortened. A man walking from one to the other of these places walks a mile.

This business pace obtains when the average young man enters the world of the workers. If this average young man might command sympathy for the asking it is certain that he would make a mistake. Just to the extent that sympathy might hold a capable man in his place, to that degree he is on the roll of the weaklings of an establishment and he will find it hard anywhere to live the record down. Or if for any reason he should be long in the position the more serious indisposition to try to live the spirit down develops.

At one time, not so many years ago, a young man or woman leaving a place of employment anywhere asked for a letter of recommendation to "Whom it may concern." He got this for the reason that he was expected to produce the paper as a moral and business clearance from the place of his employment. If the

person were going to a certain city where his old employer was known the employer might offer a letter of personal introduction to another employer there.

Perhaps in the beginning these letters of introduction were serviceable in a double sense. For some good reason an employe was leaving and the former employer, having friendship for another in the distant place, wished to bring employer and employe together for their mutual benefit. But, like many another logical and good thing, these letters became perverted. Employers, finding an employe wholly incapable, yet without the stamina to refuse the requested letter of recommendation to some one else, turned him out under false pretenses. To-day the stereotyped letter recommending a person to a place may be taken as a half confessed weakness on the part of the person presenting it.

In the world's work under present conditions a man's time is bought just as iron or steel or sugar is bought. The best quality of brain or brawn for the least money rules the employer of men as it rules the consumer of commodities. A man would not buy steel out of sympathy for a manufacturer who had blindly overstocked with it. Why should he buy an employe's time because the man could not sell it anywhere else? Why should he pay more for the time of a man just because the man had more time than he knew what to do with?

It is the weakling everywhere who is being crowded to the wall. Once

it might have been thought that the establishment of civilized law and order had done away with the cruel law of the surviving fittest. But it is not so. The man weakling may be longer dying now than he might have been 4,000 years ago, but he dies just as surely as ever he did. The poor houses, and asylums, and homes of many orders are panaceas which stay the final dissolution, but they are inadequate and always will be. The weakling may find his grudging place in some asylum, but his chances in the field of business are fewer year after year.

Where a personal sympathy has been a factor in making place for the weakling in the business world it has been demonstrated as a certainty that the person leans upon the fact. Weakling that he is in the beginning, he is weaker because of his support, and he may be expected to become weaker to the end. Personally he begins to show marks of his patronage. He is a figure marked among his capable fellows and as such he becomes obnoxious to the eye of the employer who may have been misled into holding him up.

As emphasizing the widespread distinction between sympathy and modern business it is observable that everywhere the charities of the successful are directed toward sociological conditions rather than toward individual needs. The establishment which may not have room for one weakling at \$600 a year may give its \$10,000 a year to charities and feel satisfied. Ten weaklings in the

place at "sympathetic" salaries easily might have absorbed this sum and the world been none the better or wiser.

Out of this necessity for business to draw the line at sympathy it has come about that outside personal influences, unless of strong political nature, are detrimental to the young man seeking his place in the world. His letter of recommendation must be in his face and his bearing. These readings, as they appear to the employer, must be based in character and individual worth. With a knowledge of his work, or with the mental capacity for quickly grasping the conditions of his work, the young man carries his worth with him and may not hide it from the man of the world schooled in business needs. But when the employer comes in touch with the applicant of this character there will be no sentiment in the purchase of that young man's services. The employer may congratulate himself on his bargain. But the young man will never know.

John A. Howland.

A Question of Diet.

He ate pork chops and sausages,
And candied sweet potatoes,
His soups were full of onions and
Of garlic and tomatoes.

He ate salt mackerel and cheese,
And pastries and bananas;
And after having finished these,
He smoked a few Havanas.

And yet he oft, in mournful tones,
Was heard to ask this question:
"Why is it that I just can't find
A cure for indigestion?"

Tombstones always behave themselves.

\$2000 Lost

at one time would startle you, yet you think nothing of the pennies that fall under the counter every day that amount to hundreds of dollars a year. Twenty years with old methods mean a loss of thousands of dollars.

A cash register prevents this loss of profit by enforcing automatically the registration of cash sales, credit sales, money paid on account, money paid out, or money changed.

Send for representative
who will explain N. C. R.
methods.

N. C. R.
Company
Dayton Ohio

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. of men

cutted and measured the
mile walk to Broadway.

A SURPRISING FIND

Collections of Half a Century Result
in Extraordinary Accumulation Beneath a Cashier's Desk.

Mr. Wright, the National Cash Register Co.'s agent in Winnipeg, has in his possession an old drawer, which was taken from a general store in Kingston, Ontario, where it has been in use for fifty years. Through all changes of system from the establishment of the store, when the proprietor only had access to this cash-drawer, and when all the clerks used it, and during the period it was under the supervision of an individual cashier, the drawer was never changed, occupying a position beneath a cash desk. In the box-like arrangement where the cashier sat there was a false floor about six inches high, which did not cover the main floor entirely. When the proprietor tore out the cashier's desk recently, an assistant gathered up the refuse to throw out into the lane, when, at the suggestion of Mr. Wright, it was sifted.

After all the dirt had been carefully cleared away, one hundred and eighty-six dollars in small gold and silver coins of all denominations, and dilapidated bills, were rescued from this refuse. The proprietor's surprise can be imagined, and yet he said he had never missed the money, and never knew it was gone! The drawer itself is so badly carved and worn by long service, that one might wonder how it now holds together.

THREE NEW ORANGE JUDGES

The Hand That Rocks the Cradle Rules the World.

Written for the Tradesman.

In Stanton township, in one edge of which Kelly Center is located, they have made a long stride toward the purification of local politics by divorcing them from National issues. The citizens of that portion of the commonwealth have wisely concluded that the silver question does not have much to do with the building of a new almshouse, nor does the tariff issue particularly affect the county equalization. The result of the annual spring election, therefore, is apt to be a little mixed and difficult to predict. It is customary in that township to call one caucus at the town hall, and the man who wins the nomination there finds himself pretty well on the road to election. All parties are represented at this caucus and in the township nominations. When the balloting is over the vanquished generally retire from the field, and the election is a purely formal affair.

Occasionally, however, after the caucus is over, a man gets the idea he wants to run on slips. Eli Grasslot got that idea this spring. Kelly Center has long desired representation on the Board of Supervisors, but the size of the population of Beeneville, the rival town across the township, has always denied Kelly Center that ambition. Eli got twenty-seven votes in the caucus, which ought to have been enough to discourage any man and to induce him to retire from the field of politics. But Eli is a persistent man, who believes that keeping everlastingly at it brings success, whether one is running for office or churning butter.

When the desire to run on slips came to Eli he went over to the store to speak to Hank Spreet about it. He was not seeking Hank's advice—no one ever did—but he wanted to confide in somebody.

"Hank," he said, trying to speak with composure, "I'm goin' to run fer supervisor on slips an' see if I can't beat that Beeneville man."

"That's a good idee, Eli," replied the village grocer. "If you beat him Kelly Center'll git a supervisor; an' if you don't beat him you'll be pluckin' a large nosegay of valuable experience."

When Eli heard Hank declare his political aspirations a good idea he

was inclined, for the first time, to be a little dubious about them. In Kelly Center Hank Spreet's advice occupies about the same position as ammonia—to be snuffed at but not to be taken.

"Fact is," remarked Hank, after a pause, "if I only had the time to run your campaign fer you I think I could see-cure your heart's fond ambition fer you, an' that bridge we need so bad fer Bull-dog Creek."

"Oh, I'd run like a two-year-old with you up," laughed Eli.

"Bet you would—you talk like one already. But you needn't worry, Eli, they won't let me inflate your boom fer you—it's agin the rules."

"Who won't?"

"The Gove'ment. Y'see, I'm postmaster an' the country can't have the postmaster ov Kelly Center fiddlin' with politics w'en he'd ought to be tryin' to boom the postage stamp trade."

"That's so."

"But they can't keep me from a-givin' you advice, Eli, no more'n they kin make you take it."

"Thank goodness, they can't."

The reply sounded a little enigmatical to Hank, but he went on:

"They talk a lot about bossism in New York, an' Hinky Dink an' Bathhouse John in Shecago, but I want to tell you, Eli, for real bossism you want to go right into some of the back townships of this very State of Michigan. It's wonderful how much good a man kin do in some townships with some bad seegars. Do you want to know who owns this township? It's Sam Smith, three miles east."

"Sam's got a lot of influence."

"As Sam goes so goes the Nation. The man that gits him'll be supervisor."

"I hope what you say ain't so; Sam ain't got no use fer me."

"Well then, you've got to make him have some use fer you."

"Why, Sam ain't even spoke to me since my Holstein heifer beat his'n fer the first premium last fall. It seems that heifer was kind of a pet of his wife's like, and Sam sets great store by his wife."

"He ought to. Say, do you know, down to the farmers' institute last winter they had a question box. Whenever anyone put a question in the box he had to put another slip in another box with someone's name

on it. Then along toward the tail end of the afternoon they pulled a question out ov one box an' a name out ov the other an' the person named had to git up an' answer the question. That was done so as to give ev'rybody a chance an' not have a couple of city politicians posin' as horticulturists doin' all the talkin' an' givin' directions fer farmin' to men that was plantin' wheat around the stumps when their lawyers' grandfathers was cryin' fer a gourd rattle."

"Good scheme!"

"Middlin', middlin'. It'd 'a' be'n all right if some blamed fool hadn't 'a' put my name in fer a joke, knowin' how much I knew about farmin'. Well, the man from the Ag'cultural College pulled a name out o' the box an' says, 'Henry Spreet.' Then he reads the question: 'What's the best payin' animal on the farm, accordin' to the money invested?' 'That's easy,' I says, 'the farmer's wife.'"

"Did they see the point?"

"A few laughed like they didn't know just what they was laughin' at an' one woman said it was a slander callin' a farmer's wife a animal. She ain't bought nothin' in the store sence. But tellin' yarns won't make you any votes."

"What you goin' to do?" asked Eli, forgetting a little his contempt for Hank's advice.

"Well, first you've got to sell that heifer."

"Sell that heifer? To who?"

"To me."

"Why, I don't want to sell that heifer."

"All right, if you'd rather keep the heifer than be supervisor."

"How much'll you give me?"

"Enough to have it all accordin' to law—a dollar."

"A dollar! You've got cheek an' no mistake."

"You've got the cheek, Eli, talkin' that way to a man that's tryin' to help you. What do you suppose I want of your gol darned heifer?"

"Blamed 'if I know—but you don't get her."

"Good day, Eli."

"So long, Hank."

The next morning Eli shuffled in rather shamefacedly. "I put the heifer in your boxstall," he said.

"All right," replied Hank, tossing a dollar out of his cash drawer.

Eli waited for him to say some-

thing more, but the grocer went on with his figuring.

Two days later Hank took dinner at Sam Smith's. He had been out trying to collect a bad account, he said, and thought he'd just drop in. It was then 11:45 a. m. and the invitation to dinner was a natural sequence.

"Guess I'll never be no trust magnet," remarked Hank, as he tipped his chair back from the table and reflectively and audibly picked his teeth. "I'm always gittin' it where Molly wore the beads. Got done up on a heifer the other day."

"Why, I heerd you bought that Grasslot heifer that took the first premium down to the county fair."

"She's a gold brick."

"I don't like Eli Grasslot, but I want to be fair with every man an' I must say that Holstein is a fine lookin' animal."

"She's a fine looker an' that's all. Once in a great while you see one

You Can Make Gas

100 Candle Power
Strong at

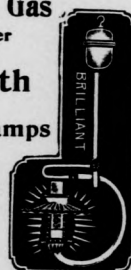
15c a Month

by using our
Brilliant Gas Lamps

We guarantee every lamp

Write for M. T. Catalog. It tells all about them and our gasoline system.

Brilliant Gas Lamp Co.
42 State St., Chicago



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 ½, 1 and 5 gal. cans.

Standard Oil Co.

Grand Rapids, Mich.



A FEW POINTERS ON THE FAMOUS "AIRO-LITE" LIGHTING SYSTEM

It supplies from 600 to 1000 candle power pure white light at every lamp, at a cost of only one-third of a cent per hour for fuel—cheaper than kerosene lamps. It is perfectly safe and reliable. It is made of the best material, and is sold on its merits alone. It is positively guaranteed, no odor. We are not afraid to allow a fair trial of this perfect lighting system, and demonstrate that it will do all we claim for it.

If you are still using unsatisfactory and expensive lighting devices, and are looking to the betterment of your light, and the consequent increase in your business, write us today, giving length, breadth and height of space you wish to light, and we will make you net estimate by return mail.

188 Elm St. WHITE MANUFACTURING COMPANY, Chicago Ridge, Ill.

like that—got the blood, got the looks—but that heifer won't stand, she's ugly an' she'll never be much of a milk cow. She can't hold a candle to that heifer o' yours."

"Do you really think so?" asked Mrs. Smith excitedly. "But she got the premium over our Flossie."

"You couldn't blame Eli fer takin' it ef the judges was willin' to give it to him. Now he's got her off his hands, he'll be ready to admit that yours is the best heifer of the two."

"Eli Grasslot'll never do that," said Sam.

"Oh, yes he will. I know he will."

"Then he's different from most people around Kelly Center."

"Maybe that's so. There's one of the fairest men I ever knew—ef he did git the start o' me a little on that heifer."

"Perhaps we hain't treated Eli just as fair as we should. He's a darn sight honest than I gin him credit fer."

"But I didn't come in to talk about Eli—fact is, I've got some fine butter trade down to the county seat an' I thought I'd stop an' see if I couldn't get a crock or two ov Mrs. Smith's butter. You know they say Mrs. Smith makes the best butter in Stanton township, an' this customer I speak of is mighty perticular."

Hank got the butter. As he prepared to cluck up his horse at leaving he turned to Smith and said:

"You don't come over our way very often, Sam—I suppose it's on account of the bridge over Bull-dog Crick. If Kelly Center ever gits a man on the Board of Supervisors, he'll make the Board tap its thousand dollar road fund fer a new bridge."

Saturday afternoon Sam and his wife drove over to Kelly Center with three more crocks of butter, in spite of the condition of Bull-dog Creek bridge. More than that, Sam met Eli Grasslot, shook hands with him and lighted one of Hank's justly celebrated Hodcarrier's Prides at Eli's expense.

"Guess some one kind o' got done up on that heifer deal," remarked Sam, after the weather topic had been exhausted.

"Should say so," replied Eli (to whom Hank had not seen fit to communicate his conversation with Sam), thinking of the dollar he had received. "That was a skin game; but I kin stand it if Hank kin."

Then Eli switched the talk to politics. When Sam drove away Eli went into the store with a smiling face.

"I don't know what you done, Hank," he said, "but Sam seems to be comin' my way. But ain't you 'fraid that President Roosevelt will jump on you fer mixin' in politics?"

"Buyin' heifers an' butter," replied the grocer, "ain't no politics."

When Hank drove up to the town hall on election day Eli met him in the road.

"Sam Smith is peddlin' my slips," he said.

Representative Smith's Fractional Currency Bill.

Representative William Alden Smith has brought forward a plan

for a species of fractional currency which differs in important respects from the project of Representative Gardner. Mr. Smith's bill, together with its preamble, is as follows:

Whereas, there are many economical methods by which sums of money more than one dollar can be sent in the mails—that is, by check, draft, or money order; and

Whereas, on the contrary there is no economical method by which amounts of one dollar and less can be sent in the mails, the common practice being to send such amounts in postage stamps, generally felt to be an inconvenient and unsafe method; therefore, for the purpose of providing a convenient way, suitable alike to the public and the Postoffice Department,

Be it enacted, etc., That the Postmaster General of the United States be, and he is hereby, empowered to issue postage-stamp certificates in denominations of one cent, two cents, three cents, four cents, five cents, ten cents, twenty-five cents and fifty cents; the certificates to be no larger than two and one-half by four inches, suitably printed and engraved under the direction of the Secretary of the Treasury.

Sec. 2. That these certificates shall be placed on sale at their face value at every postoffice and station thereof in the United States.

Sec. 3. That they shall be payable only to one of the two parties whose names are indorsed on the reverse side; that when presented at a postoffice or station thereof they shall be exchangeable for stamps to the amount of their face value; or, at the option of the owner, when presented in packages, each of one even dollar in amount, with one uncanceled one-cent postage stamp attached to each package, they shall be redeemable in currency of the United States at their face value.

Sec. 4. That postage-stamp certificates shall be printed, issued and accounted for in the same manner as postage stamps are now printed, issued and accounted for and all statutes governing the sale, issuance, or imitation of postage stamps, except such as are directly contrary to the purpose of this bill, shall apply to the manufacture, issue, sale, or imitation of postage-stamp certificates.

Sec. 5. That the Postmaster General shall be, and he is hereby, empowered to make such regulations, not inconsistent with the purpose of this act, as are necessary to give full and complete effect to its provisions.

Sec. 6. That the provisions of this act shall be in effect on and after its enactment.

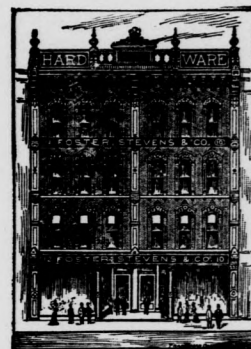
It will be noted that Mr. Smith has adopted that feature of the post check currency plan which provides that the certificates may be made payable to an individual rather than to bearer by writing in the payee's name. In Mr. Gardner's bill, however, the certificates are redeemable for cash, while in Mr. Smith's bill they are good for stamps only unless presented in amounts of an even dollar, when currency may be had.



Convex and Flat Sleigh Shoe Steel,
Bob Runners and Complete Line of Sleigh Material.

SHERWOOD HALL CO., LTD.

GRAND RAPIDS, MICH.



FOSTER STEVENS & CO.

Grand Rapids, Michigan

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

Our Window Glass Quotations

will surprise you. Best in the market today. Write for our discounts now. The offer is good for only 10 days.

G. R. GLASS & BENDING CO.

Bent Glass Factory,
Kent and Newberry.

Office and Warehouse,
187-189 Canal St.

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

STORY OF BROWN.

Lack of Education Could Not Keep Him Down.

Many worse things can happen to a man than being forced to start in life without an education of the kind gained in schools. A high school or college training is to be desired, and the fortunate possessor of such can be a better farmer, merchant, statesman, or laborer, but a school education is not always essential to a man's success in life. On the contrary, the lack of an education and knowledge of the handicap such a lack necessarily imposes will often spur a man to greater efforts than he would otherwise put forth, and, if not afraid to work, he distances the college man in the race. Such cases are by no means uncommon. They go to prove that if a man is worthy of success he generally will attain it, while you may cram a worthless man full to the brim of book lore and he never will be worth half the energy that has been expended in an effort to make him amount to something.

"Many a student goes away from here," said the President of a large Western university, in discussing the general worthlessness of many supposedly bright students after they leave college, "without the slightest equipment to contest with the world, and it is not our fault, either. They are bright enough while here, but when they leave they are too often nothing but Greek, Latin and Hebrew fools."

The man of intellectual power, although it be undeveloped, has a good chance of success if he is willing to pay the price, even although the college man be his competitor. Hear, then, the story of one of the lumber princes of the Middle West, who, as he is still doing business in a Kansas town, appears under an assumed name.

This lumberman, "William Brown," came to America at the age of 20 years. His life had been spent as a stable boy on the estate of a rich man near Bath, in Wiltshire. He was denied the privileges of school, but early learned, with his mother's help, to read. His father was a drunken brawler. Young Brown's early life, even after he came to America, was of the most bitter. With a naturally bright mind, he was denied all the pleasures of the learned. After working for a time in the mines near Wilkesbarre, Pa., he drifted to Kansas, in the days when that State was young. Not being educated, he could not take a leading place among the pioneers of that commonwealth. For him nothing but the mines offered a chance for a livelihood. So into the mines he went.

In a short time it became generally known that Brown was counted the best miner in the community. What was more peculiar, he did not drink, saved a portion of his monthly wages, and spent his evenings at his boarding place. It was even whispered around that he was a student of Shakespeare, which was a fact.

Land was cheap in those days, and it was but natural that Brown should

purchase an acre or two of ground in the little town, and afterwards build a house thereon. With hard, incessant labor and much self-sacrifice he paid for his property, and then began turning his attention to becoming something better than a miner. Being well thought of in the town, he soon got a chance to become a laborer in the one lumber yard of the place, at a monthly stipend of \$25. This was half of what he was making as a miner, and as he was now nearly 30 years old, he wondered if he could accept such a small amount. But he did.

The lumber business requires much mathematical ability, if one wishes to become more than a common roustabout. Brown had no mathematical ability, so far as he knew. He was ignorant even of the common principles of arithmetic. He bought a small volume, however, and, with the help of a small school boy, went at it. Progress was slow in the extreme. But, eventually, his native talent came to his aid, and he began to see the light in arithmetic as well as in the lumber business.

All this time Brown had been learning more and more about lumber. He cultivated the customers of the firm and became popular with them. His salary was increased from time to time, and he attained to the dignity of a small account in the local bank.

When he had been with the firm six years the manager resigned. The owners, who lived in another city, immediately turned to Brown as the man for the place. It would mean a salary four times the one he was getting, and an immediate jump to influence in the business world, to say nothing of the rosy chances for the future. It was an honor such as the man never dreamed of. Great was Brown's dismay, then, when he found, after looking into the situation thoroughly, that he could not undertake the position because he did not know enough. A knowledge of book-keeping had been denied him, and while he knew much about lumber he could not be manager of the yard without knowing how to direct the accounts of the fast growing concern. Broken hearted almost he refused the place.

Many men would have left the lumber yard at such a juncture and gone back to the coal mines, but not Brown. Swallowing his disappointment he enrolled himself with the principal of the high school, who undertook to give him nightly lessons in book-keeping. Book-keeping of the country high school brand is not the best in the world. Most business men would laugh at it. That was the kind Brown learned, however. Keeping his place in the lumber yard he soon began to apply the crude principles obtained from the high school man to his own business, and there was then not a better equipped lumberman in the State than Brown.

Fortune could not keep away from a man like Brown if she tried. He was one of the men to whom opportunity returned a second time. In a couple of years he received another offer to take charge of the

business. Brown consented this time, although not without misgivings. Then for two years ensued an experience most bitter and strenuous. At the head of a business having gross sales of many thousands of dollars, he was forced into contact with problems too large for him every day. Study and toil of the most strenuous kind brought their reward.

All the money Brown could save, aside from his frugal living expenses, went into the stock of the corporation by which he was employed. All this time he had gained such a reputation for fair dealing that he distanced all his competitors for miles around, and his lumber business became one of the solid institutions of the State. He increased in wealth as well as knowledge.

One day the President of the lumber company went to the Kansas town to make his annual invoice. Contrasting the figures he gained with those telling the story of the business at the time Brown took charge, he was astounded at what he saw. In five years Brown, as manager, had increased the worth of the business from \$50,000 to five times that sum.

"Brown," said the President, "you are a wonder. I have four sons who have had every advantage wealth could give them, and they are better educated than I ever dreamed of being, but they never will make the success you and I have. Your success is greater than mine, although you started under a heavier handicap. Here, now take some of my

money you have here and go off to Europe. By the time you come back we will have something decent fixed up for you. We need men like you."

Brown took the trip, because he needed it. He was cultured enough, too, to appreciate and learn from it to the limit. When Brown came back he found the position of general manager of the company awaiting him, at a salary of \$10,000 a year. This position he holds to-day. His company has fifteen yards in Kansas, one or two in Iowa, several more in Minnesota, as well as saw-mills. Brown keeps his residence in the Kansas town where twenty-five years ago he started as a coal miner.

If Brown could have started out with a college education, or even less, he might have attained to his present position ten years sooner. But his is a fairly decent record for a man who became a voter knowing practically nothing. All of which goes to prove that if a person has the "stuff" in him failure to get an education can not keep him down.

G. A. Nichols.

Chewing gum is not official, never has been, nor is it likely to be. It was, however, a chewing gum manufacturer who hit upon the timely idea of offering the U. S. P. as a prize in connection with the sale of his goods. If the new Pharmacopoeia is appreciated by chewing gum manufacturers, why should it not be pushed in advertising schemes by those who manufacture official preparations?

DO IT NOW

Investigate the

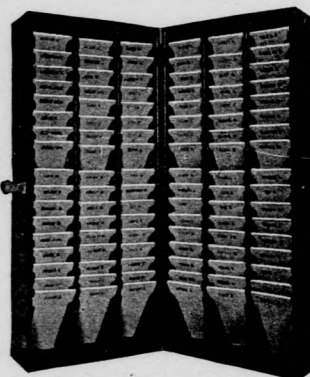
Kirkwood Short Credit System of Accounts

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.

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

MAIL ORDER HOUSES.

They May Be Combatted by Effective Publicity.*

This is a big subject and of entirely too great importance to attempt at this time any more than a limited consideration of the same.

Treating it in the most simple manner possible, endeavoring, if it may be, to sow a few seeds which may bring forth fruit in the near future, we think it unnecessary to take up the time of this convention in quoting figures and giving statistics to prove that the mail order houses are doing an enormous and increasing business. That this is a fact is only too well understood by the merchants all over the State.

That the mail order business is increasing, I think no one will dispute. What we are interested in is some plan, some proposition or line of action that will enable us to meet these conditions and, if possible, turn the tide of trade back into its legitimate channels, which we all believe is through the local merchant.

This great and growing business is brought about not so much by the fact that the catalogue houses sell goods to the consumer for less money than the home merchant, but because of the immense and almost unlimited amount of advertising that they do. They are continually and all the time sending out their catalogues and price lists, giving schedules of prices which they claim are much lower than the retail merchant can or will sell at.

Error unrefuted or uncontradicted and oft repeated is, after a time, taken for the truth, and the people—that is, the purchasing public—at least a large per cent. of them, have come to believe that their home merchant is taking advantage of them and charging an unfair and exorbitant profit. It is not enough for us to know that this is not the case.

What we want to do—in fact, what we must do—to hold our own, to say nothing of getting back the great number of those who are already buying from the mail order houses, is to begin a thorough and systematic line of education with the people, and I believe one of the best means to accomplish this is to do as they do—use printers' ink and use it plenty.

One of the best, and I think one of the most effectual ways, to use the ink would be to engage a good, first-class man, competent to write conscientiously and intelligently on this subject, and let him write a series of articles of such a character that they would appeal to the sentiment and convince the judgment of the reading public that it is to their advantage in every way to patronize the home merchant and build up their own town or city; explaining to them at the same time why their goods purchased from out of town, by the time they have paid transportation, cost them as much or more than the home merchant would charge them; calling their attention to the further fact that they are

buying goods sight unseen, advancing their money, and, after the goods are received and found to be unsatisfactory, there is no one to make them right; and calling their attention to the fact that any home merchant would be glad to sell them goods for cash at the same price they are paying the catalogue houses or even less, and guarantee every article to be as represented, and if it was found upon opening up the purchase that something was not right, they could easily find their home merchant and he would gladly make it right.

Along this line I would have these articles written, say once or twice a month, then send copies to one or two leading newspapers in every county in the State and have them printed.

The local newspaper is read by almost every one and thus you reach the people. To find a man with all of the qualifications necessary to do this work is a difficult task, but, fortunately, we have just the right man if he feels that he can take upon himself this additional burden.

An auxiliary line of work in connection with the above would be for the retail merchant to cultivate closer relations with our rural friends, for I understand that the farmers are the best customers of the mail order houses.

For instance, suppose about once or twice a year our Merchants' Associations throughout the State would arrange to give some kind of an entertainment, say a banquet or smoker, and every member invite two or three of his farmer friends, thus giving them a pleasant evening, and at the entertainment have a few men give good practical talks along a line that would tend to create friendly feeling and show up our mutual interests. Thus we should

awaken an ambition in the minds of all present to help each other, and it would be an inspiration for all to go back to their respective vocations, determined to do all they could to promote the general welfare of their own neighbors.

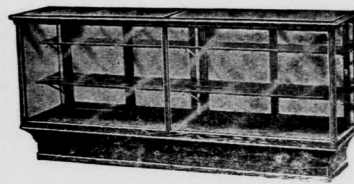
We must not forget that in this great problem which we are facing, so pregnant with evil and threatening the very lives and destinies of the local merchants, we must reckon with the farmers. They are so numerous and considered so sane and conservative in their judgment that their opinions have great weight, and especially is this true as it relates to their connection with the politician and our law-making powers.

I call to mind just now an article of considerable length which appeared in one of the Chicago papers of recent date, in which it was stated that the National Grange endorsed the parcels post, and this meant, the article said, that eleven millions of people wanted this bill passed. And then the article went on to say that

about all the opposition to the parcels post bill came from the express companies, thus trying to create the impression that every one was for it but the trusts and corporations.

This article was, undoubtedly, written by a paid agent of the catalogue houses, as they pay men all of the time for writing just such articles for the purpose of creating and building up a sentiment among the people favorable to such a law. They spend thousands of dollars every year to promulgate this doctrine and to educate the public up to that point where they will demand the passage of such a bill.

In summing up this article, it is my judgment that the merchants of this country have arrived at the time and the conditions are such that they must spend some of their profits—and not with a stinting hand—to counteract the insidious and steady encroachment that is being made upon their trade by the catalogue houses.



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.

IT WILL BE YOUR BEST CUSTOMERS,

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

HAND SAPOLIO

Always supply it and you will keep their good will.

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

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

*Paper read by E. R. Moore, of South Bend, at sixth annual convention of Indiana Retail Merchants' Association, held at Fort Wayne January 16, 17 and 18.

MERCANTILE ORGANIZATION.**How It Meets Conditions and Solves Problems.***

The merchant, the professional man, the farmer, the mechanic, it matters not what their vocation, all are interdependent, and all are interested in promoting the prosperity of the community in which they live.

As we consider this subject from the view of the interdependence of the members of a community, the interdependence of communities, of states and of countries, it broadens and broadens and broadens before us, but I shall limit myself to the consideration of the interdependence of the members of a community and the duty devolving upon them by aiding in promoting their welfare.

We all have a commendable pride in the splendid business blocks, with their fine stores; the beautiful residences and the well kept lawns, the paved streets and the fine churches of our cities, as we also have in the well-improved farms, the fine stock and the broad fields of waving grain of the rural sections. These are evidences of prosperity, not of the merchant or mechanic or professional man or farmer alone, but of all classes. No community can be really prosperous unless all classes share in its prosperity.

The merchant engages in his chosen line of business because he believes it affords the opportunity of providing for those dependent upon him, and he hopes it will enable him to accumulate something for the declining years of life. He hopes to be successful in his vocation, as others hope to succeed in theirs, but if he is successful he must avail himself of every legitimate means of promoting his interests. To succeed in his vocation he must have the patronage of the public; he must strive to increase his patronage by extending his trade, and to secure this patronage he must carry the lines of goods suited to the demands of his customers. It matters not how he marks his goods, what margin of profit he may place on them, if he has not a demand for his merchandise he can not succeed.

In these times of commercial activity and strong competition in all lines of trade, it is impossible for the merchant to succeed who demands an exorbitant price for his goods.

The merchant should have the confidence of the community; it should have faith in his integrity and honesty, and it should be his constant effort to merit this confidence.

While there is much that the merchant can accomplish alone, without being associated with the other merchants of his city in a merchants' association, there is much that can be better accomplished through organized effort.

A merchant may adopt the best business methods, he may be thoroughly versed in his line of trade, but he will never be able to accomplish for his community, alone, what he might accomplish if associated with others.

*Paper read by E. M. Denny, of Greencastle, at sixth annual convention of the Indiana Retail Merchants' Association, held at Fort Wayne January 16, 17 and 18.

There is an advantage in organization in forwarding any enterprise, and there is no better means of promoting the public welfare than a live, well-directed merchants' association.

No one occupies a position which brings him in closer touch with the public than the retail merchant. The opinion of no one is more often sought than his, and no organization can accomplish more for the local benefits of a community than an organization of its retail merchants.

While it is proper for the members of an association to discuss those matters which are of benefit to them personally, an association will fall far short of what it should be if the personal benefits of its members alone are considered, and its members will fall far short of realizing the benefits they would realize from it, if it were conducted on the broader basis of benefiting its members and the public at large.

While no association of merchants can be successful or beneficial to a community or even merits existence that is formed for controlling or undertaking to control the prices at which its members sell their goods, there should be such discussion of business methods as will afford the opportunity for your brother merchant to adopt that which commends itself to his judgment in your methods, as well as giving you the opportunity to adopt that which you deem meritorious in his.

The successful association must have the confidence of the community; the citizens must feel that it is their friend, not their enemy; that the organization will be used, and their co-operation requested in furthering, in an unselfish way, the best interests of the community.

The organization that loyally labors to advance the interests of the people will have their co-operation.

The Greencastle Association has from its organization given consideration to matters of public benefit. It has labored to create public sentiment in favor of matters of public utility, and in its efforts it has had the aid of the people, and with their co-operation its efforts have been successful, where the association alone might not have succeeded.

The time was when bitter animosities, the result of business rivalry, often existed between competitors, notwithstanding the fact that the interests of no one could be promoted in that way, but the merchants' associations have done much toward changing that condition. Bringing the merchants together in association meetings, working on committees, and discussing questions before the association, are valuable means of promoting proper relations of friendship between its members and inspiring confidence in each other.

The question of patronizing the catalogue houses is one that has been discussed, pro and con, and I would not ignore it because of its bearing upon the prosperity of every community reached by them.

Those houses are indefatigable in their efforts to extend their trade, sending broadcast throughout the

country their catalogues and other printed matter in which they advertise their bargains. Of course, they set forth that their prices are much lower than those of the local merchants and claim, also, that their goods are of good quality. In every possible way they strive to increase their patronage, and it is not a matter of surprise that they succeed in drawing money from many communities that would have been benefited by its expenditure at home. If it is the part of wisdom for one person in a community to patronize those who are not identified with it, to send their money out of it, it is equally so of all. If the building up of mammoth concerns with their thousands of employees in cities from which a community is more or less remote is of benefit to a portion of it, there can certainly be no valid reason advanced why all would not be benefited, but such is not the case. Should all, or even a large percentage, of a locality pursue the policy of purchasing from outsiders, it would result in the closing of all or a large part of its business houses. Its merchants would be compelled to seek other localities, or engage in other vocations, and the cities and towns of that locality would rapidly pass into decadence. The local market for the producer would be largely destroyed and real estate values would be lowered, not only in the towns and cities, but in the rural districts also.

If the retail merchant demanded an exorbitant profit on his goods, there would be justification for the people of his community purchasing of others, but in these times of great commercial activity and strong competition, it is impossible for the merchant to succeed who demands an exorbitant price for his goods.

The merchants merit the patronage of their localities. There is no class of citizens who contribute more liberally to public enterprises of a meritorious character than the merchants, and this is often of money very much needed in their business. As a contributor to local institutions and enterprises, the merchant should, as a matter of equity, receive the patronage of his locality.

The person who loses sight of the importance of patronizing his home merchant that he may in turn patronize him, and be his co-worker in promoting their mutual prosperity, is not furthering his interests.

The interdependence of the members of a community is closer, because of its personal character, than that of communities, and our first duty is the upbuilding of the locality in which we live, and not the one in which we have no direct personal interest. It is of more importance to us to aid in building up our home city than to contribute to the growth of the one we may never see.

While the members of a merchants' association should in all legitimate ways promote its interests, by giving consideration to those matters of more direct interest to themselves, they should labor zealously to build up their city. Let the public know

No. 2.



Mr. Dealer—

Let's You and I Sit Down and Talk it Over—

Here is our proposition in a Nutshell:

"20 MULE TEAM" BORAX and "20 MULE TEAM" BORAX SOAP are the Best Borax Goods in the World—Strictly Pure and Popular-priced.

Now, you're in business for PROFIT—continuous profit—not a great, big immediate profit and then quit, so—

Here is where our proposition fits you.

"20 MULE TEAM" BORAX and 20 MULE TEAM BORAX SOAP are all right.

THEY SELL THEMSELVES—but

We sell them for you by advertising—

Steady, persistent, consistent advertising—

ADVERTISING THAT TURNS CALLS IN TO YOU.

Then it's up to the goods.

They will make good—everything is in their favor—PRICE, PACKAGE, QUALITY — PURITY (never a scintilla of adulteration in a year's output)—it's ONE THOUSAND USES and

POPULAR DEMAND.

Isn't this the kind of goods you like to sell—with your reputation for selling only the best?

With your reputation for selling only the best,

Isn't it to your PROFITABLE interest to sell "20 MULE TEAM" BORAX and "20 MULE TEAM" BORAX SOAP?

Won't you send a trial order to-day through your jobber?

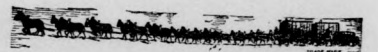
Yours for Quick Sales,

Pacific Coast Borax Co.

New York Chicago San Francisco

Advertising matter goes with an order, you know

The Only Animated Trade-mark in the World.



that you believe in it; strive to be of benefit to it; say if you will that the skies are a little bluer; that the sun shines brighter; that the birds sing sweeter there than elsewhere, but do not criticise it. Talk for it; work for it; aid in advancing the welfare of your brother merchant by promoting the welfare of all; do not be jealous of his prosperity, and you will aid in conferring one of the greatest local benefits on it.

A merchants' association, if it accomplishes anything of value, must be a live organization. It must have something to do and do it.

In the spring season have a live stock exhibition; offer liberal premiums, provide good entertainment; advertise it, and the people will attend it.

In autumn have a fall festival; request your country friends to bring in their fruits, grain and vegetables; let each merchant advertise a premium on a certain article, or articles; arrange your exhibit in a show window, or other convenient place, and your stores will be crowded. People will visit your stores who were probably never in them before; your acquaintance will be extended and closer relations of friendship will be established.

This city, the location of a pioneer fort, named in honor of that gallant soldier and patriot, Anthony Wayne, is an example of the development of our country, a development in which the merchant has been a prominent factor. The stockade of a century ago has given place to this beautiful city with its modern improvements and conveniences.

The log cabin of the pioneer who cleared away the forest and laid the foundation for our present prosperity has given way to the modern home; everywhere throughout our country there has been a change, the most remarkable change the world has ever seen. The merchant of today has conditions to meet and problems to solve that were unknown to the merchant of the comparatively recent past, and a merchants' association will aid him in meeting those conditions and solving the problems.

We are living in a period of combinations of business interests. Many of our manufacturing industries have combined; combinations have been formed to control the prices of the products of the farm; there have been mergings of transportation lines and other combinations too numerous to mention. The formation of combinations has been carried to such an extent that many people look on any organization of business men, whether local or otherwise, as a combine to promote the interests of its members alone, but the association that is alive to the needs of its locality and labors to promote the common welfare will soon secure the confidence of the public and its cooperation in the upbuilding of the community.

The field for the conferring of local benefits upon its community and members by a merchants' association is so extensive that to fully cover it would extend this paper far beyond its proper limits, and I would only

add that the association that earnestly desires to be of local benefit will find a field for useful and profitable labor.

Would Suppress Bean Quotations.

Detroit, Jan. 23—In recognition of the fact that the cultivation of beans in this State has become a matter of a good deal of importance, the crop in many localities exceeding in value that of wheat itself, the Detroit Board of Trade made arrangements a year or so ago to add beans to the list of articles traded in on the floor of the Exchange. Since that time quite a trade in bean futures, as well as in the cash article, has been built up, and farmers and growers throughout the State have come to look for the bean quotations as regularly as for those of wheat, corn and oats. The publication of these quotations has also given the Michigan bean crop a more prominent position in the markets of the country, frequent enquiries being received here as to conditions and prospects from all over the United States and Canada.

There has been a disposition manifested by the organized bean dealers and shippers of the State, however, looking to the suppression of bean quotations in the Detroit market. The claim, in substance, is that, through the publicity given, farmers and growers elsewhere, knowing the prices, are found more difficult to deal with by local shippers and elevator men. In other words, the farmer demands approximately Detroit prices from his local buyer, apparently not taking into account the cost of handling and getting the beans to market. The dealers figure that if daily quotations were not sent out from here they could make better terms with the farmers, and it is understood that at the coming mid-winter meeting of the Michigan Bean Jobbers' Association the matter is to be thoroughly threshed out.

One point in connection with the market here which does not seem to be very well understood outside is the fact that it is emphatically an open market, being governed wholly by the law of supply and demand. No Detroit dealer nor the Board of Trade can make an arbitrary price on beans or any other article. Detroit dealers buy or sell on the Board only on orders from customers, and while the filing of such an order on the Board will establish the price for the time being it does not mean that the dealers here are prepared to take all the beans that may be offered at that price, as no more orders may be in sight.

Will Sell Lots To Raise a Bonus.

Sturgis, Jan. 23—The Foyer Manufacturing Co., of Chicago, has agreed to remove its factory here provided a bonus is given. The Sturgis Improvement Association secured a fifty-two acre tract, and after reserving a portion for factories, divided the rest into lots to be sold to raise the bonus. A factory 420x80 feet is to be erected at a cost of \$12,000 to \$14,000. The plant will give employment to 150 hands.

Worden

GROCCER COMPANY

GRAND RAPIDS, MICH.

Quaker Brand

ROASTED COFFEES



Big Sellers



ALL HANDS TAKE NOTICE

Our Improved 1906 "American Beauty"

The Marvel Show Case of the Age

It is Destined to Revolutionize all Present Methods of Display

You cannot afford to outfit your store without looking into its merits, as also into those of our other unsurpassed line of cases and fixtures.

Consult us when in need of help in rearranging or planning your store equipment. Our "Expert" is the only up-to-date authority on store outfitting.



"American Beauty" Case No. 400

Send for copy of our catalogue A showing the most varied styles of floor and wall cases—also for catalogue C describing our new "Twentieth Century" clothing cabinet.

THE GRAND RAPIDS SHOW CASE COMPANY

Grand Rapids, Mich.

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

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

or 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 7,350 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
F. B. FISHER, SECRETARY

FIRST SAVINGS.

Serious Problem Which Confronts the Young Man.

When a young man on a salary has rounded out his first \$500 savings he is more likely than at any other time in his life to turn sharply to the idea of investing it. He will have heard and read of fortunes based on far smaller sums. Advertisements, small and large, in the daily papers will be reminders at all times that he has an embryo fortune in his grasp. Millionaire stock jobbers will be searching him out through the exploiting of financial ventures. The grocery clerk who may be tired of working for an employer may be seeking him through the "Partner Wanted" column of the small advertisements.

"What ought I to do with my money?" in this manner becomes an insistent query of the young man in just the proportion that he has imagination and the business instinct.

To this question, too, this young man can get more diverging answers and experience more conflicting advice, perhaps, than to any other query which he might put to a distinctly interested world. And some of the reasons for these views arise honestly out of the environment of the possessor of the \$500.

One of the first questions to be asked of this young man is, "What do you consider a good investment for your money?"

Strictly speaking, an investment, as it is considered by the business world, takes into consideration the earning capacity of the property or the financial investment, the security of the investment, the prospect of increase in the value of the investment, and, lastly, the consideration of accumulated and undivided profits in the business.

In all of these things the investor has almost unlimited scope for the exercise of his individual judgment. It is an individual matter at the last. One man, for instance, may attach so much importance to the security of his money that finally he goes into the market and purchases a \$500 Government bond drawing only 2 per cent. interest.

In another individual, where the speculative tendency is strong and the temperament of the individual is optimistic, the mere chances for the investment's growth in value may be the investor's motive. He risks his judgment of the future against the element of security, against present earning capacities of other opportunities, and regardless of the undivided profits of the business, which may be paying a small present profit in favor of some future dividends.

Naturally the strongest incentive to the young man who has money to invest is this chance of his investment's doubling or quadrupling in value, while, at the same time, it is paying him a fair rate of interest. This is the promoter's strong card in interesting any man to invest. Five hundred dollars which in the first five years will pay interest on the principal and at the end of the period show a valuation of \$1,500 in a sales transaction has the smack

of a fairy story in business which occasionally comes true.

How does it do so? In answering the question there must be the first proposition that it truly is a good business venture; otherwise it is the promoter's fairy story that doesn't come true by one to a thousand miles. Coming true, however, there is the first demonstration that the investment of the \$500 was a good business venture. The need of the bank, or factory, or mercantile house, or railroad, or whatever it is has been demonstrated; its management so far has been tested and found good; perhaps new and unexpected fields of operation have opened; some portion of each year's profits may be set aside to an account of undivided profits or surplus; altogether, the chance for further enhancement of investment values is still bright.

The aggregate of all these things appealing to the speculative spirit in addition to the facts already appearing in figures makes this first \$500 investment worth \$1,500 to the young man who took the risks in the beginning. In their material bearing these influences may show in detail: First, that the investment is paying its net 5 per cent. a year on \$1,000; that the proportionate undivided profits may add \$150 to this sum; that the chance of increase in the investment's life and opportunity is worth \$200 at the least, and finally that in the sense of its security the investment is worth another \$150—a total of \$1,500 as the market value of the young man's first \$500.

It must be admitted, however, that this is an unusually pretty fairy story that comes true. One of the greatest reasons for this is that long before the average young man with his first \$500 has a chance even to read the story and ponder it some older man who has thousands to his pennies has read the manuscript and bought up the copyrights.

As an example of this and yet as showing how poorly the old bookworm in the business fairy story volumes reads and judges, there is the failure of a certain national bank in Chicago a short time ago. In this bank, which had \$1,000,000 capital and \$1,000,000 of surplus, an original \$500 investment had grown to a market value of \$1,925 just before the collapse of the whole structure. On the interest face of this proposition alone this \$500 worth of original stock was worth \$1,500, for the reason that the bank had been declaring dividends of 15 per cent. The other \$425 had been added to the sum because of the anticipated life of the investment, its security, and the chances of the investment's growing still more in value. And some of the best business men in Chicago were believing this up to the moment of the failure!

Five per cent. income from an investment which takes none of the investor's time and attention is something to make the man with money sit up and "take notice," using the slang phrase. Security, a long tenure of life for the investment, and whatever else may promise additional returns in any form above the 5 per

cent. net are considerations that are worth money. But in many such propositions the element of chance enters strongly. It may be said that the one element of security appeals more widely to the investor than does any other one consideration in the investment of money. It is the sense of security, largely, which makes possible the sale of a Government bond at 2 per cent. interest when the strongest savings banks in America will pay 3 per cent., with the interest compounded semi-annually. Incidentally, the fact that a Government bond is not subject to taxation serves to make it desirable, but the margin of safety between the United States bond at 2 per cent. and the Japanese bond at 6 per cent. kept millions of money at home in the Japanese war loans.

Taking this lesson from the experienced capitalist, the young man with his first \$500 "to invest" may read the danger signal at the entrance to the investment field. Exuberance of spirits, the speculative fever, optimism that belongs to youth, and the shining examples that are held up to him showing how stocks that originally sold at 17 cents on the dollar rose to fabulous multiplications of the original investments—all of these are in the fairy story literature of business. In this class of investment the small investor is asked only to invest his \$500 in the fairy story, after which—all things being equal—the publishing company will try to make it "come true."

Forty years ago, when a United States Government bond drew 10 per cent. interest, the problem of investing a first \$500 was easy. It is getting harder and harder every year for the masses of small savers. One Chicago millionaire has said to the young man, "Buy land," for the reason that he made his money in that way—buying land when it sold for \$5 or \$6 an acre and selling at ten times the cost. But the young man in the Middle West who with \$500 attempts to buy land at \$100 an acre discovers suddenly that land in such patches is not for sale, or that if it is all prospects for a profit in his generation already have been forestalled.

Once the golden opportunities of the twenty payment life insurance appealed to him, but in the light of recent experience his 3 per cent in a savings bank is likely to look much better.

Experiences of investors in boom city lots have not been such as to help out the problem.

To-day, under modern conditions of city life, perhaps the wisest investment for the young man on salary who is married or who expects soon to be married, and who has decided to remain in a salaried position for another ten or fifteen years, is the investment of his \$500 in a home.

In all of the larger growing cities the rent of a home is out of all proportion to the investment in cash. Undue wear and tear are expected of all tenants, and to provide for this and to cover repairs and insure

incomes to owners the rent rates are high. Choosing wisely a site for a home, a young man may use his judgment perhaps as profitably in this as in any other proposition. If his prospects and his credit are good he can build a house as a reasonable future investment, and at the same time have its benefits as a home. He can get the money he needs at 6 per cent. interest, and if he has been paying \$300 a year rent for a house that is the equivalent of a \$5,000 investment. Using his \$500, which had brought him only 3 per cent., he at once gets 6 per cent. out of it. And at all times he has an investment which will readily absorb his surplus earnings and reduce his interest charges. In a million instances in the great cities men making such investments in a small way have found after years of residence in a house that the mere lot value at the end has been greater than the sum total of expenditures on the house.

This investment may not be wisdom in the small town or city. Renting may be cheaper than owning. But in the big, growing cities, where a salaried man is saving from his salary, he has few more inviting prospects.

John A. Howland.

How a Clothing Merchant Infuses New Life in Business.

Written for the Tradesman.

There's a progressive clothier out in a live Western city of, say, 100,000 inhabitants who adds considerable extra to his exchequer every year by catering especially to the young fellows getting their first mustachios. At that age, perhaps, more than at any other period of his life a fellow takes the deepest interest—the most heartfelt interest—in his personal apparel. He develops the most absorbing anxiety as to the fit of his garments. Colors also come in for a large share of his attention. Heretofore one color was as good as another, so far as he was concerned, but now he must try neckties against his face to discover if they harmonize with his complexion; to see if they do not clash with his hair, which may happen to be red, or border somewhat on the sunset hue, and then his troubles begin in earnest. Things that never before entered his harem-scarum noddle now become weighty matters. The problems of the universe are as nothing compared with the fact that he "needs a clean shave—he can't possibly go a day longer without seeing the barber." If he "shaves at home" then everything has to stand still while the momentous process is being gone through. His shoes are of more importance than any "current events" that are making history for nations. One would think, to hear the boy talk, that the shining of the orb of day was of vastly less consequence than that of his pedal coverings. Never before were his feet of such large moment. His hands receive countless scrubbings where before their condition was the last thing to occasion him concern, while his fingertips must fall under the careful eye of the presiding genius at the manicure stand. The selection of under-

wear also gives much agitation to his "gray matter."

The knowing dealer in masculine attire whom I referred to has not forgotten the time when he himself was a "kid," with all the sensitiveness of that young animal, his failings, his higher aspirations, and he was quick to hit on the fact that if he made the most of that remembrance it would be money that was as good as that found rolling up hill. So he got up a "stock letter," that he himself writes out with a pen, and he mails it to every boy he knows, varying the phrasing to meet the requirements in each particular case. He does not leave the performance of this task to the store's stenographer, as many would do, but he takes odd bits of time and writes these letters in "long-hand" himself. By this means the boy recipient sees himself as a personage of sufficient account to have his trade solicited by one necessarily an authority in matters of dress. He is flattered by the attention, whether he be a more or less regular patron of the store, a transient or has never yet entered its waiting door, and the step that brings him to its threshold is not that of the proverbial one who was advised to "go to the ant."

Quite naturally, on entering, the boy enquires for the writer of the letter. And here again the merchant is "a wise one." Here, also, he leaves the consummation not to some underling but himself comes forward to serve the one who is "father to the man."

He then pays the most delicate of compliments, by showing the boy every little courtesy he would extend to a "grown-up," and the former goes away with the idea that his patronage is worth something to this clothier or he would not write him that letter and wait on him himself!

"I have the trade of many young men," said the merchant, in reviewing to me his method, "who have stuck by me for a dozen or more years—and I see no reason that they will do any different for the next dozen. I pursued the course with them which I have outlined. I got them interested in me and my goods at an impressionable age and have easily managed to keep their favor ever since. 'As the twig is bent the tree's inclined,' you know, and I 'bent' it good and plenty!" J. Alcott.

Mary's Corn.

Mary had a little corn—
Indeed, it was no wonder;
Her shoes all had such narrow toes
They curled her toes up under.

She wore her corn to town one day,
And it pained her like blue thunder.
She bought a razor in a store,
But in cutting made a blunder.

The doctor says she'll soon be up,
And you can hear her mutter:
"I may be good at cutting ice,
But I am no corn cutter."

Doesn't Want the Earth.

Bettington—Do you know, I believe there is sand in this sugar.

Grimes—Oh, well, it is a common enough kind of swindle, not worth making a fuss about.

Bettington—I don't mind being swindled. What I object to is the imputation that I want the earth.

Hardware Price Current

AMMUNITION

Caps

G. D., full count, per m.	40
Hicks' Waterproof, per m.	50
Musket, per m.	75
Ely's Waterproof, per m.	60

Cartridges

No. 22 short, per m.	2 50
No. 22 long, per m.	3 00
No. 32 short, per m.	5 00
No. 32 long, per m.	5 75

Primers

No. 2 U. M. C., boxes 250, per m.	1 60
No. 2 Winchester, boxes 250, per m.	1 60

Gun Wads

Black Edge, Nos. 11 & 12 U. M. C.	60
Black Edge, Nos. 9 & 10, per m.	70
Black Edge, No. 7, per m.	80

Loaded Shells

New Rival—For Shotguns

No.	Drs. of Powder	oz. of Shot	Size Shot	Gauge	Per 100
120	4	1 1/4	10	10	\$2 90
124	4	1 1/4	9	10	2 90
128	4	1 1/4	8	10	2 90
132	4	1 1/4	7	10	2 90
136	4 1/4	1 1/4	6	10	2 95
140	4 1/4	1 1/4	5	10	3 00
200	3	1	10	12	2 50
208	3	1	8	12	2 50
216	3 1/4	1 1/4	6	12	2 65
224	3 1/4	1 1/4	5	12	2 70
232	3 1/2	1 1/2	4	12	2 70

Discount, one-third and five per cent.

Paper Shells—Not Loaded

No. 10, pasteboard boxes 100, per 100.	72
No. 12, pasteboard boxes 100, per 100.	64

Gunpowder

Kegs, 25 lbs., per keg.	4 90
1/2 Kegs, 12 1/2 lbs., per 1/2 keg.	2 90
1/4 Kegs, 6 1/4 lbs., per 1/4 keg.	1 60

Shot

In sacks containing 25 lbs	
Drop, all sizes smaller than B.	1 85

Augurs and Bits

Snell's	60
Jennings' genuine	25
Jennings' imitation	50

Axes

First Quality, S. B. Bronze	6 50
First Quality, D. B. Bronze	9 00
First Quality, S. B. S. Steel	7 00
First Quality, D. B. Steel	10 50

Barrows

Railroad	15 00
Garden	33 00

Bolts

Stove	70
Carriage, new list	70
Plow	50

Buckets

Well, plain	4 50
-------------	------

Butts, Cast

Cast Loose Pin, figured	70
Wrought, narrow	60

Chain

Common, 7/8 in. 5-16 in. 3/4 in. 1/2 in.	4 1/2 c
BB, 8/16 c. 7/16 c. 3/8 c. 5/16 c.	6 1/2 c
BBB, 8/16 c. 7/16 c. 3/8 c. 5/16 c.	6 1/2 c

Crowbars

Cast Steel, per lb.	5
---------------------	---

Chisels

Socket Firmer	65
Socket Framing	65
Socket Corner	65
Socket Slicks	65

Elbows

Com. 4 piece, 6 in., per doz.	net. 75
Corrugated, per doz.	1 25
Adjustable	dis. 40 & 10

Expansive Bits

Clark's small, \$18; large, \$26.	40
Ives' 1, \$18; 2, \$24; 3, \$30	25

Files—New List

New American	70 & 10
Nicholson's	70
Heller's Horse Rasps	70

Galvanized Iron

Nos. 16 to 20; 22 and 24; 25 and 26; 27, 28	
List 12 13 14 15 16 17	
Discount, 70.	

Gauges

Stanley Rule and Level Co.'s	60 & 10
------------------------------	---------

Glass

Single Strength, by box	dis. 90
Double Strength, by box	dis. 90
By the light	dis. 90

Hammers

Maydole & Co.'s new list	dis. 33 1/2
Yerkes & Plumb's	dis. 40 & 10
Mason's Solid Cast Steel	30c list 70

Hinges

Gate, Clark's 1, 2, 3.	dis 60 & 10
------------------------	-------------

Hollow Ware

Pots	50 & 10
Kettles	50 & 10
Spiders	50 & 10

Horse Nails

Au Sable	dis. 40 & 10
----------	--------------

House Furnishing Goods

Stamped Tinware, new list	70
Stamped Tinware	50 & 10

Iron

Bar Iron	2 25 rate
Light Band	3 00 rate

Knobs—New List

Door, mineral, Jap. trimmings	75
Door, Porcelain, Jap. trimmings	85

Levels

Stanley Rule and Level Co.'s	dis.
------------------------------	------

Metals—Zinc

600 pound casks	8
Per pound	8 1/2

Miscellaneous

Bird Cages	40
Pumps, Cistern	75 & 10
Screws, New List	85
Castors, Bed and Plate	50 & 10 & 10
Dampers, American	50

Molasses Gates

Stebbins' Pattern	60 & 10
Enterprise, self-measuring	30

Pans

Fry, Acme	60 & 10 & 10
Common, polished	70 & 10

Patent Planished Iron

"A" Wood's pat. plan'd, No. 24-27	10 80
"B" Wood's pat. plan'd, No. 25-27	9 80
Broken packages 1/2 c per lb. extra.	

Planes

Ohio Tool Co.'s fancy	40
Sciota Bench	50
Sandusky Tool Co.'s fancy	40
Bench, first quality	45

Nails

Advance over base, on both Steel & Wire	
Steel nails, base	2 35
"B" Wood's pat. plan'd, No. 25-27	9 80
Wire nails, base	2 15
20 to 60 advance	Base
10 to 16 advance	5

Rivets

8 advance	20
6 advance	30
4 advance	40
3 advance	45
2 advance	50
Fine 3 advance	50

Roofing Plates

14x20 IC, Charcoal, Dean	7 50
14x20 IX, Charcoal, Dean	9 00
20x28 IC, Charcoal, Dean	15 00
14x20 IC, Charcoal, Allaway Grade	7 50
14x20 IX, Charcoal, Allaway Grade	9 00
20x28 IC, Charcoal, Allaway Grade	15 00
20x28 IX, Charcoal, Allaway Grade	18 00

Ropes

Sisal, 1/2 inch and larger	9 1/2
----------------------------	-------

Sand Paper

List acct. 19, '86	dis 50
--------------------	--------

Sash Weights

Solid Eyes, per ton	28 00
---------------------	-------

Sheet Iron

Nos. 10 to 14	3 60
Nos. 15 to 17	3 70
Nos. 18 to 21	3 90
Nos. 22 to 24	4 10
Nos. 25 to 26	4 20
No. 27	4 30
All sheets No. 18 and lighter, over 30 inches wide, not less than 2-10 extra.	

Shovels and Spades

First Grade, Doz	5 50
Second Grade, Doz	5 00

Solder

1/2 @ 1/2	21
-----------	----

The prices of the many other qualities of solder in the market indicated by private brands vary according to composition.

Squares

Steel and Iron	60-10-5
----------------	---------

Tin—Melyn Grade

10x14 IC, Charcoal	10 50
14x20 IC, Charcoal	10 50
10x14 IX, Charcoal	12 00
Each additional X on this grade, \$1.25	

Tin—Allaway Grade

10x14 IC, Charcoal	9 00
14x20 IC, Charcoal	9 00
10x14 IX, Charcoal	10 50
14x20 IX, Charcoal	10 50
Each additional X on this grade, \$1.50	

Boiler Size Tin Plate

14x56 IX, for Nos. 8 & 9 boilers, per lb	13
--	----

Traps

Steel, Game	75
Oneida Community, Newhouse's	40 & 10
Oneida Com'y, Hawley & Norton's	65
Mouse, choker, per doz. holes	1 25
Mouse, delusion, per doz.	1 25

Wire

Bright Market	60
Annealed Market	60
Coppered Market	50 & 10
Tinned Market	50 & 10
Corroded Spring Steel	40
Barbed Fence, Galvanized	2 75
Barbed Fence, Painted	2 45

Wire Goods

Bright	80-10
Screw Eyes	80-10
Hooks	80-10
Gate Hooks and Eyes	80-10

Wrenches

Barter's Adjustable, Nickel-plated	25
Co's Genuine	40
Co's Patent Adjustable Wrenches	25

Crockery and Glassware

STONEWARE

Butters

1/2 gal. per doz.	48
1 to 6 gal. per doz.	8
8 gal. each	56
10 gal. each	70
12 gal. each	84
15 gal. meat tubs, each	1 20
20 gal. meat tubs, each	1 60
25 gal. meat tubs, each	2 25
30 gal. meat tubs, each	2 70

Churns

2 to 6 gal. per gal.	6 1/2
----------------------	-------

Milkpans

1 gal. flat or round bottom, per doz.	48
1 gal. flat or round bottom, each	6

Fine Glazed Milkpans

1/2 gal. flat or round bottom, per doz.	60
1 gal. flat or round bottom, each	6

Stewpans

1/2 gal. fireproof, bail, per doz	85
1 gal. fireproof bail, per doz	1 10

Jugs

1/2 gal. per doz.	60
1/4 gal. per doz.	40
1 to 5 gal., per gal.	7 1/2

Sealing Wax

5 lbs. in package, per lb.	2
----------------------------	---

LAMP BURNERS

No. 6 Sun	31
No. 1 Sun	38
No. 2 Sun	50
No. 3 Sun	85
Tubular	50
Nutmeg	50

MASON FRUIT JARS

With Porcelain Lined Caps

Pints	Per gross 5 00
Quarts	5 25
1/2 gallon	5 00
Caps	2 25

F



Observations of a Gotham Egg Man.

The situation of the egg market affords a good illustration of the possible winter conditions, which, while unusual, ought to have more weight with storage operators when the spring and summer surplus is being stored. It is true enough that there is a time in the fall and early winter when the price of refrigerator eggs is bound to advance to a point of profit, no matter what price is paid (within reason) for the spring withdrawals, provided holders are willing to carry an indefinite quantity past the turn of the year. But when the maintenance of profitable prices during the fall necessitates the holding of a very large quantity past the first of January there is always danger of a more or less disastrous wind-up. It is my humble opinion that with the present scale of egg production we are pretty sure to accumulate more storage eggs than can be reduced to a safe limit by January 1 when the storage point in April and May is equal to 18c or more at seaboard points—as it has been during the past two years.

The receipts of eggs at the leading markets during the first thirteen days of January are shown in the following table:

	1905	1904
New York	97,307	57,444
Chicago	45,625	26,259
Boston	35,532	23,667
Philadelphia	20,270	24,097

Totals198,464 131,467

These figures, in connection with the fact that the four markets carried over the turn of the year about 558,000 cases of storage eggs against about 288,000 cases last year, are sufficient to explain the heavy decline in prices that has occurred.

But many shippers have been unwilling to "accept the situation" and have been holding off the market a large quantity of stock arriving here, preferring to take the chances of a reaction rather than accept present losses.

The chances for the future are, of course, extremely uncertain but it may be interesting to analyze them on both sides. First, the possibilities that might conspire to give us a return of higher prices are the occurrence of severe winter weather in producing sections—extensive enough to curtail supplies of fresh—and an enlargement of demand as a result of present very moderate prices. On the other hand it is to be considered that it has required already a liberal production of eggs to give a surplus to interior markets and turn stock here in the quantity lately arriving; also that after this has occurred there may be supposed to be enough stock in process of marketing to keep supplies fairly liberal for some time, even in the event of bad weather; also that in order to check production enough to give us a short supply the

bad weather would have to cover a very wide territory—south as well as west. And the effect of present prices upon the consumptive demand may be less than shippers expect. At this season of year a large part of the retail distributors are slow to give consumers the full benefit of a decline in the wholesale market; and then there is still a large stock of refrigerator eggs to be sold, the effect of which upon the demand for fresh is unfavorable both because of their quantity and quality. Furthermore we have already accumulated a good many thousand cases of fresh gathered eggs under shippers' limits and this accumulation is, at present, being added to every day.

It is of course possible that speculative demand might develop at distributing markets at a time when the accumulations on hand are held off the market, and that this might result in some reaction of prices having a purely speculative basis; but such recoveries, unless followed by a realization of the conditions of supply and demand that cause them, can never be realized on the accumulations because as soon as the effort to realize begins the cause of the recovery is removed and prices must again fall to their natural level.

Including the accumulations of fresh gathered and refrigerator eggs in stores and on docks, and the stock of refrigerator eggs in our local warehouses, there must be at least 160,000 cases of eggs in the market now. It will be seen, therefore, that even if our current receipts should run 25,000 cases a week short of our consumptive wants, we should have enough to supply the deficiency for a longer time than there is any possibility of its continuance.

At the same time distributing channels between receivers and consumers are now pretty bare of eggs and the market is subject to fluctuations due to the varying demand from first hands, and the varying urgency of offerings as influenced by speculative considerations or the lack of them.—N. Y. Produce Review.

The Chinese Raised Fowls 7,000 Years Ago.

We have been taught to accept as an absolute fact the statements of the naturalists that all pigeons came from the Wild Bluerock that are so prevalent through many sections of the old world. We are told in a manner and with emphasis that carries with it absolute conviction that all poultry have descended from the one jungle fowl commonly called Gallus Bankiva. Following this comes the discovery of another jungle fowl quite similar, named Gallus Sonnerattii. Will the naturalists of the world tell us whence came the great Kulm fowl of centuries ago? From what origin came the great Shanghais, Brahmas and Langshans as well? Some of the original of all these, like the Kulm fowl, had no feathers whatever upon the shanks, while others showed the development of the shank and toe feathering to a slight extent when they came to us from China. The plastic condition of the formation and changes has been

Philadelphia Wants Fancy Creamery Butter W. R. BRICE & CO.

As the leading receivers of Michigan Creameries, we solicit your shipments on the following terms: Quick sales and prompt returns at top-of-the-market prices. Ref. Michigan Tradesman.

Egg Cases and Egg Case Fillers

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

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

Butter, Eggs, 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.

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.

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

If any to offer write us.

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

cited through the fact that bantams can not be created at will. Nature has willed it almost to a certainty that the largest per cent. of influences as to size and character rests with the female. The making of bantams is accomplished through the selecting of the very smallest females possible to obtain and through the breeding of two generations in the one twelve months, and the curtailing of size through the hatching at the beginning of winter and rearing during the cold months without much care and protection.

As an example of this, the writer, within the space of six years reduced, through nine generations, dark Brahmas to dark Brahma bantams that were shown within the standard weight. These were all built up or created through the selecting of the smallest females and the reducing of size under the influence of rearing the young fowls during the winter months.

We are cited to several incidents of the early history of the world to prove the presence of poultry at that time. Calumella, in 35, records in the agricultural history the presence of a type of bird that would indicate the existence of more than one breed at that time. The flaggons dug from the ruins of ancient Pompeii show the existence of a peafowl and gamecock in beautiful form, these birds being found inscribed upon the sides of the flaggons. If there had not been well authenticated breeds in existence at the time of the Crucifixion, there would scarcely have been recorded the fact that the cock crew thrice as one of the followers showed a willingness to desert his master. All of these statements are as familiar to us all as the alphabet, yet few of us realize the fact that there is a possibility of actual records being in existence at the present time that would carry us far beyond the years of record in both the Old and New Testament. If the time may come when the intelligent influence of the world will bring forth the Chinese masters from themselves and permit of the publication to the world of the facts recorded in their records, we may learn that many thousand years before the existence of Christopher Columbus, the Chinese discovered and populated this country of ours, sowing the seed from which have grown the Esquimeau, the Indian of North America and the other unaccounted for nations of the western world.

Surmises, thoughts and imaginary statements influence but little the facts and matters of true existence. Fortunately, or unfortunately perhaps for me, a friend of mine spent a number of years in China. He was a devoted Catholic and became more

than friendly with one of the eminent divines of the Celestial Empire. They were privileged to visit the places of retirement of the Chinese scientists or religious houses somewhat in conformity with our Jesuit organizations of this country. The eminent divine, a most perfect Chinese scholar, had given great thought and consideration to the records. He gave it as his opinion to my friend that the records in concealment there dated far beyond any of the records of the Bible that are so dear and sacred to the church, but the one point of interest to my friend and myself was the fact that the records show the existence of large flocks of the Chinese fowls in the possession of this brotherhood more than 4,000 years before the beginning of the Christian era. Then records go to prove that part of the belongings of this brotherhood for these many ages beyond the Christian era were their flocks of poultry, their hatching ovens and the gain of money return from the disposing of large amounts of these products for food without the brotherhood. Here is a fact that tells us that the unusually large fowls were known and recorded as existing in the record of the Chinese brotherhood more than seven thousand years ago. As we study these facts and gather and consider the information from many sources, and consider within our own mind the vast differences of formation and general make-up of the several breeds and varieties, we had better admit of a more extended creation as the ground word of the vast multiplication of breeds and varieties than to attempt to satisfy ourselves and teach the world that the one foundation of all these was the little jungle fowl.

To take up the existence and possibilities of the jungle fowl, we can go to Morristown, N. J., and there see a large number of these small jungle fowl, bred in their purity, crossed with other game bantams and with other types of fowls. All this we can see and study the influences therefrom. These little jungle fowl carry the true black-red type, the same as we see it in form and color presented in the game fowls and game bantams. Side by side with these we see the Sonnerattii jungle fowl, the color of which is very much like the present markings of the silver-laced Wyandottes. We are also told that these were originally found in both the silver or white color, and in the golden or yellow color, but there has never been any line descendant in any of our poultry that has naturally come down with the color and lacing of the Sebright bantam, and the Silver-laced Wyandotte. The creation of these proves conclusively that the hand of man can have a large amount

of influence over the form and color of the several breeds and varieties. Sir John Sebright laid the foundation for the Sebright bantams more than a century ago. One of the originals of his start had markings quite like the present-day bantam that bears

his name. Yet, with more than a century of care, of consideration, of study as to the proper matings to produce the excellent color and markings, there is little certainty in their production.

T. F. McGrew.

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

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

Noiseless=Tip Matches

No noise, no danger, no odor. Heads do not fly off.

Put up in attractive red, white and blue boxes.

C. D. Crittenden, Grand Rapids, Mich.

Distributors for Western Michigan

Ship Us Your Veal, Hogs, Poultry

Live Chickens 11c. Veal 7½ to 9c. Hogs 5½ to 6c.

Check goes back day after goods arrive.

We buy Butter and Eggs.

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

Both Phones 1254

71 Canal St.

When You Think of Shipping Eggs to New York

on commission or to sell F. O. B. your station, remember we have an exclusive outlet. Wholesale, jobbing, and candled to the retail trade.

L. O. Snedecor & Son, Egg Receivers

36 Harrison St. New York.

ESTABLISHED 1865.

Fancy eggs bring fancy price and we are the boys who can use them profitably for you.

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

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



Michigan Knights of the Grip.
President, H. C. Klockseim, Lansing;
Secretary, Frank L. Day, Jackson; Treas-
urer, 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.

Difficulty Experienced in Finding New Customers.

The finding of new customers is one of the most important duties of a salesman, and if he is wide awake and energetic he can add many to his list without neglecting his regular trade.

There are many intervals during the average day that a salesman can devote to looking up new prospects. Information which will lead to their discovery may be gained from all sorts of sources; principally from the men engaged in every city in promoting its growth. Bankers, merchants and even hotel clerks can often put the enquirer on the track of a new customer. Perhaps a chat with the editor of the local paper or with its advertising manager will help to some extent.

By making a memorandum of prospective new customers when you hear of them, and embracing the first opportunity to call, you will co-operate with your sales manager in making the territory pay the biggest possible returns for the time and expense money invested in working it.

Having made a memorandum of all the new prospects you hear of, turn a copy of it in to your manager, with a request that these names be placed on the mailing list, so that the prospective new customers will receive your firm's literature regularly. All that you can learn about each such prospect—his means, his past record, his credit and personal characteristics should be sent to your manager for reference, and may some day, if not immediately, be of assistance in landing an order.

You will occasionally hear of new prospects outside your own territory—whose business, if it is to be secured, will fall to the lot of one of your fellow salesmen. Be just as particular to collect information in this case and forward it to the manager as you would if that prospect were one whom you expected to work on yourself. Find out all the facts about him and turn them in for the benefit of the salesman who will be sent after his order. See that he is placed on the firm's mailing list. It will profit you to give your fellow salesmen a lift in this manner, for they will often do as much for you in return. This co-operative method of work creates a feeling of good fellowship, increases each man's sales, and, of course, by so doing adds more bricks to the solid masonry of the firm's wealth and reputation.

While rivalry among the members

of a sales force may be a good thing in making each man hustle to get more sales than the other fellow gets, it should be the sort of rivalry that is generous, and has nothing to do with the jealous spirit. Salesmen need not be afraid to help each other, and only a very foolish one will suppose that he is a loser through this practice, or can not be materially benefited by it.

Only to-day one of our salesmen brought in a \$1,000 order which went to my credit on the books, but to his in the estimation of the house; and he has put me under obligations to him which I will try hard to repay in kind. All of this has been of benefit to the firm.

Keep your eyes and ears open. Keep the house posted as to what customers in your territory are busy, where trade is likely to be found, suggest the lines best adapted for the locality, state whom your competitors are, what they are doing, who represents them in the territory, how often these representatives call on each customer, and what helps, if any, they give to aid the trade in disposing of their wares. All this is valuable information, especially if you can suggest improvements over your competitors' inducements.

You are on the outside, and get the best line on the trade requirements. Keep a memorandum book for suggestions to the house. Your manager may adopt but one in twenty, but that one will be valuable either in the internal management or the selling department.

Do not forget that the salesman on the road represents the house in all its departments. He sells the goods, makes the terms, ascertains the reliability of the new customer, financially and morally, and his executive ability. Get all the information you can. The more thorough you are in this the less supervision your trade will require, and that means more money for you, because you pay your share of the managing expenses and the less you have to be managed the less you have to pay. If we were all reliable, conscientious, intelligent workmen we would cut the supervising expense to barely nothing, which would mean more profits, consequently more salary.

Help your manager, especially in opening a new territory, to devise ways and means of selling your line; suggest improvements in sampling your goods, how to box them attractively, how to advertise them, what mediums are best in given localities, what localities are best for certain lines; inform him as to who the consumers are, whether the town is a manufacturing center, or a farming center, what nationalities predominate; whether workmen are well paid, and the factories running on full time; whether the crops are good, and what cereals are grown in greatest quantity. These are valuable and necessary data. It all has a bearing on securing or strengthening a demand for your wares. Inform your manager as to the cheapest line of transportation, and which line offers the most direct communication with your customers; whether the town

is connected by trolley with larger or smaller towns and what they are—in new territory, the manager needs to know all this. Post him as to how many stores there are that carry your line, how many do not carry it, and the reason for their not doing so. State whether there are any new railroads being built or surveyed through the new territory, and what kind of country they will penetrate as regards products, etc., and what trunk lines they will feed to. This information will indicate the business center your prospects will be most likely to purchase their merchandise from.

We salesmen sometimes think that the credit man is rather severe on our customers, particularly if we happen to have one who does not pay his bills with the promptness that the house thinks necessary, but whose credit is good in the opinion of the salesman.

Some years ago I had a customer who was a very good one but rather delinquent in settling up his account. When any bills were overdue, it was the custom of this house to draw on their customers. This customer was a foreigner by birth and extremely excitable; he objected to drafts appearing from month to month with such unfailing regularity. He finally told the writer that if the firm persisted he would give his patronage to somebody else.

I sent the house a statement that this customer objected to drafts, and requested that they would please not draw upon him as it only irritated him, and did no good.

Next month, however, he received a draft as usual, and when I made my usual call I found him very much excited.

"I won't have anything to do with you or your house," he bellowed on seeing me. "I have paid your firm every cent I owe 'em, and still they keep drawing drafts on me. I won't stand for it, I tell you—it's an outrage! What do they mean, insulting me by sending a draft after I have paid my bill?"

I was as mad as he was—not at him, but our credit man. On the spur of the minute I wrote the firm a scathing letter, in which I stated that the customer had paid his bill and was justly angry at receiving a draft—that we probably had lost his trade for good and all through this piece of stupidity. I reminded the firm that I had previously warned them not to worry him with drafts, because his credit was sound and his occasional delinquency in the matter of promptness was only one of his eccentric ways.

In reply I got a curt letter from the house. They told me pointedly that my business was to make sales; that as long as I stayed in my field I was a satisfactory man, but when I got over the fences into the credit department I was not only out of my place but made some very bad blunders. The letter closed by saying that my eccentric customer's account had not been paid, and that they had drawn upon him for that reason. They stated that if he insisted that the account was paid there

surely was some mistake about it, and that I had better take it up with him.

The tone of the letter and the certainty with which it was written made me believe that they were right, and that they had never received the remittance.

Before investigation, and upon their word alone, I sat down and wrote a long letter of apology to the firm. I then went to my customer and showed him the letter I had received from the firm, and a copy of mine. All he could say was, "They are wrong. I have paid that bill." Here was a misunderstanding. Either the house was wrong or he was, and I determined to trace it to its source.

"How did you send the money?" I said.

"My check," he said explosively. "I guess my check is good, too. It ought to be."

"Would you mind showing me the stub?" I asked him.

"Not at all. Here it is"—and he reached in the safe, grabbed his check book and started excitedly to turn over the leaves.

When he opened it up to the place he was searching for, he looked at me very blankly. I returned the look with considerable interest. There were a number of checks dated two weeks before, drawn up and awaiting his signature. He had forgotten to sign them. * * *

"Did I retain his business?" Well, not only that, but he offered me a position of Eastern manager for the reason, as he stated, that I was about the only man with whom he came in contact in a business way who never showed impatience at his eccentricities or would quarrel with him. —S. W. Barnes in Salesmanship.

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

Livingston Hotel

Grand Rapids, Mich.

In the heart of the city, within a few minutes' walk of all the leading stores, accessible to all car lines. Rooms with bath, \$3.00 to \$4.00 per day, American plan. Rooms with running water, \$2.50 per day. Our table is unsurpassed—the best service. When in Grand Rapids stop at the Livingston.

ERNEST McLEAN, Manager

AUTOMOBILE BARGAINS

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

ADAMS & HART, 47 N. Div. St., Grand Rapids

Gripsack Brigade.

C. G. Whitbeck, representing the National Biscuit Co. in the north-western part of the Lower Peninsula, has changed his residence from Grand Rapids to Traverse City.

Kalamazoo Gazette: G. T. Williams, of 902 South Burdick street, traveling salesman for the Continental Tobacco Co., recently broke his wrist by slipping on the icy pavement.

O. J. Vogl, who has been representing the H. J. Heinz Co. in Southern Michigan, has gone to Ft. Dodge, Ia., where he will sell the 57 varieties with the same vigor and energy as he did here.

A Lansing correspondent writes: A. H. Withey has taken a position as salesman with the Severance Tank and Silo Co. He will have charge of the west half of the State and for the present his headquarters will be in Sparta.

Chas. W. Wells, who was connected with the hardware department of the Hannah & Lay Mercantile Co., at Traverse City, for fourteen years as salesman, succeeds M. K. Walton as traveling representative for Foster, Stevens & Co.

Harry W. Modlin, for several years Michigan representative for the Beacon Falls Rubber Shoe Co., has accepted a position as traveling salesman for Florsheim & Co., of Chicago, and will cover North Dakota, Minnesota, Wisconsin and Upper Michigan.

O. F. Jackson, who was confined to his house during November and December with a very painful and serious abscess of the inner ear, is now occupying a desk in the wholesale department of Foster, Stevens & Co. His territory is being covered in the meantime by Frank B. Ewing, who has traveled the past three years for the Buhl Sons Co., of Detroit.

Judd E. Houghton, who has covered Eastern Michigan for the past year for Bennett, Sloan & Co., of New York, is now general Michigan salesman for the German-American Coffee Co., of New York, and will undertake to call on his trade every ninety days hereafter. Mr. Houghton has lately purchased a beautiful home at 104 Sycamore street, Detroit, and naturally feels that he is entitled to the congratulations of his friends among the traveling fraternity over his good fortune.

The National Biscuit Co. gave the traveling representatives of the Grand Rapids branch a dinner at the Peninsular Club last Saturday noon. The affair was gotten up by Manager Plumb in the expectation that Vice-President Richardson and Manufacturing Department Manager Sears would be on hand, but both gentlemen were unavoidably detained in Chicago. The affair was in keeping with the spirit of the institution and the artistic taste of Mr. Plumb and was thoroughly enjoyed by all who were so fortunate as to receive an invitation.

The U. C. T. boys of Grand Rapids Council, No. 131, are getting ready for the annual round-up, which will occur Saturday, March 3. A Committee of Arrangements, consisting of J. H. Dawley, Harry D. Hydorn and Frank B. Ewing, has been ap-

pointed, which is a sufficient guarantee that there will be "something doing" in addition to the regular election of officers for the coming year and the usual annual banquet. The boys are closing up the accounts for the year, which has been a successful one, and they feel they have a license to do a little handshaking with each other. As soon as arrangements are completed further notice will be given.

Probably no man traveling out of Detroit is better known to the retail hardware trade than Jacob H. Hatt, Michigan representative for the Peninsular Paint & Varnish Co. Mr. Hatt is an Ohio man, born at Wauseon in 1870. At the age of 16 years he made his start in the hardware business as a clerk, from which position he rose steadily to the managership. In 1894 he organized a new company, becoming a stockholder and the manager. Ill health compelled him to give up the business, and later he went on the road for a Detroit jobbing house. Six years ago he became identified with the company for which he now travels. He has made many friends out in the State, and bears a reputation for never having "stuffed" an order or deceived a customer.

Chicago Tribune: The agitation against the \$10 rebate mileage book, which recently has developed in the East, has gained such strength that the railroad officials have begun to make earnest efforts to head it off. The fact that the Eastern roads have cut off the passes of the legislators and other politicians may have had something to do with the opening of the eyes of the lawmakers to the iniquities of the practices of the railroads in their methods of selling mileage books, and they have promised the Commercial Travelers' and Merchants' Associations, which have been agitating this matter for years, that laws will be passed which will give them relief. The legislators in Pennsylvania, Ohio and Indiana have taken a sudden interest in this question, and the Governor of Michigan was interested, but he got what he wanted for his State, and has lost interest since then. But there is no doubt about the passenger traffic managers of the Eastern roads being uncomfortable over the situation, and this is especially true with the Pennsylvania, because the accusing finger seems to be pointed more often at that road than any other.

Chicago Post: Agitation for a 2 cent flat rate in connection with the sale of interchangeable mileage tickets continues in Ohio and Indiana. The traveling men there object to the restrictions enforced in connection with the use of the present tickets. These restrictions have been designed for the purpose of preventing this form of ticket from again becoming the favorite instrument of the scalpers for demoralizing rates. The agitation in Ohio and Indiana has taken the form of a demand for legislation fixing 2 cents a mile as a maximum rate for passenger traffic. The governors of both states are understood to have espoused the cause of the traveling men. Should such legislation be adopted its enforcement will

be resisted by the roads. They will plead its revolutionary character and appeal to the Supreme Court of the United States to declare it unconstitutional on the ground that it is confiscatory in its nature. A bitter contest is in prospect before the question finally is settled. Should the roads lose, they say they will abolish all excursion and reduced rates of every kind and compel every one traveling over their lines to pay the maximum rate allowed by law. Should they do this they assert they would be money in pocket, as the present rates do not average 2 cents a mile in the course of any year's business.

Chicago Tribune: There are three women wine agents in the land. They all sell California wines, and they compete in the East with men agents that the Far Western vineyards send East to win trade. Only a few weeks ago one of these women carried off a contract for \$11,000 worth of wine made by a department store, from a rival agent who was a man. Good fellowship always has been held to be one of the chief virtues of the successful wine agent. Strangely enough, the women have found that they do not have to compete with the men in this particular. Two of the women do not drink at all, and the other takes a glass of wine only when it is necessary to make the proper impression upon a prospective purchaser. But all the women are good judges of the article they sell. The chief qualifications possessed by the successful women wine agents are womanliness and diplomacy. One of them started in the work at \$12 a week and now is getting \$35. There are certain perquisites with the position, too, in the way of wine that she can use for her friends. No business house is more generous in giving away its product than is the wine house. Men wine agents have carte blanche usually in the matter of giving away bottles of their goods, and the women share this privilege with them. The women that have embarked in the business say they have found only the highest courtesy from the men with whom they come in contact. They attend to their business and they sell the wine.

The railroads of Michigan are evidently looking for trouble, judging by the manner in which they have flim-flamed the traveling public in connection with the new Michigan mileage book which was placed on sale January 1. When it was finally conceded that the traveling men would have to be given a different book than the obnoxious C. P. A. book, the railroads promised that they would either re-establish the Northern book or issue a new book which would embody all the essential features of the Northern book. About Dec. 1 they promulgated the statement that the new book would be identical in every respect with the Northern book except that the rebate would be \$9.75, instead of \$10. It was distinctly stated at that time that the book would be good into Chicago and Toledo, but when it was finally placed on sale Jan. 1, it was found that the railroads had not kept faith with the public, but had put

out a book good only between Lower Peninsula points. Not only is this condition a breach of good faith on the part of the railroads, but it works a hardship to those traveling men who live in Chicago or Toledo or who represent Chicago or Toledo houses and have to run in to the house once or twice a month to post up, because they are naturally compelled to buy two books, whereas they should not be compelled to buy more than one book. It is quite manifest that the railroads are undertaking to make the new book unpopular in order to force the public back to the C. P. A. book, but, instead of doing this, they are sowing the wind and must not complain if they reap the whirlwind. The traveling men and shippers of Michigan have learned, to their sorrow, that the word of railway officials is not good; that a promise is made only to be broken, and that an agreement appears to have no binding force on them. This is an unfortunate conclusion for the traveling men and shippers to reach, but it is forced on them by circumstances over which they have no control.

First Meeting of the New Board.

Jackson, Jan. 22—The meeting of the Board of Directors of the Michigan Knights of the Grip was held at the Downey House, Lansing, Jan. 20.

The retiring Board, in closing the business for 1905, installed the new officers and Board for 1906.

The meeting of the new Board was called to order by H. C. Klockslem, President. The full Board responded to roll call as follows:

H. C. Klockslem, Lansing, President.

F. L. Day, Jackson, Secretary.

John B. Kelly, Detroit, Treasurer.

Chas. W. Hurd, Flint.

C. W. Stone, Kalamazoo.

A. A. Weeks, Grand Rapids.

H. P. Goppelt, Saginaw.

J. C. Wittliff, Port Huron.

M. C. Empey, Bay City.

The report of the retiring Secretary and Treasurer showed that the organization was in a splendid condition, all death claims having been paid and no debts hanging over the organization.

The new Board entered upon its duties with a great deal of enthusiasm and look forward to a very prosperous year for 1906, and earnestly ask the co-operation of every member of the Michigan Knights of the Grip in promoting the interest and welfare of the organization.

It was moved that the next annual meeting be held in Port Huron the last Tuesday and Wednesday in August. Carried.

It was moved that the next Board meeting be held in Jackson the first Saturday in March. Carried.

F. L. Day, Sec'y.

Traverse City—Arthur Gibson, a former clerk at the O. L. Davis pharmacy, and who has since graduated from the Ferris Institute and has become a registered pharmacist, is again in the employ of Mr. Davis, succeeding William Burston.



Michigan Board of Pharmacy.
 President—Harry Heim, Saginaw.
 Secretary—Arthur H. Webber, Cadillac.
 Treasurer—Sid. A. Erwin, Battle Creek.
 J. D. Muir, Grand Rapids.
 W. E. Collins, Owosso.
 Meetings during 1906—Third Tuesday of January, March, June, August and November.

Michigan State Pharmaceutical Association.

President—Prof. J. O. Schlatterbeck, 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.

One Night's Experience in a Chicago Drug Store.

Burns was a clerk in an all-night drug store on West Madison street. For nine years he had lived to all intents in the night. During long periods he scarcely saw daylight, and he was so accustomed to gas and electric light that he wore colored glasses when by chance he was out in the sunshine. On the rare occasions when he went downtown he was as much out of place in the rush and tumult as an owl would have been. Burns lived in a world of his own. He met folks whom other people didn't, and he saw things he could not have seen had he lived in the day. People felt sorry for Burns because he had to work all night, but they did not know that he had turned down offers of day jobs because he liked the night game. He didn't have the boss dogging his footsteps and watching the cash register from behind the prescription case. At night Burns was lord of the drug store.

One evening Jim Hanley from Iowa dropped in to see Burns.

"Why don't you go down on State street and get a job in a drug store where there's something doing?" asked Jim. "I wouldn't mope around in this little old store all night for a farm. No, sir; if I were in your place I'd get into the swim or quit the business."

Burns shrugged his shoulders as he took a couple of cigars from a showcase and handed one to Jim. "If you aren't afraid of dying from ennui," he said, "suppose you stay here with me to-night. You've lived out there in Iowa so many years that a few sidelights might brighten you up a bit."

Jim liked the idea of getting a glimpse of Chicago's night life, and he stayed.

Burns had a lady-love named Flossie, who sometimes came to see him because he never had time to go to see her. On the night in question Flossie ran in about 11 o'clock, bringing along her chum, Josephine. Flossie liked to come late, for she didn't fancy the proprietor, and she was fond of soda water.

Jim Hanley took the girls home,

and when he got back it was midnight.

"Now," he said, "trot out some of your night life. If these little soda-water functions are all you can offer I'm going to bed."

Jim hadn't finished talking before a shot was heard. In a minute a man staggered in and fell on the floor.

"Get a doctor!" he moaned. "I'm shot."

Burns pressed the button of the doctor's bell upstairs. Then he stopped the bleeding.

"Fight over a woman, I'll bet," remarked Burns, as he worked.

When the ambulance had taken away the wounded man Burns and Jim had another smoke, but they were interrupted by a disheveled woman who dashed wildly in.

"Hide me!" she cried. "Hide me from my husband!"

Jim grabbed the woman. "Get in there!" he said, as he shoved her behind the prescription case.

A minute later the husband arrived. Burns was a powerful fellow, and he made short work of the man, whom he kicked into the street after taking away a knife and pistol.

The police came and took charge of the fugitive wife.

Jim was feeling faint about this time, so Burns gave him some brandy. "How do you like Chicago by night?" asked Burns.

"Is it always this way?" Jim feebly enquired.

"Not always so quiet," said Burns.

It was 2 o'clock, and business began to pick up. Burns had half a dozen prescriptions to fill, and in the intervals he sold a lot of stuff, from tar soap to a kodak.

"Doesn't anybody sleep in Chicago?" asked Jim.

"Some folks," answered Burns, "but not as many as in Iowa."

Pretty soon the rush of homeward-bound ball-goers commenced. For a couple of hours the store was jammed with young women in slippers and gauzy dresses, and with young men who earned \$15 a week and bought four rounds of ice cream soda without a murmur.

In the midst of the cheerful activity a man backed into the store, dragging a woman by the hair.

"Save her!" he cried. "She's taken poison."

Burns got out a stomach pump and a lot of antidotes, and by the time the police came the woman was out of danger.

Along about 6 o'clock Jim said he had seen enough of Chicago by night, and was going home. He was putting on his overcoat when the door was thrown open with a bang. Two men, with masks over their faces, advanced and leveled revolvers.

"Hands up!" they cried.

Burns and Jim obeyed. "Take whatever you want," said Burns, "but please don't shoot."

Burns neglected to say that the store had been robbed three times before, and that all the money except \$8 was in a hole in the floor.

After the robbers had gone Jim said he would stay until daylight. "I'm going back to Iowa to-morrow,"

he declared. "Chicago by day is too swift for me, and Chicago by night is altogether out of my class."

Jim passed the cigars again.—Chicago Post.

The Embarrassing Conditions.

It would look to us as if the N. A. R. D. wanted to pin its faith and confine its operations exclusively to the direct-contract plan, and as if, consequently, it desired no application of the tripartite plan and for this reason resented the eleventh-hour adoption of it by the jobbers. But it will at once be seen that this puts the national officials in Chicago in a most embarrassing position. The tripartite plan is still used throughout the country, and heretofore New York City has practically been the only exception to an otherwise universal rule. Temporarily, the Loder case has suspended the operation of the plan in Philadelphia, but to suspend it officially in New York City, and likewise to sanction openly the ignoring of the rebate plan, would make it difficult to uphold these plans elsewhere. But the New Yorkers argue that the conditions in their city are peculiar. The large cutters succeed in getting supplies at low figures, and the smaller dealers have previously equalized things somewhat by means of the special discounts afforded by the New York jobbers, and more particularly through the operations of the New York and Brooklyn buying clubs. To deny them these advantages is to cripple them in their fight against the larger druggists and the department stores. Scylla and Charybdis, therefore, threaten the N. A. R. D. ship of state in Greater New York, and it will require a good deal of skill to avoid both dangers.

A Ripping Dream.

When my uncle first started in business as a general merchant in a country town it was in partnership with a young fellow of about his own age.

Both boys were very enthusiastic about their work, and after long days behind the counter they would go to their room above the store and continue to "talk shop" far into the night.

My uncle's partner was particularly engrossed in his work, and often his sleep was disturbed by dreams of customers and big sales.

One night his nightmare reached the climax. Evidently the dreamer was just in the act of selling some cotton goods, for my uncle felt his nightshirt go "r-i-i-p," straight up the back, while the partner was calmly saying:

"Two yards, madam?"

His Notion of a Pill.

A man came into the store one evening and asked for something for his wife's neuralgia. I gave him a dozen of Gross' neuralgia pills with morphine, to be taken one every hour until three doses were taken. The next morning the man came in for some more pills. I asked him if his wife had taken them all. He replied: "Yes, she took one every hour, but her bowels didn't move yet, and she seems to want to sleep all the time." I told him to keep her awake, and as a helper gave him some compound cathartic pills to give her. The term "pill" to him had simply meant something to move the bowels, and since then I have found many persons with the same strange and often dangerous notion. X.

Malice is sharper at the hilt than in the blade.

VALENTINES

Our stock is still complete. Assorted lots for any amount on short notice. Catalog on application. ORDER TO-DAY to avoid disappointment.

FRED BRUNDAGE, MUKSEGON, MICH.

The Jennings Perfumery Co.'s

"Natural Flower" Perfumes

True White Rose
 Crab Apple Blossom
 Harvard Carnation
 Lily of the Valley

Kent Violets
 Sweet Arbutus
 Lust Lilac
 Heliotrope

etc., etc.

Our special offer is now on. Order direct or through your jobber.

JENNINGS MANUFACTURING CO., Grand Rapids

Manufacturing Perfumers

Also sole owners and makers of that distinctively rare perfume

"DOROTHY VERNON"

which is rapidly going over the American continent.

WHOLESALE DRUG PRICE CURRENT

Advanced—
Declined—

Aceticum	60@ 8	Copaiba	15@ 25	Seillae Co	50@ 50	Liquor Arsen et	12@ 14	Rubia Tinctorum	12@ 14	Vanilla	9 00@
Benzolcum, Ger.	70@ 75	Cubebae	20@ 30	Tolutan	50@ 50	Hydrarg Iod	25@ 25	Saccharum La's	22@ 25	Zinci Sulph	7@ 8
Boric	26@ 29	Evechthitos	1 00@ 10	Prunus virg	50@ 50	Liq Potass Arsinit	10@ 12	Salacin	50@ 4 75	Oils	
Carbolicum	42@ 45	Erigeron	1 00@ 10			Magnesia, Sulph	2@ 3	Sanguis Drac's	40@ 50	Whale, winter	70@ 70
Citricum	42@ 45	Gaultheria	2 25@ 2 35			Mannia, S F	45@ 50	Sapo, W	12@ 14	Lard, extra	70@ 80
Hydrochlor	3@ 5	Geranium	oz 75			Menthol	3 30@ 3 40	Sapo, M	10@ 12	Lard, No. 1	60@ 65
Nitrocum	8@ 10	Gossippii Sem gal	50@ 60			Morphia, S P & W	2 35@ 2 60	Seidlitz Mixture	20@ 22	Linseed, pure raw	45@ 48
Oxalicum	10@ 12	Hedeoma	1 60@ 1 70			Morphia, S N Y Q2	35@ 2 60	Sinapis	18@ 18	Linseed, boiled	46@ 49
Phosphorium, dil.	10@ 15	Junipera	40@ 1 20			Morphia, Mal.	2 35@ 2 60	Sinapis, opt	30@ 30	Neat's-foot, w str	65@ 70
Salicylicum	42@ 45	Lavendula	90@ 2 75			Moschus Canton.	40@ 40	Snuff, Maccaboy,		Spts. Turpentine	Market
Sulphuricum	1 1/4@ 1 5	Limonia	1 00@ 1 10			Myristica, No. 1	25@ 30	DeVoes	51@ 51	Paints	
Tannicum	75@ 85	Mentha Piper	3 00@ 3 25			Nux Vomica po 15	10@ 10	Snuff, S'h DeVoes	51@ 51	Red Venetian	1 1/2@ 2 @ 3
Tartaricum	35@ 40	Mentha Verid	5 00@ 5 50			Os Sepia	25@ 28	Soda, Boras, po.	9@ 11	Ochre, yel Mars	1 1/2@ 2 @ 4
Ammonia	4@ 6	Morrhuae gal	1 25@ 1 50			Pepsin Saac, H &		Soda, Boras, po.	9@ 11	Ocre, yel Ber	1 1/2@ 2 @ 3
Aqua, 18 deg.	4@ 6	Myricia	3 00@ 3 50			P D Co	1 00@ 1 00	Soda et Pot's Tart	25@ 28	Putty, commer'l	2 1/2@ 2 3/4 @ 3
Aqua, 20 deg.	6@ 8	Olive	75@ 3 00			Picis Liq N N 1/4	2 00@ 2 00	Soda, Carb	1 1/2@ 1 5	Putty, strictly pr	2 1/2@ 2 3/4 @ 3
Carbonas	13@ 15	Picis Liquida gal	10@ 12			Picis Liq qts	1 00@ 1 00	Soda, Bi-Carb	3@ 4	Vermillion, Prime	
Chloridum	12@ 14	Picis Liquida gal	10@ 12			Picis Liq pints	1 00@ 1 00	Soda, Ash	3 1/2@ 4	American	13@ 15
Aniline		Ricina	98@ 1 02			Pil Hydrarg po 22	18@ 18	Soda, Sulphas	3 1/2@ 4	Vermillion, Eng.	75@ 80
Black	2 00@ 2 25	Rosmarini	1 00@ 1 00			Pip Nigra po 35	30@ 30	Spts, Cologne	2 60@ 2 60	Green, Paris	14@ 18
Brown	30@ 31	Rosae oz	5 00@ 6 00			Pip, Alba po 35	30@ 30	Spts, Ether Co.	50@ 55	Green, Peninsular	13@ 16
Red	45@ 50	Succini	40@ 45			Plum Bursum	8@ 8	Spts, Myrcia Dom	2 00@ 2 00	Lead, red	7 1/4@ 7 3/4 @ 7 1/2
Yellow	2 50@ 3 00	Sabina	90@ 1 00			Plum Acet	12@ 15	Spts, Vini Rect bbl	1 00@ 1 00	Lead, white	7 1/4@ 7 3/4 @ 7 1/2
Baccas		Santal	2 25@ 2 50			Pulvis Ip'c et Opil	1 30@ 1 50	Spts, Vi'i Rect 1/2 b	1 00@ 1 00	Whiting, white S'n	90@ 90
Cubebae	15@ 18	Sassafras	75@ 80			Pyrethrum, bxs H	50@ 50	Spts, Vi'i R't 10 gl	1 00@ 1 00	Whiting, Gilders	95@ 95
Juniperus	7@ 8	Sinapis, ess, oz.	1 00@ 1 10			Pyrethrum, pv	20@ 25	Spts, Vi'i R't 5 gal	1 00@ 1 00	White, Paris Am'r	21@ 25
Xanthoxylum	30@ 35	Tigil	10@ 12			Quassia	20@ 25			Whit'g Paris Eng	1 40@ 1 40
Balsamum		Thyme	40@ 50			Quina, S P & W	19@ 29			Universal Prep'd	1 10@ 1 20
Copai	45@ 50	Thyme, opt	1 60@ 1 60			Quina, S Ger	19@ 29			Varnishes	
Peru	1 50@ 1 50	Theobromas	15@ 20			Quina, N. Y.	19@ 29			No. 1 Turp	10@ 12
Terabin, Canada	60@ 65									Extra Turp	1 60@ 1 70
Tolutan	35@ 40										
Cortex											
Ables, Canadian	18										
Cassiae	20										
Cinchona Flava	18										
Buonymus atro.	30										
Myrica Cerifera	20										
Prunus Virginl.	15										
Quillaja, gr'd	12										
Sassafras	24										
Ulmus	25										
Extractum											
Glycyrrhiza Gla.	24@ 30										
Glycyrrhiza, po.	28@ 30										
Haematox	11@ 12										
Haematox, 1s	13@ 14										
Haematox, 1/2s	14@ 15										
Haematox, 1/4s	16@ 17										
Ferru											
Carbonate Precip.	15										
Citrate and Quina	2 00										
Citrate Soluble	55										
Ferrocyanidum S	40										
Solut. Chloride	15										
Sulphate, com'l	2										
Sulphate, com'l, by	70										
bbl. per cwt.	7										
Sulphate, pure	7										
Flora											
Arnica	15@ 18										
Anthemis	22@ 25										
Matricaria	30@ 35										
Folia											
Barosma	25@ 30										
Cassia Acutifol.	15@ 20										
Tinnevelly	25@ 30										
Cassia, Acutifol.	15@ 20										
Salvia officinalis	18@ 20										
1/4s and 1/2s	8@ 10										
Uva Ursi	8@ 10										
Gummi											
Acacia, 1st pkd.	45@ 45										
Acacia, 2nd pkd.	45@ 45										
Acacia, 3rd pkd.	45@ 45										
Acacia, sifted sts.	45@ 45										
Acacia, po.	22@ 25										
Aloe Barb	22@ 25										
Aloe, Cape	22@ 25										
Aloe, Socotri	22@ 25										
Ammoniac	55@ 60										
Asafoetida	35@ 40										
Benzoinum	50@ 55										
Catechu, 1s	13@ 14										
Catechu, 1/2s	13@ 14										
Catechu, 1/4s	13@ 14										
Comphorae	1 05@ 1 10										
Euphorbium	40@ 40										
Galbanum	40@ 40										
Gamboge	25@ 35										
Guaiacum	35@ 35										
Kino	45@ 45										
Mastic	45@ 45										
Myrrh	50@ 50										
Opil	20@ 25										
Shellac	50@ 60										
Shellac, bleached	50@ 60										
Tragacanth	70@ 1 00										
Herba											
Absinthium	4 50@ 4 60										
Eupatorium oz pk	20										
Lobelia	25										
Majorum	25										
Mentha Pip. oz pk	23										
Mentha Ver. oz pk	25										
Rue	39										
Tanacetum	22										
Thymus V. oz pk	25										
Magnesia											
Calcined, Pat.	55@ 60										
Carbonate, Pat.	13@ 20										
Carbonate, K-M.	13@ 20										
Carbonate	18@ 20										
Oleum											
Absinthium	4 90@ 5 00										
Amygdalae, Dulc.	50@ 60										
Amygdalae, Ama	8 00@ 8 25										
Anisi	1 75@ 1 80										
Aurant Cortex	2 60@ 2 80										
Bergamot	2 75@ 2 85										
Caryophylli	1 10@ 1 20										
Cedar	50@ 50										
Chenopadii	75@ 75										
Cinnamoni	1 15@ 1 25										
Citronella	60@ 60										
Conium Mac	80@ 80										
Copaiba	15@ 25										
Cubebae	20@ 30										
Evechthitos	1 00@ 1 10										
Erigeron	1 00@ 1 10										
Gaultheria	2 25@ 2 35										
Geranium	oz 75										
Gossippii Sem gal	50@ 60										
Hedeoma	1 60@ 1 70										
Junipera	40@ 1 20										
Lavendula	90@ 2 75										
Limonia	1 00@ 1 10										
Mentha Piper	3 00@ 3 25										
Mentha Verid	5 00@ 5 50										
Morrhuae gal	1 25@ 1 50										
Myricia	3 00@ 3 50										
Olive	75@ 3 00										
Picis Liquida gal	10@ 12										
Picis Liquida gal	10@ 12										
Ricina	98@ 1 02										
Rosmarini	1 00@ 1 00										
Rosae oz	5 00@ 6 00										
Succini	40@ 45										
Sabina	90@ 1 00										
Santal	2 25@ 2 50										
Sassafras	75@ 80										
Sinapis, ess, oz.	1 00@ 1 10										
Tigil	10@ 12										
Thyme	40@ 50										
Thyme, opt	1 60@ 1 60										
Theobromas	15@ 20										
Bl-Carb	15@ 18										
Bichromate	13@ 15										
Bromide	25@ 30										
Carb	12@ 15										
Chlorate	12@ 14										
Cyanide	34@ 38										
Iodide	60@ 65										

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		Index to Markets	
By Columns		By Columns	
A		B	
Beta Brick		C	
Brooms		D	
Brushes		E	
Butter Color		F	
C		G	
Confections		H	
Candles		I	
Canned Goods		J	
Carbon Oils		K	
Catsup		L	
Cheese		M	
Chewing Gum		N	
Chicory		O	
Chocolate		P	
Clothes Lines		Q	
Cocoa		R	
Cocoa Nut		S	
Cocoa Shells		T	
Coffee		U	
Crackers		V	
D		W	
Dried Fruits		X	
F		Y	
Farinaceous Goods		Z	
Fish and Oysters		AA	
Fishing Tackle		AB	
Flavoring Extracts		AC	
Fly Paper		AD	
Fresh Meats		AE	
Fruits		AF	
G		AG	
Gelatin		AH	
Grain Bags		AI	
Grains and Flour		AJ	
H		AK	
Herbs		AL	
Hides and Pelts		AM	
I		AN	
Indigo		AO	
J		AP	
Jelly		AQ	
L		AR	
Licorice		AS	
Lye		AT	
M		AU	
Meat Extracts		AV	
Molasses		AW	
Mustard		AX	
N		AY	
Nuts		AZ	
O		BA	
Olives		BB	
P		BC	
Pipes		BD	
Pickles		BE	
Playing Cards		BF	
Potash		BG	
Provisions		BH	
R		BI	
Rice		BJ	
S		BK	
Salad Dressing		BL	
Saleratus		BM	
Salt Soda		BN	
Salt		BO	
Salt Fish		BP	
Seeds		BQ	
Shoe Blacking		BR	
Snuff		BS	
Soap		BT	
Soda		BU	
Spices		BV	
Starch		BW	
Sugar		BX	
Symps		BY	
T		BZ	
Tea		CA	
Tobacco		CB	
Twine		CC	
V		CD	
Vinegar		CE	
W		CF	
Washing Powder		CG	
Wicking		CH	
Woodware		CI	
Wrapping Paper		CJ	
Y		CK	
Yeast Cake		CL	

3		4		5		
Best Pepsin		45	Jersey Lunch	8	Hominy	
Best Pepsin, 5 boxes		2 00	Jamaica Gingers	10	Flake, 50lb sack	1 00
Black Jack		55	Kream Klips	20	Pearl, 200lb sack	3 70
Largest Gum Made		55	Lady Fingers	12	Pearl, 100lb sack	1 85
Sen Sen		50	Lem Yen	11	Maccaroni and Vermicelli	
Sen Sen Breath Perf		95	Lemonade	11	Domestic, 10lb box	80
Sugar Loaf		50	Lemon Gems	10	Imported, 25lb box	2 50
Yucatan		50	Lemon Biscuit Sq	8	Pearl Barley	
CHICORY			Lemon Wafer	16	Common	2 15
Bulk		5	Lemon Cookie	8	Chester	2 25
Red		7	Malaga	11	Empire	3 25
Eagle		7	Mary Ann	8	Peas	
Franck's		4	Marshmallow Walnuts	16	Green, Wisconsin, bu	1 40
Schener's		6	Marshmallow Creams	16	Green, Scotch, bu	1 45
CHOCOLATE			Muskegon Branch, Iced	11	Split, lb	4
Walter Baker & Co's			Moss Jelly Bar	12	Sago	
German Sweet		22	Molasses Cakes	9	East India	5 1/4
Premium		25	Mixed Picnic	11 1/2	German, sacks	1 5
Vanilla		35	Mich. Frosted Honey	12	German, broken pkg	5
Caracas		35	Mich. Coconut Fstd		Taploca	
Eagle		28	Honey	12	Flake, 110 lb sacks	5 1/2
COCOA			Newton	12	Pearl, 130 lb sacks	5 1/2
Baker's		3	Nu Sugar	8	Pearl, 24 lb pkgs	7 1/2
Cleveland		41	Nic Nacs	8 1/2	FLAVORING EXTRACTS	
Colonial, 1/4s		35	Oatmeal Crackers	8	Foot & Jenks	
Colonial, 1/2s		35	Orange Slices	16	Coleman's	Van. Lem.
Epps		42	Orange Gems	8	2 oz. Paper	1 20
Huyler		48	Penny Cakes, Asst.	8	3 oz. Paper	2 00
Van Houten, 1/4s		12	Pineapple Honey	15	No. 4 Rich, Blake	2 00
Van Houten, 1/2s		20	Pretzels, Hade Md	8 1/2	Jennings	
Van Houten, 1/4s		40	Pretzellettes, Hand Md	8 1/2	Terpeness Ext.	Lemon
Van Houten, 1s		72	Pretzellettes, Mac Md	7 1/2	Doz	
Webb		28	Raisin Cookies	8	No. 2 Panel D. C.	75
Wilbur, 1/4s		41	Revere, Assorted	14	No. 4 Panel D. C.	1 50
Wilbur, 1/2s		42	Richwood	8 1/2	No. 6 Panel D. C.	2 00
COCOANUT			Richmond	11	Taper Panel D. C.	1 50
Dunham's 1/4s		26	Rube	8	1 oz. Full Meas. D. C.	65
Dunham's 1/4s & 1/2s		26 1/2	Scotch Cookies	10	2 oz. Full Meas. D. C.	1 20
Dunham's 1/2s		27	Snowdrop	16	4 oz. Full Meas. D. C.	2 25
Dunham's 1/4s		28	Spiced Gingers	9	Jennings	
Bulk		13	Spiced Gingers, Iced	10	Mexican Extract Vanilla	
COCOA SHELLS			Spiced Sugar Tops	9	Doz	
20lb. bags		2 1/2	Sultana Fruit	15	No. 2 Panel D. C.	1 20
Less quantity		3	Sugar Cakes	9	No. 4 Panel D. C.	2 00
Pound packages		4	Sugar Squares, large or		No. 6 Panel D. C.	3 00
COFFEE			small	9	Taper Panel D. C.	2 00
Rio			Superba	8	1 oz. Full Meas. D. C.	85
Common		13 1/2	Sponge Lady Fingers	25	2 oz. Full Meas. D. C.	1 60
Fair		14 1/2	Urchins	11	4 oz. Full Meas. D. C.	3 00
Choice		16 1/2	Vanilla Wafers	16	No. 2 Assorted Flavors	75
Fancy		20	Vienna Crimp	10	GRAIN BAGS	
Santos			Whitehall	8	Amoskeag, 100 in bale	19
Common		13 1/2	Waverly	8	Amoskeag, less than bl	19 1/2
Fair		14 1/2	Water Crackers (Bent		GRAINS AND FLOUR	
Choice		16 1/2	& Co.)	16	Wheat	
Fancy		19	Zanzibar	9	Old	
Peaberry			In-er Seal Goods.		No. 1 White	80
Maracaibo					No. 2 Red	82
Fair		16	Almond Bon Bon	1 50	Winter Wheat Flour	
Choice		19	Albert Biscuit	1 00	Local Brands	
Mexican			Animals	1 00	Patents	4 75
Choice		16 1/2	Bremner's But. Wafers	1 00	Second Patents	4 50
Fancy		19	Butter Thin Biscuit	1 00	Straight	4 30
Guatemala			Cheese Sandwich	1 50	Second Straight	4 10
Java			Cocoa Nut Macaroons	2 50	Clear	3 50
African		12	Cracker Meal	75	Graham	3 90
Fancy African		17	Faust Oyster	1 00	Buckwheat	4 75
O. G.		25	Five O'clock Tea	1 00	Rye	4 75
P. G.		31	Frosted Coffee Cake	1 00	Subject to usual cash dis-	
Mocha			Frotana	1 00	count.	
Arabian		21	Ginger Snaps, N. B. C.	1 00	Flour in barrels, 25c per	
Package			Graham Crackers	1 00	barrel additional.	
New York Basis			Lemon Snaps	50	Worden Grocer Co's Brand	
Arbuckle		15 00	Marshmallow Dainties	1 00	Quaker, paper	4 10
Dilworth		15 00	Oatmeal Crackers	1 00	Quaker, cloth	4 30
Jersey		15 00	Oysterettes	50	Wykes-Schroeder Co.	
Lion		15 00	Pretzellettes, H. M.	1 00	Eclipse	4 10
McLaughlin's XXXX			Royal Toast	1 00	Kansas Hard Wheat Flour	
McLaughlin's XXXX sold			Saltine	1 00	Judson Grocer Co.	
to retailers only. Mail all			Saratoga Flakes	1 50	Fanchon, 1/2 cloth	4 85
orders direct to W. F.			Seymour Butter	1 00	Spring Wheat Flour	
McLaughlin & Co., Chic-			Social Tea	1 00	Roy Baker's Brand	
ago.			Soda, N. B. C.	1 00	Golden Horn, family	4 90
Extract			Soda, Select	1 00	Golden Horn, bakers	4 80
Holland, 1/2 gro boxes		95	Sponge Lady Fingers	1 00	Calumet	4 80
Felix, 1/2 gross		1 15	Sultana Fruit Biscuit	1 50	Dearborn	4 70
Hummel's foil, 1/2 gro.		85	Unedea Biscuit	50	Pure Rye, dark	4 00
Hummel's tin, 1/2 gro.		1 43	Unedea Jinjer Wayfer	1 00	Judson Grocer Co's Brand	
CRACKERS			Unedea Milk Biscuit	50	Ceresota, 1/2s	5 35
National Biscuit Company			Vanilla Wafers	1 00	Ceresota, 1/4s	5 25
Brand			Water Thin	1 00	Ceresota, 1/2s	5 15
Butter			Zu Zu Ginger Snaps	50	Gold Mine, 1/4s cloth	5 25
Seymour, Round		6	Zwieback	1 00	Gold Mine, 1/4s cloth	5 15
New York, Square		6	CREAM TARTER		Gold Mine, 1/2s cloth	5 05
Family		6	Barrels or drums	29	Gold Mine, 1/2s paper	5 05
Salted, Hexagon		6	Boxes	32	Gold Mine, 1/4s paper	5 05
Soda			Fancy caddies	35	Lemon & Wheeler's Brand	
N. B. C. Soda		6	DRIED FRUITS		Wingold, 1/2s	5 10
Select Soda		8	Apples		Wingold, 1/4s	5 10
Saratoga Flakes		13	Sundried	7 @ 8	Pillsbury's Brand	5 00
Zephyrettes		13	Evaporated	10 @ 11	Best, 1/2s cloth	5 10
Oyster			California Prunes		Best, 1/4s cloth	5 00
N. B. C. Round		6	100-125 25lb boxes		Best, 1/2s paper	5 05
N. B. C. Square, Salted		6	90-100 25lb boxes	@ 5	Best, 1/4s paper	5 05
Faust, Shell		7 1/2	80- 90 25lb boxes	@ 5 1/2	Best, wood	5 20
Sweet Goods			70- 8 25lb boxes	@ 6	Worden Grocer Co's Brand	
Animals		10	60- 70 25lb boxes	@ 6 1/2	Laurel, 1/4s cloth	5 20
Atlantic, Assorted		10	50- 60 25lb boxes	@ 7	Laurel, 1/2s cloth	5 10
Bangley Gems		9	40- 50 25lb boxes	@ 7 1/2	Laurel, 1/2s & 1/4s paper	5 00
Brittle		11	30- 40 25lb boxes	@ 8 1/2	Laurel, 1/4s	5 00
Cartwheels		8	1/4c less in 50lb cases.		Wykes-Schroeder Co.	
Currant Fruit		10	Citron	@ 14 1/2	Sleepy Eye, 1/2s cloth	5 00
Cracknels		16	Corns		Sleepy Eye, 1/4s cloth	4 90
Coffee Cake, N. B. C.			Imp'd 1 lb. pkg.	@ 7 1/2	Sleepy Eye, 1/2s cloth	4 80
plain or iced		10	Imported bulk	@ 7 1/2	Sleepy Eye, 1/4s paper	4 80
Cocoanut Taffy		12	Peas		Sleepy Eye, 1/2s paper	4 80
Cocoa Bar		10	Lemon American	13	Meal	
Chocolate Drops		17	Orange American	13	Bolted	2 70
Cocoa Drops		12	Raisins		Golden Granulated	2 80
Cocoanut Macaroons		18	London Layers, 3 cr		St Car Feed screened	19 50
Dixie Cookie		9	Cluster, 5 crown		No. 1 Corn and Oats	19 50
Fruit Honey Squares		12 1/2	Loose Muscatels, 2 cr		Corn, cracked	19 00
Frosted Cream		8	Loose Muscatels, 3 cr	6 1/2	Corn Meal, course	19 00
Fig Staked Cocoanut		11	Loose Muscatels, 4 cr	6 1/2	Oil Meal, old proc.	31 00
Finger Gems		12	L. M. Seeded, 1 lb. 7 @ 8 1/2		Winter Wheat Bran	18 50
Graham Crackers		8	L. M. Seeded, 1/2 lb.		Winter Wheat Mid'ng	19 50
Ginger Snaps, N. B. C.		7 1/2	Sultanas, bulk		Cow Feed	19 00
Hazelnut		11	Sultanas, package	7 1/2 @ 8	Oats	
Honey Cake, N. B. C.		12	FARINACEOUS GOODS		Carlots	34 1/2
Honey Fingers As. Ice		12	Beans		Corn	
Honey Jumbles		12	Dried Lima	6	Corn, new	45
Household Cookies, As.		8	Med. Hd Pk'd	1 75 @ 85	Hay	
Iced Honey Crumpets		10	Brown Holland	2 25	No. 1 timothy car lots	10 50
Imperial		8	Farina		No. 1 timothy ton lots	12 50
			24 lb. packages	1 75		
			Bulk, per 100 lbs.	3 00		

6

HERBS

Sage	15
Hops	30
Laurel Leaves	15
Senna Leaves	25
JELLY	
5 lb. pails, per doz.	1 70
15 lb. pails, per pail	35
30 lb. pails, per pail	65

LICORICE

Pure	30
Calabria	23
Sicily	14
Root	11

MEAT EXTRACTS

Armour's, 2 oz.	4 45
Armour's, 4 oz.	8 20
Liebig's, Chicago, 2 oz. 2 75	
Liebig's, Chicago, 4 oz. 5 50	
Liebig's Imported, 2 oz. 4 50	
Liebig's Imported, 4 oz. 8 50	

MOLASSES

Fancy Open Kettle	40
Choice	35
Fair	26
Good	22

Half barrels 2c extra.

MINCE MEAT

Columbia, per case	2 75
--------------------	------

MUSTARD

Horse Radish, 1 dz	1 75
Horse Radish, 2 dz	3 50

OLIVES

Bulk, 1 gal. kegs.	1 25
Bulk, 2 gal. kegs.	1 20
Bulk, 5 gal. kegs.	1 15
Manzanilla, 8 oz.	90
Queen, pints	2 35
Queen, 19 oz.	4 50
Queen, 28 oz.	7 00
Stuffed, 5 oz.	90
Stuffed, 8 oz.	1 45
Stuffed, 10 oz.	2 30

PIPES

Clay, No. 216	1 70
Clay, T. D., full count	65
Cob, No. 3	85

PICKLES

Medium	
Barrels, 1,200 count	4 75
Half bbls., 600 count	2 88

Small

Barrels, 2,400 count	7 00
Half bbls., 1,200 count	4 00

PLAYING CARDS

No. 90 Steamboat	85
No. 15, Rival, assorted	1 20
No. 20, Rover enameled	1 70
No. 572, Special	1 65
No. 98 Golf, satin finish	2 00
No. 808 Bicycle	2 00
No. 632 Tourist whist	2 25

POTASH

48 cans in case	4 00
Babbitt's	4 00
Penna Salt Co.'s	3 00

PROVISIONS

Barreled Pork	
Mess	
Fat Black	16 00
Short Cut	14 75
Bean	12 50
Pig	20 00
Brisket, clear	15 00
Clear Family	13 50

Dry Salt Meats

S P Bellies	10 1/2
Bellies	10 1/2
Extra Shorts	8 1/2

Smoked Meats

Hams, 12 lb. average	10
Hams, 14 lb. average	10
Hams, 16 lb. average	10
Hams, 18 lb. average	10
Skinned Hams	10
Ham, dried beef sets	13
Shoulders, (N. Y. cut)	11
Bacon, clear	11
California Hams	7 1/2
Picnic Boiled Ham	12 1/2
Boiled Ham	15 1/2 @ 16
Berlin Ham, pressed	8
Mince Ham	9

Lard

Compound	6 1/2
60 lb. tubs, advance	1 1/2
60 lb. tubs, advance	1 1/2
50 lb. tubs, advance	1 1/2
20 lb. pails, advance	1 1/2
10 lb. pails, advance	1 1/2
5 lb. pails, advance	1 1/2
3 lb. pails, advance	1 1/2

Sausages

Bologna	5
Liver	6 1/2
Frankfort	7
Pork	6 1/2
Veal	8
Tongue	9 1/2
Headcheese	6 1/2

Beef

Extra Mess	9 50
Boneless	10 50
Rump, new	10 50

Pig's Feet

1/4 bbls., 40 lbs.	1 10
1/4 bbls., 40 lbs.	3 75
1/4 bbls., 40 lbs.	7 75

Tripe

Kits, 15 lbs.	70
1/4 bbls., 40 lbs.	1 50
1/4 bbls., 40 lbs.	3 00

Casings

Hogs, per lb.	28
Beef rounds, set	16
Beef middles, set	15
Sheep, per bundle	70

Uncolored Butterine

Solid dairy	10 @ 10
Rolls, dairy	10 1/2 @ 11 1/2

7

Canned Meats

Corned beef, 2 50	
Corned beef, 14 17 50	
Roast beef, 2 00 @ 2 50	
Potted ham, 1/4s	45
Potted ham, 1/2s	85
Deviled ham, 1/4s	45
Deviled ham, 1/2s	85
Potted tongue, 1/4s	45
Potted tongue, 1/2s	85

RICE

Screenings	@ 3 1/2
Fair Japan	@ 5
Choice Japan	@ 5 1/2
Imported Japan	@ 5 1/2
Fair La. hd.	@ 6
Choice La. hd.	@ 6 1/2
Fancy La. hd.	@ 6 1/2
Carolina, ex. fancy	@ 7 1/2

SALAD DRESSING

Columbia, 1/2 pint	2 25
Columbia, 1 pint	4 00
Durkee's, large, 1 doz.	4 50
Durkee's Small, 2 doz.	5 25
Snider's, large, 1 doz.	2 35
Snider's small, 2 doz.	1 35

SALERATUS

Packed 60 lbs. in box.	
Arm and Hammer	15
Deland's	30
Dwight's Cow	15
Emblem	20
L. P.	30
Wyandotte, 100 1/2	30

SAL SODA

Granulated, bbls	85
Granulated, 100lb cases	90
Lump, bbls	10
Lump, 145lb kegs	95

SALT

Common Grades	
100 3 lb. sacks	2 10
60 5 lb. sacks	2 00
28 10 1/2 lb. sacks	1 90
56 lb. sacks	30
28 lb. sacks	15

Warsaw

56 lb. dairy in drill bags	40
28 lb. dairy in drill bags	20

Solar Rock

56lb. sacks	20
-------------	----

Common

Granulated, fine	80
Medium fine	85

SALT FISH

Large whole	@ 7
Small whole	@ 6 1/2
Strips or bricks	7 1/2 @ 10
Pollock	@ 3 1/2

Halibut

Strips	13
Chunks	13 1/2

Herring

Holland	
White Hoop, bbls	11 50
White Hoop, 1/2 bbls	6 00
White Hoop, keg	@ 75
White Hoop mchs	@ 80
Norwegian	@
Round, 100lbs	3 75
Round, 40lbs	1 75
Scaled	14

Trout

No. 1, 100lbs	7 50
No. 1, 40lbs	3 25
No. 1, 10lbs	90
No. 1, 5lbs	75

Mackerel

Mess, 100lbs	13 50
Mess, 40 lbs.	5 90
Mess, 10lbs	1 65
Mess, 5 lbs.	1 40
No. 1, 100 lbs.	12 50
No. 1, 4 lbs.	5 50
No. 1, 10 lbs.	1 65
No. 1, 5 lbs.	1 1/2

Whitefish

No. 1 No. 2 Fam	
100lb.	5 50
50lb.	5 00
10lb.	1 10
5lb.	90

SEEDS

Anise	15
Canary, Smyrna	6
Caraway	8
Cardamom, Malabar	1 00
Celery	15
Hemp, Russian	5
Mixed Bird	4
Mustard, white	8
Poppy	8
Rape	4 1/2
Cuttle Bone	25

SHOE BLACKING

Handy Box, large, 3 dz.	2 50
Handy Box, small	1 25
Bixby's Royal Polish	85
Miller's Crown Polish	85

SNUFF

Scotch, in bladders	37
Maccaboy, in jars	35
French Rappie in jars	43

SOAP

Central City Soap Co.	
Jaxon	2 85
Boro Naphtha	3 85

J. S. Kirk & Co.

American Family	4 05
Dusky Diamond, 50 Soz	2 80
Dusky D'nd, 100 6oz.	3 80
Jap Rose, 50 bars	3 75
Savon Imperial	3 10
White Russian	3 10
Dome, oval bars	2 85
Satinet, oval	2 15
Snowberry, 100 cakes	4 00

LAUTZ BROS. & CO.

Acme soap, 100 cakes	2 85
Naptha, 100 cakes	4 00
Big Master, 100 bars	4 00
Marseilles White soap	4 00
Snow Boy Wash P'r	4 00

8

Proctor & Gamble Co.

Lenox	2 85
Ivory, 6 oz.	4 00
Ivory, 16 oz.	6 71

A. B. Wrisley

Good Cheer	4 00
Old Country	3 40

Soap Powders

Central City Soap Co.	
Jaxon, 16 oz.	2 40

Gold Dust, 24 large

Gold Dust, 100-5c	4 00
Kirkoline, 24 1lb.	3 80
Pearline	3 75
Soapine	4 10
Babbitt's 1776	3 75
Roseine	3 50
Armour's	3 70
Wisdom	3 80

Soap Compounds

Johnson's Fine	5 10
Johnson's XXX	4 25
Nine O'clock	3 35
Rub-No-More	3 75

Scouring

Enoch Morgan's Sons	
Sapallo, gross lots	9 00
Sapallo, half gross lots	4 50
Sapallo, single boxes	2 25
Sapallo, hand	2 25
Scourine Manufacturing Co.	
Scourine, 50 cakes	1 80
Scourine, 100 cakes	3 50

SODA

Boxes	5 1/2
Kegs, English	4 1/2

SOUPS

Columbia	3 00
Red Letter	90

SPICES

Whole Spices	
Allspice	12
Cassia, China in mats	12
Cassia, Canton	16
Cassia, Batavia, bund.	28
Cassia, Saigon, broken	40
Cassia, Saigon, in rolls	55
Cloves, Amboyana	22
Cloves, Zanzibar	15
Mace	55
Nutmegs, 75-80	45
Nutmegs, 105-10	35
Nutmegs, 115-20	30
Pepper, Singapore, blk.	15
Pepper, Singap. white	25
Pepper, shot	17

Pure Ground in Bulk

Allspice	16
Cassia, Batavia	28
Cassia, Saigon	48
Cloves, Zanzibar	18
Ginger, African	15
Ginger, Cochín	18
Ginger, Jamaica	25
Mace	65
Mustard	18
Pepper, Singapore, blk.	17
Pepper, Singap. white	28
Pepper, Cayenne	20
Sage	20

STARCH

Common Gloss	
1lb packages	4 @ 5
8lb. packages	4 1/2
6lb packages	5 1/2
40 and 50lb. boxes	2 1/2 @ 3 1/2
Barrels	@ 2 1/2

Common Corn

20lb packages	5
40lb packages	4 1/2 @ 7

SYRUPS

Barrels	23
Half Barrels	9 @ 11
20lb cans 1/2 dz in case	1 70
10lb cans 1/2 dz in case	1 65
5lb cans 2 dz in case	1 75
2 1/2 lb cans 2 dz in case	1 80

Pure Cane

Fair	16
Good	20
Choice	25

TEA

Japan	
Sundried, medium	24
Sundried, choice	32
Sundried, fancy	36
Regular, medium	24
Regular, choice	32
Regular, fancy	36
Basket-fired, medium	31
Basket-fired, choice	38
Basket-fired, fancy	43
Nibs	22 @ 24
Siftings	@ 11
Fannings	12 @ 14

Gunpowder

Moyune, medium	30
Moyune, choice	32
Moyune, fancy	40
Pingauy, medium	30
Pingauy, choice	30
Pingauy, fancy	40

Young Hyson

Choice	30
Fancy	36

Oolong

Formosa, fancy	42
Amoy, medium	25
Amoy, choice	32

English Breakfast

Medium	20
Choice	30
Fancy	40

India

Ceylon choice	32
Fancy	42

TOBACCO

Swadell

Special Price Current

AXLE GREASE



Mica, tin boxes ..75 9 00
Paragon55 6 00

BAKING POWDER



1/4 lb. cans, 4 doz. case.. 45
1/4 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
1/4 lb cans 2 50
1/4 lb cans 3 75
1 lb cans 4 80
3 lb cans 13 00
5 lb cans 21 50

BLUING



C. P. Bluing

Doz.
Small size, 1 doz box....40
Large size 1 doz box....75

BREAKFAST FOOD

Original Holland Rusk



Cases, 5 doz.4 75
12 rusks in carton.
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 5d
Less than 500. 33
500 or more32
1,000 or more31
Worden Grocer Co. brand
Ben Hur
Perfection35
Perfection Extras35
Londres35
Londres Grand35
Standard35
Puritans35
Panatellas, Finas.35
Panatellas, Beck35
Jeckey Club.35

COCOANUT

Baker's Brazil Shredded



70 1/4 lb pkg. per case 2 60
35 1/4 lb pkg. per case 2 60
38 1/4 lb pkg. per case 2 60
16 1/4 lb pkg. per case 2 60

FRESH MEATS

Beef

Carcass5 @ 8
Carcass4 1/2 @ 7 1/2
Hindquarters6 @ 9 1/2
Loins7 @ 16
Ribs7 @ 13
Rounds5 1/2 @ 6 1/2
Chucks4 @ 5
Waters2 @ 3

Pork.

Loins @ 9
Dressed @ 7
Boston Butts @ 7 1/2
Shoulders @ 7
Leaf Lard @ 8 1/2

Mutton

Carcass @ 9
Lamb @ 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..1 29

Jute

60ft. 75
72ft. 90
90ft.1 05
120ft.1 50

Cotton Victor

50ft.1 10
60ft.1 10
70ft.1 60

Cotton Windsor

50ft.1 30
60ft.1 44
70ft.1 80
80ft.2 00

Cotton Braided

40ft. 95
50ft.1 35
60ft.1 65

Galvanized Wire

No. 20, each 100ft. long1 90
No. 19, each 100ft. long2 10

COFFEE

Roasted

Dwinell-Wright Co.'s B'ds.



White House, 1lb
White House, 2lb
Excelsior, M & J, 1lb ..
Excelsior, M & J, 2lb ..
Tip Top, M & J, 1lb ..
Royal Java
Royal Java and Mocha..
Java and Mocha Blend..
Boston Combination

Distributed by Judson
Grocer Co., Grand Rapids;
National Grocer Co., De-
troit and Jackson; F. Saun-
ders & Co., Port Huron;
Symons Bros. & Co., Sag-
inaw; Melsel & Goeschel,
Bay City; Godsmark, Du-
rand & Co., Battle Creek;
Fiebach Co., Toledo.



CONDENSED MILK

4 doz. in case

Gall Borden Eagle6 40
Crown5 90
Champion4 52
Daisy4 70
Magnolia4 00
Challenge4 40
Dime3 85
Peerless Evap'd Cream 4 00

FISHING TACKLE

1/2 to 1 in 6
1 1/4 to 2 in 7
1 1/2 to 2 in 9
1 3/4 to 2 in 11
2 in 15
2 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 13
No. 8, 15 feet 15
No. 9, 15 feet 20

Linen Lines

Small 20
Medium 26
Large 34

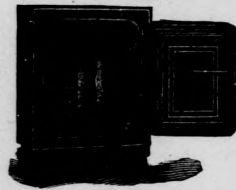
Poles

Bamboo, 14 ft., per doz. 55
Bamboo, 16 ft., per doz. 60
Bamboo, 18 ft., per doz. 60

GELATINE

Cox's 1 qt. size1 10
Cox's 2 qt. size1 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's1 50
Oxford 75
Plymouth Rock1 25

SAFES



Full line of fire and burg-
lar proof safes kept in
stock by the Tradesman
Company. Twenty differ-
ent 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 3 25

We sell more 5 and 10
Cent Goods Than Any
Other Twenty Whole-
sale Houses in the
Country.

WHY?

Because our houses are the recog-
nized headquarters for these
goods.

Because our prices are the lowest.

Because our service is the best.

Because our goods are always
exactly as we tell you they are.

Because we carry the largest
assortment in this line in the
world.

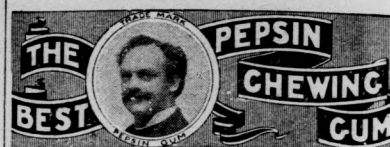
Because our assortment is always
kept up-to-date and free from
stickers.

Because we aim to make this one
of our chief lines and give to
it our best thought and atten-
tion.

Our current catalogue lists the most com-
plete offerings in this line in the world.
We shall be glad to send it to any merchant
who will ask for it Send for Catalogue J.

BUTLER BROTHERS

Wholesalers of Everything---By Catalogue Only
New York Chicago St. Louis



HATS

For Ladies, Misses and Children

Corl, Knott & Co., Ltd.

20, 22, 24, 26 N. Div. St., Grand Rapids.

Harness

Double and Single

Have you given us your
spring order?

Our harness makes money
for the dealer.

Brown & Sehler Co.

Grand Rapids, Mich.

Wholesale Only

Every Cake



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

The Fleischmann Co.,

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

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., 1/4-lb., 1/8-lb. air-tight cans.



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.

\$1,500 drug stock will be sold at auction to the highest bidder 1:30 p. m., February 1. W. A. Dutt, Belding, Mich. 295

Wanted—To buy stock of general merchandise \$3,000 to \$5,000, in small town in Southern Michigan. Address Merchant, care Tradesman. 361

For Sale—Seven stations of Barr Cash and Package Carrier in good shape. Enquire of A. Weiler & Bros., Hartford City, Ind. 364

For Sale—Stock of merchandise, dry goods, clothing, shoes, ladies' and gents' furnishings and groceries, in good little town surrounded by excellent farming country. Rent reasonable. Good living rooms over store. Best of reasons for selling. Cash only. No trade considered. Address No. 357, care Michigan Tradesman. 357

For Sale—First-class gents' furnishings and tailoring business in good city on Puget Sound, Wash.; stock and fixtures invoice about \$1,800; doing about \$10,000 a year business; this is an excellent opportunity; good reasons for selling. Apply to C. J. Andrews, Port Townsend, Wash. 359

For Sale—Bakery, confectionery, soda water, ice cream business. Address Box 577, Sparta, Wis. 351

For Sale—Nice clean stock of hardware in one of the best towns in Michigan. Good farming country and three factories. Will invoice about \$5,000. Tin-shop and plumbing in connection. Address No. 352, care Michigan Tradesman. 352

For Rent—Fine double store, solid brick, 60x80, just completed, good location. Steam heat. Price \$70 per month. Good lively railroad town, good farming country. Address C. F. Rose, Hillsboro, Wis. 353

For Sale—Drug stock and fixtures. Corner drug store, transfer point. Established 25 years. Never offered for sale before. Reason for selling, other business. Address Opportunity, care Hazeltine & Perkins Drug Co., Grand Rapids, Mich. 354

For Sale—Half interest in hardware, furniture and undertaking stock and buildings, in growing town of 900, surrounded by first-class farming country. Well established trade, good reason for selling. Address A. B. C., care Michigan Tradesman. 356

For Sale—Dry goods, boot and shoe business. \$5,000. Nice clean stock, good town. 55 cents on dollar, no less. It is worth more. Want to move on farm March 1st. Address No. 355, care Tradesman. 355

For Sale—24,000 or less, acres prairie, southwest Texas, coming California, 90 per cent arable rich black, red chocolate sandy loam, clay sub-soil, artesian belt. Magnificent for colonization. Fourth cash, balance, one, two, three, four, five years, 6 per cent. Address P. B. 97, Beaumont, Tex. 358

For Sale—Stock of general merchandise, original invoice \$9,500, reduced to \$5,000. Will sell for cash fifty cents on dollar, or will trade for good farm property. A splendid chance for anyone to continue business here. Will rent store building cheap. Town of 1,500 inhabitants. Address Box 1, Pentwater, Mich. 360

For Sale or Rent—Modern macaroni and noodle factory in thoroughly first-class condition. Address H. L. Jones, Secretary, Tecumseh, Mich. 362

For Sale—Drug store in the city. Doing a good paying business. Pleasant location. Reasonable rent. Address No. 363, care Michigan Tradesman. 363

For Sale—For cash, \$6,000 stock of clothing, furnishings, hats and trunks, located in one of the best little towns in Michigan, sixty miles from Detroit. Excellent farming community. Good established business, absolutely no dead stock. Finest opportunity to add small stock of dry goods. Rare chance for the right party. Don't write unless you mean business. Address No. 366, care Michigan Tradesman. 366

For Sale—Drug stock in live Northern Michigan town of 1,500, invoicing \$1,250. Discount for cash. Address "Cinchona," care Tradesman. 344

Drug Stock For Sale—Located in a smart, up-to-date town of 1,500; good agricultural country surrounding; easy rent; in good location; stock light; will give purchaser a fair deal; poor health, reason for selling. B. C. Eldred, Chesaning, Mich. 255

An opportunity to buy one of the best meat market business in the State, consisting of two story brick, living rooms above, basement below, two refrigerators, tools, fixtures and merchandise in stock, also slaughter house if desired, and instead of asking a premium for such a fine business, will sell less than inventory price. Property located at Vassar, Michigan. Must be seen and investigated to be appreciated. Reason for selling, going into the ranching business on Pacific coast. W. B. Cavers, Vassar, Mich. 268

W. A. Anning, the hustling salesman. Merchants! Get in touch with me and arrange for a rousing February sale that will quickly turn your stock into money. Clean and legitimate methods that build a future business for the merchant. Every sale conducted under my personal direction. No failures. Just closed my second sale for the Simons Dry Goods Co., Lansing, Mich. Write them for particulars. If you want a successful sale, address W. A. Anning, Aurora, Ill. 341

For Sale—\$950 stock of gents' furnishings and fixtures in booming town of Muskegon. Enquire Lemire & Co., Muskegon, Mich. 343

For Sale—Absolutely pure country peach butter in mason jars or bulk. Geo. B. Hall, Rural, Bravo, Mich. 330

For Sale or Rent—Two-story frame store building with living rooms overhead, located in New Salem, Allegan Co. Well adapted to stock of general merchandise. Address John Schichtel, New Salem, Mich. 331

For Sale or Rent—A woodworking factory with shafting, engines, dry kiln and warehouses. Well located in the center of the city. D. D. Smith, Gilfillan Block, St. Paul, Minn. 334

For Sale—Cold storage and produce plant, new four years ago. Located in central Michigan, doing a good business. A snap if taken at once. Owners wish to go South. Address Stroud & Post, Mason, Mich. 335

For Sale—Drug store; snap; stock and fixtures, \$4,000; good location; cash \$2,000; no trade; good reason for selling. A. C. Mills, Nauvoo, Ill. 336

Come West and get this farm. 160 acres, five miles from excellent market; black loam soil; large crops; well fenced and watered; good buildings; beautiful scenery; ideal climate; mild short winters. Price \$20 per acre, for short time only. Will give terms. Address Geo. F. Steele, Coeur d'Alene, Idaho. 337

Drug Store for sale in small city lower Michigan. First-class proposition in every respect. Invoice \$3,000, upwards. Address No. 338, care Michigan Tradesman. 338

To exchange a well improved Michigan farm of 140 acres good soil for a stock of goods of about \$4,000. Address Owner, Box 202, Detroit, Mich. 350

We pay cash or will trade good real estate, including farm lands, for merchandise stocks. Powell Co., 20 W. Canal St., Wabash, Ind. 347

For Sale—Drug and jewelry store in a good mining and lumbering town in northern part of Wisconsin. Oldest store and best location. Wish to retire from business. Address H. Jacobson, Hurley, Wis. 346

For Sale or Rent—Two-story brick store with good cellar, 24x60 feet with wood addition on back. Water and electric lights. Cement walk in front. Address Mrs. Mary O. Farnham, L. Mancelona, Mich., Box 43. 243

Wanted—To buy stock of merchandise from \$4,000 to \$30,000 for cash. Address No. 253, care Michigan Tradesman. 253

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. 511

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—75 barrel steam flour mill; fine location; good trade; price \$5,000; easy terms. J. D. Wilsey, Caro, Mich. 279

For Sale—Exclusive news business, 750 Sunday, 450 dailies. Address "K," care Michigan Tradesman. 245

Texas Land Sale—20,000 acres rich fruit and farm land in Robertson County to be sold very cheap in large or small tracts; less than two miles from Franklin, county seat; on main line railroad; we are locating 100 northern families here; fine climate, winter and summer; booklet free, write us. Pratt, Loomis & Pratt, Benton Harbor, Mich. 277

For Sale—Stock of hardware and implements in live Western Michigan town surrounded by rich farming country. Good established trade. Liberal discount for cash or will trade for unincumbered farm property of equal value. Address No. 275, care Michigan Tradesman. 275

Sue line wanted to sell to grocers, by a salesman who calls weekly on established trade. Address No. 256, care Michigan Tradesman. 256

Drug Store—Located on best corner, and the most popular store in a city of 12,000; good business; sales averaging \$25 to \$30 per day; no cut rates; proprietor who is a physician wants to devote all his time to practice; lease on store room has two (2) years to run and can be renewed; rent \$50 per month; stock and fixtures invoice about \$4,500; will sell for cash or part cash, balance secured. Address Dr. M. Rosenthal, Cape Girardeau, Mo. 292

For Sale—\$6,000 clean merchandise business, \$65,000 annually. Must have 1/2 in cash. Address Lock Box 824, Peoria, Ill. 282

If you want to sell your entire stock of merchandise for cash, we buy them. The United Purchase Co., 76 Euclid Ave., Cleveland, O. 283

Wanted—To buy a clean stock of general merchandise. Address Chapin, care Michigan Tradesman. 266

Wanted—To exchange my farm stock and tools for general merchandise. Address J. O. Shepard, Dowling, Mich. 263

For Sale—Harness business in city of 9,000 population. Established 44 years. Splendid country surroundings. Nice clean stock, invoicing from \$2,400 to \$2,800. Age and ill health, the only reason for selling. Address F. Kuhn, Galion, Ohio. 294

We have Kansas lands and merchandise for sale and trade. Let us know what you want and we will find it for you. W. O. Warner & Co., Meridan, Kansas. 296

For Sale—Set of new Dayton Computing scales at a bargain. Address Johnson & Hunter, Spencer, Mich. 299

For Sale—Large and prosperous drug business at a discount from the inventory. The proprietor wishes to retire from the retail business on account of age. No cutting in prices. Great chance for money-making. When answering this, state how much money you have to invest. Address M. A. Lyon, Westfield, N. Y. 285

For Sale—Store building, stock of general merchandise, including feed and hay. Also house and lot. A good chance for the right party. A good bargain if taken before April 1, 1906. Address Geo. M. Beemer, Yuma, Mich. 287

For Sale or Exchange—General store; stock, fixtures, house, barn, 1 1/2 acres land. Established 19 years. H. T. Whitmore, Minard, Mich. Address Rives Junction, R. F. D. No. 1. 289

To Exchange—Desirable farm property for good mercantile stock in locality showing good trade. Give particulars as to what stock will inventory, etc. Jas. J. Savage, Midland, Mich. 288

For Sale—\$18,000 stock of dry goods in one of Northern Indiana's best towns of 10,000 population. A splendid opportunity for a hustler looking for a location. Stock is in excellent condition. Will give good deal to cash buyer if taken by Feb. 1. This proposition will bear closest investigation. Address No. 291, care Michigan Tradesman. 291

For Sale—Stock of hardware and implements invoicing about \$2,000, in live Western Michigan town surrounded by rich farming country. Good established trade. Liberal discount for cash or will trade for unincumbered farm property of equal value. Address No. 275, care Michigan Tradesman. 275

Pure Country Sorghum For Sale—Address F. Landenberger, Jr., Olney, Ill. 293

POSITIONS WANTED

Work Wanted—Ambitious active, honest and willing man of 32 wants steady position at once. Address Box 45, Rochester, Mich. 365

Wanted—Position by young man with six years experience in hardware business. Good references. Address No. 332, care Michigan Tradesman. 332

Position Wanted—Pharmacist, registered 16 years. Married. City and country experiences. Working now but desires a change. Prescription work preferred. Address No. 233, care Tradesman. 233

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

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. MACROIRE
AUCTION CO.,
Davenport, Ia.

A. W. Thomas MERCHANDISE AUCTIONEER

Just closed \$10,000 Furniture Sale for W. F. Sinemaker, 978-980 Madison street, Chicago. Write him about it.

Dated ahead until January 18th. If you want date, write quick. References—those for whom I have sold and the wholesale houses of Chicago. Am booking sales now for January, February March, April.

A. W. THOMAS
Expert Merchandise Auctioneer
324 Dearborn St. Chicago, Ill.

Now selling for the Steinhilf Grant Land Co., Strawberry Point, Iowa Write them about it.



The consuming demand for
Jennings'

Terpeneless Extract Lemon
Mexian Extract Vancilla

is steadily increasing, which gives proof that the quality of these well-known extracts is recognized by the consumer. Quality is our motto.

Order direct or through your jobber.

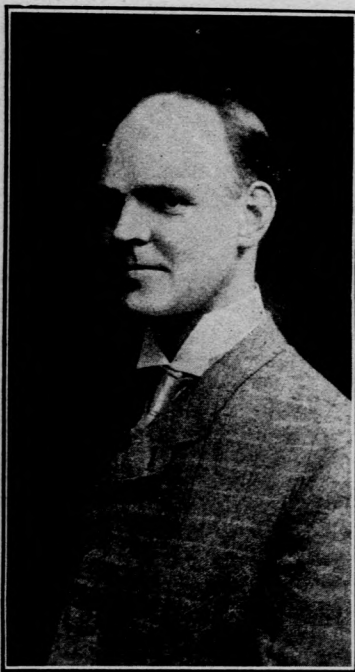
Jennings Flavoring Extract Co.

Grand Rapids, Mich.

SUCCESSFUL SALESMEN.

L. B. Glover, Representing Jennings Manufacturing Co.

Lewis B. Glover was born at Blissfield, May 15, 1866, his antecedents being English on his father's side and Holland on his mother's side. When he was a year old his parents moved to Milwaukee, where they remained a year, when they removed to Manistee, where they remained two years. Ten years later the family moved to Muskegon, where Lewis attended school until he was 14 years of age, when he sought and obtained employment in the drug store of Fred Brundage, beginning as bottle washer and ending seven years later as prescription clerk. In 1887 he formed a copartnership with his sister and engaged in the drug business in the McCracken block, at Muskegon, under the style of L. B.



Glover & Co. After three years' experience in the retail drug business, he sold out and went on the road for Humiston, Keeling & Co., of Chicago, taking Central Illinois territory. He continued this work for nine years, when he resigned to accept a position with Jennan, Pflueger & Keuhn-stub, of Milwaukee, his territory for this house comprising the large towns of Indiana and Illinois. At the end of a year he was offered a position as salesman for the perfumery department of the Michigan Drug Co., of Detroit, which he has continued to occupy for the past four years with satisfaction to himself, his house and his trade. Jan. 1. he accepted a position tendered him by the Jennings Manufacturing Co., to take the management of the perfumery department. This will keep him in the house about half of the time and the remainder of the time he will devote to the jobbing trade in the large cities of the West and Middle West.

Mr. Glover was married Jan. 30, 1893, to Miss Lillian Jennings, of Springfield, Illinois. They have three children, two girls and a boy, and reside at 139 Sheldon street.

Mr. Glover is not much of a jiner, being identified only with the United Commercial Travelers and the Illinois Traveling Men's Association. He attributes his success to hard work, well applied, and conscientious attention to duty. He has made it a point in life to leave a pleasant impression behind him, so far as possible, so that the second trip would be more acceptable to the merchant than the first and the third more acceptable than the second and so on. His accession to the ranks of the Jennings Manufacturing Co. strengthens the position of that house very materially and gives ground for the belief that the arrangement will be one of mutual satisfaction and interest.

Opinion of a Grand Ledge Bean Operator.

A careful canvass of the State shows that nearly every elevator has full stocks of beans, and if the farmers begin to sell buyers will in turn be obliged to force their holdings on the market. With the present dullness and the lifeless buying, any heavy offerings will cause a demoralized market. If a lower market would make a demand, then we would favor a reduction right away, but it won't. The trade as a whole don't want beans now, and if prices were lowered ten cents it would have little of the desired effect. The proposition before the Michigan farmer is simply to be patient for a time. While there is nothing in the situation that warrants any uneasiness, yet if some of the holders should get scared and push their stocks on the market at this time prices would easily decline ten cents, and possibly more. It is a business proposition. If farmers, instead of selling their beans at present prices, would ask their dealers to store their beans for them, it would give them the advantage of hauling on good roads at a time of year when they had plenty of leisure time, and they could by thus storing and holding their beans realize higher prices later on.—Grand Ledge Independent.

Butter, Eggs, Poultry, Beans and Potatoes at Buffalo.

Buffalo, Jan. 24—Creamery, 22@27c; dairy, fresh, 17@21c; poor, 16@17c; roll, 16@18c.

Eggs—Fresh, candled, 19@20c; storage, 14@15c.

Live Poultry—Fowls, 11½@12½c; chickens, 12@13c; ducks, 14@15c; geese, 13c; old cox, 9c.

Dressed Poultry—Chickens, 12@14c; fowls, 12@13c; turkeys, 18@20c; ducks, 16@17c; geese, 10@12½c.

Beans—Hand picked marrows, new, \$2.75@3; mediums, \$2@2.10; pea, \$1.75; red kidney, \$2.40@2.65; white kidney, \$3.

Potatoes—60@70c per bushel.

Rea & Witzig.

Ironwood—The Scott & Howe Lumber Co. has resumed operations at its sawmill plant. It is the intention to work the mill night and day during the remainder of the winter. This is the first winter that sawing has been done by the company, the mill heretofore having been active only during the summers.

Comfortable Balances on Hand.

Flint, Jan. 22—At the regular quarterly meeting of the Board of Directors of the Michigan Knights of the Grip, the Treasurer reported the following amounts on hand:

General fund \$ 245 26
Death fund 1,003 59
Employment and relief fund 106 40
Entertainment fund 38 00

Total \$1,393 25

The following claims were allowed and warrants drawn to pay the same: Justine Wegener, claim of Arthur Sturtzko; Martha E. Robinson, claim of Oscar L. Robinson.

The following bills were presented and allowed and orders drawn to pay same:

F. J. Pierson, printing.....\$28 50
G. H. Randall, postage, stationery and stenographer in connection with interchangeable mileage book..... 6 60
C. J. Lewis, stamps..... 4 50
C. J. Lewis, salary..... 63 22
H. E. Bradner, salary..... 25 29
C. W. Stone, Board meeting. 6 17
M. C. Empey, Board meeting. 5 70
J. C. Wittliff, Board meeting. 7 10
Jno. B. Kelley, Board meeting 5 52
F. L. Day, Board meeting.... 1 98
H. P. Goppelt, Board meeting. 5 06
G. H. Randall, Board meeting. 7 24
C. W. Hurd, Board meeting.. 5 34
C. J. Lewis, Board meeting... 5 98
A. A. Weeks, Board meeting... 7 08
C. J. Lewis, Sec'y.

Difference Between Peanuts and Goobers.

"There is a difference between goobers and peanuts, though few people who use the terms are aware of it," says a writer in the St. Louis Globe-Democrat. "In many of the states farther south all manner of nuts taking the form of peanuts are called goobers, which is a mistake, and no more justified in fact than the action of the people of the north and west giving the name of peanuts to all manner and kinds of goobers. Goobers are grown, and peanuts are grown, but both are very much confused in the popular mind in all sections of the country. Goobers are the large peanuts, if you will excuse such a peculiar definition, while the peanuts are small and much more edible than the goobers. It is more valuable, too, commanding a price on the market ranging from 15 to 25 per cent. higher than the goobers. The confusion about them arises from the fact that they are of about the same general appearance, except for size, but one who tests the difference by taste will never forget afterward that the peanut proper is a sweet, eatable nut, while the goober proper is practically tasteless. In this connection, do you know that the market value of both goobers and peanuts may be increased at least 20 per cent. by a greater attention to cleaning the shells? The general public appears to judge the value of the nuts by the comparative cleanliness of the outer surface. If this is white, free from stains or dirt, people purchase them more readily and at a higher price than they will the darker shelled nuts, recking little, as they should, of the

sweetness of the kernel inside. As a general rule, too, a light brown shelled nut is usually sweeter than the one with an almost white shell. Millions of pounds of the edibles are annually exported to Europe, and I presume a small quantity may be eaten as nuts by those who have had their tastes educated to the American standard, but as a general proposition they are mostly used for extracting the oil from them, which is used as a substitute for olive oil, and a very good substitute it is, while the paste remaining is dried, ground into flour and employed, particularly in France, in the manufacture of bread of much sweetness and richness."

Nursing the Wrong Baby.

The clerk at the Livingston Hotel was smiling broadly and a caller asked him the cause of his jocularity.

"Why, it's a story a Missourian who is staying at this house just told me about a friend of his who is a well-known contractor here in Grand Rapids."

"Shall we have the story?" asked the caller.

"Sure," returned the other, "only we'll have to eliminate names. This contractor is sometimes given to brief sessions of bibulousness, and while returning from one of these a short time ago he made up his mind that he would not disturb his wife. On reaching home he was successful in finding the keyhole, and after careful effort he successfully navigated his way upstairs. Here he saw—or thought he saw—in the dim light which the electric lamp outside shed through the window the 5-month-old baby sitting up in the rocker, while his wife was comfortably sleeping in the bed beyond. Softly creeping over to the rocker he took the baby in his arms and began to rock her to sleep, when his wife awakened.

"John," she said, 'what are you doing there?'

"Sh! m' dear," whispered John; 'I'm rocking baby to sleep.'

"Baby's been asleep for over an hour," said the patient wife, reproachfully. 'John, put down that doll and come to bed. I rather think you need a little sleep.'"

BUSINESS CHANCES.

For Sale—A cheese factory in Northern Illinois, one acre of ground, good refrigerator, fitted to make butter or cheese, up-to-date in every particular. Price reasonable. Good run of milk the year round. For full particulars, address Chas. Baltz, 73 South Water St., Chicago, Ill. 367

For Sale—A good farm of 105 acres, well watered and nearly all improved. Good buildings. Will sell cheap. Address H. Ridsdale, Laingsburg, Mich. 370

For Sale—Small stock groceries and fixtures in good business town. Best trade in town. Enquire E. D. Wright, care Musselman Grocer Co., Grand Rapids, Mich. 369

For Sale—Good up-to-date grocery business in good live Michigan town of 5,000 inhabitants. Stock new and clean. Fixtures in first-class condition. Good opportunity for a live man. Invoices about \$2,800. Will take \$2,500 cash. Good reason for selling. For particulars address "G. M." care Michigan Tradesman. 368

Kiln Dried Malt

The greatest milk and cream producer. Cheap as bran.

C. L. Behnke, Grand Rapids

64 Coldbrook St.

Citizens Phone 5112

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

It May be Possible to make better flour than **Golden Horn**

but it has never been done.

A good reason why you should buy it.

Manufactured by

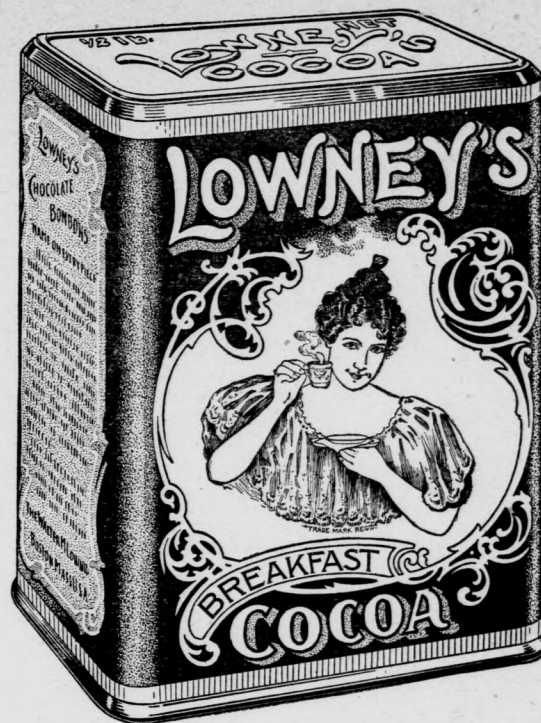
Star & Crescent Milling Co., Chicago, Ill.

The Finest Mill on Earth

Distributed by

Roy Baker, Grand Rapids, Mich.

Special Prices on Car Load Lots



Received
Highest Award

GOLD MEDAL

Pan-American
Exposition

LOWNEY'S COCOA is an American triumph in food products.
It is the best cocoa made anywhere or at any price.

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

Coupon Books

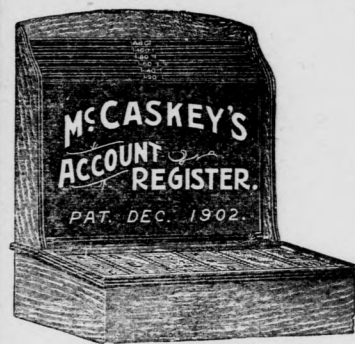
are used to place your business on a cash basis and do away with the details of bookkeeping. We can refer you to thousands of merchants who use coupon books and would never do business without them again.

We manufacture four kinds of coupon books, selling them all at the same price. We will cheerfully send you samples and full information.



Tradesman Company

Grand Rapids, Mich.



The McCaskey Register

**What it Is!
What it Does!**

It's a Bookkeeper (without books.)
It's a Collector.
It keeps your accounts **correctly**.
It **increases** cash payments.
It saves you time, money and labor.
It saves all posting of accounts.
It stops disputes about accounts.
It **prevents** goods leaving the store before they are **charged**.
It compels your **clerks** to be **careful**.
It's all done with only **one writing**.
It **pleases** your customers.

Your accounts can be **protected** from fire.

Write for Catalogue

The McCaskey Register Co.

Alliance, Ohio

Manufacturers of the Famous Multiplex Carbon Back Counter Pads.

Push Your 5 and 10 Cent Counters

Keep them supplied with **strong leaders** and a **variety of good staples** and you will not have to complain about dull times during the winter months. Our goods and prices will help you. Send us your orders.



Fine Blown Lead Glass Engraved Tumblers

"Wreath" Assortment. 18 dozen fine lead glass, engraved, blown tumblers in six assorted styles of engraving, packed in barrel. No charge for package or cartage.

Per dozen\$0.55

Decorated Earthen Cuspidors

"Our Special" great 10c leaders and rapid sellers. Packed three dozen in crate. Assorted styles and decorations.

In crate lots, doz.90c
Less than crate95c



Decorated German China Cups and Saucers

No. 1005—Size of cup 2 1/2 x 3 inches, saucer 5 1/4 inches. Gold stippling on both pieces and floral decorations.

Per dozen80c

Special Dime Leaders in Glass Nappies

"Anona" Assortment—Six dozen 8 in. pure crystal glass berry dishes in three assorted styles, worth 15 and 20c at retail. No charge for bbl.

Per doz.78c



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 dozen38c
Per gross (no less).....\$3.90



Men's Canton Flannel Gloves

Per Dozen 80c

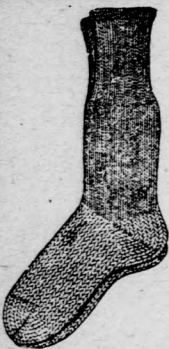
No. 1195. Heavy 10 oz. Canton flannel, plush finish inside, well hemmed wrist band, well made, large sizes.



Great Special Bargain

in Men's Mixed Cotton Hose

84c per Dozen



S1418. Men's Random Mixed Cotton Half Hose—Come in latest shades of tans, grays and slates. Extra double yarn, fine gauge, full seamless, colored splicing in heels and toes. One dozen assorted shades in bundle.



A Big Seller in 5c Toilet Soap

Per Dozen 40c

No. 601. Royal Lily—3 1/2 ounce cakes of fine milled Toilet Soap. Excellent grade goods, put up in fancy red wrappers and packed three cakes in handsome box with White Lily top.

Per dozen cakes40c

Splendid Value in 5 and 10c Leather Purses

No. 7609. Three ball nickel frame, black kid, double pocket. Size 2 1/2 x 3 1/4 inches. Per doz.36c

L7824. Genuine calf, chamois lined. Size 3 x 2 1/4 inches. Three ball nickel frame, assorted brown colors. Per dozen72c



5 and 10c Leaders in Bleached Cotton Towels



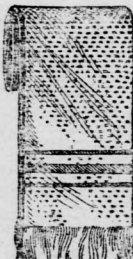
No. 1610.

No. 1610 14x24. Hemmed, good cotton duck, bleached pure white, fast selva, three-stripe red border in fast color.

Per doz.42c

No. 1606—16x36. Bleached, huck, fringed ends, fast selva, good weight, 4-stripe borders.

Per doz.80c



No. 1604.

Fine Attraction in 10c Toilet Soap

"Vestal"—Highest quality pure milled stock, richly perfumed and wrapped in violet paper, richly embossed in colors and gold. Three 4 oz. cakes in handsome box. Per doz.75c



Big Bonanza in

5 Cent Pencil Tablets

Per Dozen 42c

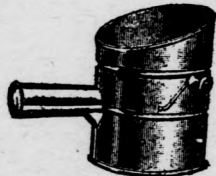


No. 200. Ruled Pencil Tablet. Size 6x9 inches. 190 sheets of good pencil paper in handsome colored lithograph covers.

A Household Necessity

85c per Dozen

No. 3 Standard Rotary Sifter—Heavy IC tin, reinforced top and bottom; round pieced handle, crank on side. 1 dozen in box.



10 Quart IC Tin Flaring Pails

Per Dozen 95c

Heavy IC tin, wire strengthened top, heavy wire bail, black enameled handles, riveted ears.

"Mascotte"

Mouse Traps

Per Dozen 80c

Best mouse trap on the market. Catches several mice in one night.



Large 10 Inch Tin Collanders

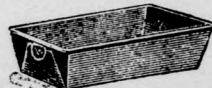
Per Dozen 80c

Heavy bright tin, strong handles, high foot, soldered seams.

5 Cent Bread and Cake Pans

Per Dozen 37c

No. 20—Best IC tin, rolled edges, folded seams, size 10x6x2 inches.



5 and 10 Cent "Acme" Fry Pans



One piece solid steel with always cool ventilated tin handle. No. 00—Diameter 6 in. Per doz.44c
No. 2—Diameter 9 in. Per doz.95c

Cast-Iron Adze-Eye Hammers

Per Doz. 87c

No. 580 1/2—Full polished, steel finished adze-eye hammer with 12 in. hardwood handle. Weight 18 oz.



2 Quart IC Tin Tea and Coffee Pots

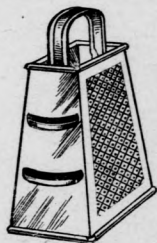
82c Per Dozen

Made of best quality IC tin with patent tin bottoms, wire hinged covers, strong handles and heavy seamed spouts.

Combination Square Grater

No. 150—Made of heavy IX tin, loop handle, tinned edges and strongly wired bottom. Grater has four sides, one for fine and one for coarse grating, vegetable slicer and cabbage cutter. Can also be used for slicing Saratoga chips, etc. 1/2 dozen in package.

Per doz.93c



H. LEONARD & SONS, Grand Rapids, Mich.

Importers, Manufacturers and Manufacturers' Agents