

MICHIGAN TRADESMAN

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Twenty-Third Year

GRAND RAPIDS, WEDNESDAY, FEBRUARY 21, 1906

Number 1170



I WISH to preach, not the doctrine of ignoble ease, but the doctrine of the strenuous life—the life of toil and effort, of labor and strife; to preach that highest form of success which comes, not to the man who desires mere easy peace, but to the man who does not shrink from danger, from hardship or from bitter toil and who out of these wins the splendid ultimate triumph.

Theodore Roosevelt.

BALLOU BASKETS ARE BEST



That Mary had a famous lamb,
We all admit is true;
And the fact that it was famous
Made Mary famous, too.

Now if you want to win a place
Within the halls of fame,
By using goods whose merits "talk."
You'll make yourself a name.

Our baskets you already know,
Are worth their weight in gold,
And that is why such loads of them
Are on their merits sold.

We make them every shape and size,
And we can fill your bill;
For every kind of business,
For laundry, farm and mill.

We make them out of Pounded Ash,
Rock Elm, and good Bamboo,
And for bakeries and laundries,
We have the canvas, too.

We want to get your business,
It will pay you to invest,
For the name, "Ballou Baskets"
Is a synonym for "Best."

You Save Money by
Using the "Best"
That's Ballou's, You
Know

Ballou Basket Works
Belding, Mich.



Serene Satisfaction

sits on the brow of him who
has the pleasure of smoking an

S. C. W.

5c Cigar

It gives satisfaction in
more ways than one—it looks
good, hence appeals to the eye; smells good, hence appeals to
the nostrils; tastes good, hence appeals to the palate.

The S. C. W. is good every way you take it.

G. J. JOHNSON CIGAR CO., Makers

Grand Rapids, Michigan

ENGRAVERS

BY ALL THE
LEADING PROCESSES

PORTRAITS, BUILDINGS,
MACHINERY,
STATIONERY HEADINGS,
EVERYTHING.

HALF-TONE
ZINC-ETCHING
WOOD ENGRAVING

TRADESMAN COMPANY
GRAND RAPIDS, MICHIGAN.

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.

95% of Your Capital

is tied up in your stock!

The other 5 per cent. is in your daily cash balance.

Thrifty merchants believe it pays to invest \$200 to \$600 in cash registers to keep an accurate check on 5 per cent. of their investment.

How about the other 95 per cent.?

Have you a daily check on your *merchandise*?

No! And furthermore have you ever been able to estimate how much of a loss you are sustaining through your use of the old-fashioned, inaccurate scales?

Moneyweight Scales

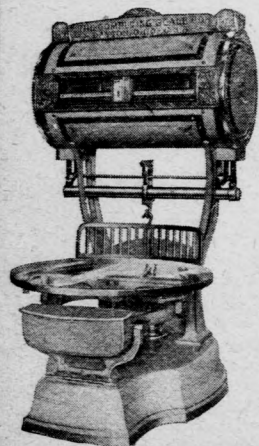
will weigh out 100 per cent. of the weight you paid for when you bought the goods. *No other scales will do this.*

MONEYWEIGHT scales are demonstrating every day that they save more than they *cost* while being paid for, therefore in reality they cost you *nothing!*

Although they cost the merchant but a *trifle* compared with a cash register, MONEYWEIGHT scales are the *only accurate check* on a stock worth *many times* the amount of the daily cash balance.

Drop us a line and let us explain how MONEYWEIGHT scales prevent *overweight* and in this way alone pay for themselves in a very short time.

MONEYWEIGHT SCALE CO., 58 State St., Chicago



Scale No. 95



No. 84 Pendulum Automatic

MICHIGAN TRADESMAN

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GRAND RAPIDS, WEDNESDAY, FEBRUARY 21, 1906

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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.

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Mich. Trust Building, Grand Rapids

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

Commercial Credit Co., Ltd.

OF MICHIGAN

Credit Advances, and Collections

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

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

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REPRESENTATIVE RETAILERS

John S. Seaver, the Pioneer Merchant of Pompeii.

Great originality and a wide departure from the approved and ordinary methods of conducting a business in all its details have in some instances resulted in unusual distinction being won by men engaged solely in commercial pursuits. These few successful instances are where gifted minds have solved the problem of combination made possible by aggregations of wealth controlled by few hands. To the men who have stuck to the much traveled channels of trade without seeking to employ unconventional means to enlarge the sphere of business have come the majority of successes. This is particularly true of the mercantile business, wherein, with all its complexity, originality and specialization have but little standing and do not bring the bountiful returns assured by the more conservative methods.

For the youth who enters the mercantile business with the avowed intention of winning success and renown by startling strokes of inventive genius little else than disappointment is in store. More than one financial wreck is to be found by the business waysides, the victims being those who have aspired to achieve command without first having served in the ranks and gaining the knowledge necessary to fit for leadership. But the young man of ambition who possesses integrity, brains and a sufficient amount of "sticktoitiveness" will find in the mercantile business a measure of wealth and comfort and respect and honor and equal at least to what might be attained in the assiduous pursuit of almost any other vocation.

A man who can be ranked as successful because of his unremitting toil and unceasing search for opportunities and their proper development once they shall have been had is the subject of this biography. He started out on a business career with

no brighter prospects than those common to young men in similar walks of life and his advance to a position of importance in the community in which he lives came through his own persevering effort. When a mere boy he went out in the world to make his own living. He had ambition, physical courage and endurance, and a willingness to work and learn that could not be thrust aside by the allurements he encountered in the activities of commercial strife. From a subordinate position he forced himself to the front and in the years which have elapsed since his advent in the industry he has made a name for himself which many aspire to, but few seldom achieve.

John S. Seaver was born on a farm in Onondaga county, New York, May 21, 1848. When he was 6 years of age his parents removed to Michigan, locating on a farm in Clinton county. Here the boy attended the country school, topping off with one year at the Agricultural College at Lansing. On completing his education as he was destined to have—he taught school for a year, when he hired out to Dan Fargo, of Sheridan, as lumber inspector. Two years later he concluded that the mercantile business possessed greater attractions than the lumber trade and entered the employ of John Pennington, general dealer at Pewamo. After clerking in this store three years he bought a farm near Pewamo and followed agricultural pursuits for eighteen months. In 1878 he sold the farm and formed a copartnership with his brother, Isaac S. Seaver, removed to Gratiot county and engaged in general trade at Old Pompeii under the style of Seaver Bros. When the Toledo, Saginaw & Muskegon Railroad was built and it was decided to move the town of Pompeii a mile and a half south, Seaver Bros. led the procession and the store building that traveled this distance is still standing in the new town, although it has not been occupied by the firm for several years. They subsequently erected a new building, which was destroyed by fire Aug. 5, 1900, at which time they sustained a loss of \$7,000, with only \$4,100 insurance. The following season they erected a new brick building, 44x85 feet in dimensions, with maple floor, steel ceiling and other modern features, in which they keep installed one of the most complete general stocks in the State. Mr. Seaver's brother was elected Judge of Probate of Gratiot county five years ago, at which time he removed to Ithaca, the county seat, so that the entire management of the business devolves upon the subject of this sketch.

Mr. Seaver was married June 26,

1886, to Miss Mary Fredenberge. They have two children, a boy of 19, who is attending the Ferris Institute at Big Rapids, and a boy of 15, who is attending public school at Ithaca. The family reside in a handsome home on the main street of Pompeii, where every comfort and convenience possible in a small town have been installed.

Mr. Seaver is a member of the Odd Fellows' lodge of Pompeii and an attendant at the Methodist church. As he is a liberal contributor to the church and his wife is a member of that organization, he is very generally referred to as a brother-in-law of the Methodist church.

Mr. Seaver attributes his success to staying at home and attending to his own business, and those who know him best and appreciate the painstaking effort he has always given his establishment and the careful consideration he has always given his customers, feel no hesitation in asserting that his prosperity has been richly deserved; that the position he occupies in the social and business world is not due to accident, but to a long life of right living, right thinking and right acting.

Re-organized On a Larger Scale.

The Grand Rapids Glass & Bending Co., which was started three years ago by Chas. Dregge and W. E. Raiguel, has been merged into a new corporation to be known as the Valley City Glass & Paint Co., with an authorized capital stock of \$25,000, of which \$14,700 is subscribed and paid in. The officers are as follows:

President—Daniel Lynch.

Vice-President—Chas. Dregge.

Secretary and Treasurer—Walter H. Shultus.

The company has leased the entire Lynch building for a period of ten years and has added to its other business a line of sash and doors and a line of paints manufactured by the Acme White Lead & Color Co., of Detroit. The company has moved its bent glass factory from the corner of Kent and Newberry streets to the intersection of the Pere Marquette Railway and Godfrey avenue, where it is erecting a one story frame building, 60x150 feet in dimensions. The company has contracted with a glass furnace engineering firm to erect a modern glass kiln, which will enable it to execute all orders for bent glass promptly and satisfactorily. The company will have no competition in this line of business nearer than 500 miles, being able to handle the trade of Chicago, Milwaukee, Toledo, Cleveland and the entire West.



Observations of a Gotham Egg Man.

It may be appropriate at this time to consider some features of the egg market of 1905-06 which should have, and doubtless will have, an important bearing upon the operations during the approaching season.

In the first place it is now clearly evident that those who stayed out of the storage egg deal last April and May—except to the extent of known requirements during the fall and early winter—were right in their belief that the prices then paid were dangerously high. The outcome has shown that while a very moderate profit was realized on the amount of early packed eggs sold in October, November and early December, very heavy losses have been incurred later. It is probably safe to say that considering the April and May storage goods as a whole the season's business will show a heavy loss.

It is a singular fact that the prices at which storage eggs were put away last spring were regarded with serious distrust by a very large majority of the trade—even by those who actually paid the high prices and stored the goods. A principal reason for this large buying in the face of a serious fear of the outcome is to be found, I believe, in the competition among egg merchants in the interior. There is a natural reluctance to lose trade and when an egg packer can not follow his own judgment as to correct paying prices without seeing others come into his territory and shut him out, it is difficult for him to stick to his opinion to the extent of losing his trade. Last year a good many of the distributing merchants in the large cities—particularly in the East—refused to store their usual quota of April and May eggs at the prices ruling, and Western packers went on holding the country cost up by a willingness to meet each other's competition and store themselves what they could not profitably sell. An unusually large part of the 1905 storage stock was carried by these packers and their aggregate losses in the deal have been heavy.

Then, as usual after a winter when large profits were realized on late held eggs, speculation was indulged in by hundreds of people who had no knowledge of egg market conditions, and who did not realize that the extreme prices of February, 1905, were due to very unusual winter weather. I am told of one town, for example, where a storage house had largely increased its facilities and capacity, in which nearly all classes of local tradesmen as well as preachers and professional men in general, indulged in egg gambling on a considerable scale. And the storage houses themselves have, to a large extent, added fuel to the speculative craze by making it too easy for Tom, Dick and Harry to store. They have, in many cases accepted orders for thou-

sands of cases to be bought and stored at the "market price" and have executed these orders without the regard for price paid and the proper margin for safety that would be exercised by well informed dealers operating on their own account; in many cases they have bought largely themselves, in order to fill storage room, depending upon turning the goods over later at mere cost plus a profitable storage charge.

All of these elements of inflated egg prices during the storage season, resulting last year from two successive winters of high prices and a disposition to attribute them to a phenomenal growth in consumption instead of (more properly) to an accidental shortening of winter supplies, will doubtless be materially modified during the coming season of surplus. Storage houses will be more guarded in their advances and in their willingness to load themselves with goods regardless of cost; shoemakers and school teachers will be aware that storage eggs carried into the late winter are about as likely to make heavy losses as heavy profits; egg collectors will be more chary of buying all the eggs in sight at a price above the willingness of the legitimate egg trade to store, and we shall undoubtedly have a lower and a safer level of values. How much lower the storage price will be it is useless to predict; every operator and would-be operator will naturally want it as low as possible but even with the present experience fresh in mind it may be difficult to get the market as low as it should be.

One serious result of the reckless storage indulged in last spring was the accumulation of large quantities of eggs that were not at all properly graded and packed for refrigeration. The peculiar condition of interior competition made many thousands of cases of eggs intended for current distribution unsalable on the distributing markets except at a loss; these were stored along with the goods especially packed for the purpose, and many of them came out in a moldy and generally disreputable condition. It is to be hoped that the unfortunate feature will not be repeated this year, and it will not be if the price of eggs at country points is kept low enough so that the current packings can be sold on the distributing markets at a fair profit. It may easily be shown that only carefully graded and carefully packed eggs should be stored. In the spring, when all eggs are fresh and when the consumptive demand is at the maximum the difference in price for various qualities is the least. At that time the selling value of carefully selected eggs is usually only $\frac{1}{2}$ @1c higher than the value of ungraded goods; yet if both graded and ungraded are stored for six or eight months the difference in their value when taken out is often 2@3c, especially when the ungraded goods contain a good many cracked or checked eggs.

The conditions that have proved so disastrous to late holders of refrigerator eggs this winter have been a bonanza to the jobbing trade who did not carry much stock of their own.

The high price of fresh eggs which seems to be an inevitable consequence of the light production incident to the latter part of the molting season, no matter how large the supply of refrigerator eggs may be, offers an opportunity for substitution to egg jobbers which they are not slow to take advantage of. Retail prices, being pushed to an extreme price in the late fall, are apt to be held up throughout the winter regardless of changes in wholesale value, and in a large part of the trade refrigerator eggs are worked out at prices far above their wholesale cost. I know this is so from common report and personal experience; I live in a city just out of New York and my family buys supplies from one of the most reputable grocers in the town; even now when the wholesale price of fresh gathered eggs has not been above 21c for three weeks (and most of that time it has been 20c or less) this grocer is charging 30c a dozen and the eggs are not all fresh at that. And a dealer who has a large family custom egg trade in New York told me the other day that his profits for the month of January had amounted to some \$4,000 or more. Now I am not railing at any man for making money in a legitimate manner and, perhaps, if consumers don't know enough to kick when paying the price of fresh eggs and getting refrigerators, the dealer, judged by modern standards of honesty, may be considered justified in getting as much profit as he can. I only mention the matter to show what the wholesale egg trade is up against when it becomes necessary to force a large surplus into consumption by lowering the wholesale price. In a condition such as we have lately been passing through there are of course some dealers who chop prices down and make a drive on eggs; and there are some hucksters who load eggs and hawk them about the streets in the tenement districts at fair prices. In this way we get some increase of output. But the rank and file of grocers who supply a large part of our people keep prices up to a relatively high point, and make the extra profit.

The extreme advance in fresh eggs in the late fall is clearly a misfortune to the wholesale egg trade when there are large supplies of storage eggs on hand, but it seems inevitable and must be reckoned with as one of the important factors to be considered when estimating the chances of the storage deal.

I have heard some wholesalers argue that the market should be "kept down" during that late fall scarcity which seems to be inevitable, meaning that quotations should be kept at a moderate point even when higher bids are made and sales reported. And, in fact, that policy was attempted to some extent last fall when the November advance in fresh eggs led the official quotations for the grades specified by 1@2c a dozen for a considerable period. But I can not see any justification for this course and moreover I believe it to be ineffective of the object sought. The actual selling price of the fresh goods

can not be controlled—it obeys the law of supply and demand—and if the cost of the quality demanded is higher than usual in relation to the wholesale quotation jobbers will simply charge a greater premium.

One thing is certain—that if refrigerator eggs could be sold as such to consumers at a price fairly proportioned to their wholesale value it would be a good thing for holders in all seasons of surplus, and it would not prevent realizing relatively high prices in seasons of scarcity. But as long as "egg is eggs" I don't believe there is any cure for the difficulty.

One feature of the past year's egg trading is seriously regrettable—I refer to a disposition on the part of some of the storage houses to withhold, even more closely than before, the knowledge of the quantity of stock accumulated in their warehouses. Considering the welfare of the trade as a whole this is certainly a most illogical stand; of course the storage houses are not philanthropic institutions and if they are operating in eggs on their own account, as merchants in competition with other merchants, there may be that excuse for keeping to themselves all the information they can get, although I am convinced that even from the legitimately selfish standpoint it is a fallacy to believe that personal interest can, in the long run, be served by withholding correct information as to the statistical position. But a storage house that depends for its business upon public patronage should, it seems to me, adopt a broader policy in the interest of its patrons—actual and possible—who comprise all who store and who deal in stored eggs. I should think that egg storers would be inclined to give their patronage, as far as possible, to those warehouses who thus considered their general interests.—N. Y. Produce Review.

Flint Industries Working Overtime.

Flint, Feb. 20—While all of the various industrial plants in the city are working full time and some of them until 9 o'clock at night to supply the demands for their products, the Buick automobile engine factory holds the record for overtime by keeping its wheels whirling twenty-three out of the twenty-four hours of the day. Two hundred and fifty skilled mechanics are employed in day and night shifts and the only time that the machinery is stopped is during the noonday hour. The factory is being pushed to its capacity to furnish engines for the Buick automobile assembling plant at Jackson which is to be removed to this city the coming summer, and is making large shipments daily.

A new industrial institution that is to be added to Flint's manufacturing enterprises this year is a wood turning plant. Whip sockets, pail handles and plain and fancy turned woodwork of all kinds will be manufactured by the concern, which expects to be doing business by the middle of the summer. The plant will be located on St. John street, and work on the building will be commenced early in the spring.

Encouraging Report from Battle Creek.

Battle Creek, Feb. 20—The Nichols & Shepard Co., thresher works, has a full force of men at work, and owing to the increasing orders for the big double cylinder engines, will soon increase the work hours from nine to ten. This engine was designed expressly for the use of gang plowing on the great farms of the West and Northwest. It is provided with sufficient power and gearing to walk right along with a gang of ten of the largest plows at good speed. The tank carries 400 gallons of water, and the bunker 800 pounds of coal. The gearing is entirely of steel. The double cylinder adds greatly to the driving power of this especially constructed engine. They have received a great many orders for this engine from the owners of the big wheat fields.

Last fall the Michigan Preserving & Canning Co. put up 50,000 bushels of peaches and 25,000 bushels of apples, and is now canning beans. The factory has proved of great benefit to the farmers in this vicinity.

The Duplex Printing Press Co. has shipped one of its presses to Havana, Cuba.

The personal property of the La-Grippe Wrench Co. has been sold at auction to satisfy a chattel mortgage, and was bid in for Mrs. Lucy Clark, the mortgagee.

Charles Munger has established a chair factory at Urbandale, the new suburb of this city, the first factory to be opened in that village.

A machinery company has been established at Level Park, another new suburb to the city, and this week installed a new twenty-one horse power gasoline engine. The factory, besides doing all kinds of machine work, will run a feed grinding mill.

Plans and specifications have been furnished by the American Bridge Co. for the new brick plant of the Meyenburg Terra Cotta & Brick Co., which recently bought the clay beds on the Adams farm, south of the city. The plant will cover thirty-one acres. It will consist of thirty-six brick kilns, with the necessary dryers and shed capacity. Over 500 men will be employed.

Owing to the great increase in business and demand, the Hygienic Food Co. began this week working a night shift. The company is disappointed in not being able to occupy the new building on South McCamly street on account of the delay in getting about \$10,000 worth of machinery recently ordered. It will probably be about two months before the factory will be running. The company will then have one of the best and most modern equipped food plants in this country. At the present rate of increase it will not be long before the capacity of the factory will again be doubled.

C. W. Post has decided to establish another immense industry in this city—the manufacture of a flaked food from corn. For this purpose he has completed plans to erect a mammoth three-story building near the Postum Cereal works, which will em-

ploy several hundred hands. Work will commence upon the building this spring.

All Lines of Spring and Heavy Hardware Active.

The volume of business which is now being booked by manufacturers, jobbers and retailers in almost all lines of hardware is reaching much larger proportions this month than during the corresponding period last year. While the demand for cold weather goods has almost ceased, orders for wire nails, poultry netting, fencing and other spring lines are increasing daily. The general undertone of the entire market continues very strong, with every prospect for prices for some time.

Despite the recent declines in the prices of ingot copper, manufacturers of copper and brass products have not yet deemed it advisable to change their quotations on finished material, and it is not likely that any alterations will be made in the existing figures until the refined copper market becomes steady at the lower level. Stove boardmakers have included several marked advances in their new price lists, and, as already mentioned under the head of steel products, the prices of steel hoops have been raised about \$1 per ton, although prices of bands remain unchanged. The increased cost of steel billets, which is responsible for the advance in hoops, will be borne by the jobbers, so the retailers will not be compelled to pay the higher figures.

The demand for heavy hardware is very brisk. Merchant steel bars are selling very freely wherever they are obtainable from stock; in fact, business in heavy goods has grown so rapidly throughout the past year that several leading jobbers are considering the advisability of securing larger quarters, while others have already purchased or rented more commodious warehouses.

The announcement that prices of builders' hardware will be generally advanced about March 1 is inducing many contractors to cover their requirements well ahead at present figures, although ordinarily they would have postponed their purchases until much later in the year.

Kalamazoo Grocers To Banquet March 7.

Kalamazoo, Feb. 20—At a meeting of the Retail Grocers' Association held in the office of the National Biscuit Company the committees for the banquet to be given Wednesday, March 7, were appointed and are announced as follows:

Hall and Menu—Oliver Rasmus, Herbert Levey and W. A. Walsh.

Music—J. A. Steketee, H. R. Van Bochove and Samuel Hoekstra.

Invitations—Oliver Rasmus, E. Priddy and J. E. Van Bochove.

Decoration—A. Hoekstra, F. B. Boden and J. E. Van Bochove.

Programme—H. J. Schaberg, Walter Hipp and Gerrit Domine.

After the meeting the committee on the hall met and decided on the Elks' temple as the place of holding the banquet. It was also decided at the general meeting that the invitations should be issued only to the

business men of the city, and that the number be limited to two hundred. The grocers are more than pleased that they have been able to secure Fred Mason as a speaker and are anxious that every business man in this city should hear his talk.

The mock trial took up nearly the entire evening at the last meeting Monday night. The case before the bar was that of H. J. Schaberg vs. Kalamazoo Creamery Company, the issue being over the return of a batch of Dutch cheese. Schaberg was given a verdict for six cents. Much interest was manifested and many of the ladies who attended the trial hope that it will be carried up to a higher court, which would assure them another pleasant evening.

New Nickel Extracting Process.

Midland, Feb. 20—W. S. Gates has completed a process for extracting nickel from ore and has gone to Cleveland to perfect his plans for the erection of a plant in the Sudbury mining district, in Canada.

A man is not firm in faith because he is fossilized in mind.

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.

Grand Rapids Grain & Milling Co.
Grand Rapids, Mich.

We solicit your orders for all kinds of feed, corn, oats, flour, buckwheat, etc. We make a specialty of grain in carlots. Write, wire or telephone at our expense when in the market. Our St. Car Feed and Cracked Corn is screened and scoured. L. Fred Peabody, Manager.

We are Headquarters for
Base Ball Supplies, Croquet, Marbles and Hammocks

See our line before placing your order

Grand Rapids Stationery Co.

29 N. Ionia St., Grand Rapids, Mich.

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 Sound Creed

I believe in the work I'm doing and in my ability to get results. I believe that honest methods will appeal to merchants who want honest money.

I believe in working, not waiting, in laughing, not weeping, and in the pleasure of turning goods into money. I believe that a man gets what he goes after, that one sale to-day is worth two in the future, and that no man is down and out until he has lost faith in himself. I believe in to-day, in tomorrow, and the sure reward the future holds. I believe in courtesy, in kindness, in generosity, in good cheer, in friendship and honest competition. I believe there is a sale for me somewhere, and I believe I'm ready—right now. This is my creed—not entirely original but it emphasizes my principles and methods. If they appeal to you, Mr. merchant, and you want any kind of a sale write for terms and dates. Address

B. H. Comstock, Sales Specialist
933 Mich. Trust Bldg.
GRAND RAPIDS, MICHIGAN



Jennings' Flavoring Extracts

comply with all Food Laws. They have stood the tests in court. We always give the right packages and at the right prices.

Jennings' Extracts are worth sure 100 per cent. in your stock all the time.

Jennings Flavoring Extract Co.

Grand Rapids, Michigan

Owned by Jennings Manufacturing Co.



Movements of Merchants.

Monroe—Michael Perrini has opened a new grocery store.

Bay City—I. Korn will open a cigar store about March 1.

Lansing—N. J. Palmer, of Potterville, will soon open a drug store.

Menominee—N. W. Davis has opened a new five and ten cent store.

Portland—Chas. Reeves has purchased a half interest in E. L. David's meat market.

Coldwater—Glen Worden has sold his grocery stock to his brother, Charles Worden.

St. Clair—W. H. Willis, of Ingersoll, Ont., has moved to this city and will soon open a bakery.

Benton Harbor—John A. Inman, of Detroit, has purchased the drug store of Geo. C. Bridgman & Co.

Benton Harbor—J. W. Mix has sold his grocery stock to Kidd, Dater & Price and will retire from business.

Portland—Chas. C. Rice has sold his farm near here and will engage in the grocery business at this place.

Dorr—E. Harrig has sold his meat market to Birney Ehle, who will continue the business at the same location.

Alma—R. H. Miller has sold his stock of groceries and shoes to Davis & Renner, who will continue the business.

Berlin—E. J. Burns has sold his stock of general merchandise to W. J. Hanna, who will continue the business.

Elsie—Craven & Eddy, dealers in general merchandise, have dissolved partnership, J. A. Eddy retiring. J. E. Craven will continue the business.

New Era—H. H. Plescher is promoting the formation of a stock company for the purpose of establishing a basket factory at this place.

St. Johns—After being out of business for several months the Calkins Grocery Co. has re-engaged in the grocery business in the Kenyon block.

Pentwater—Wm. Derby has sold a half interest in his meat market to Victor Wiedensee and the business will be continued under the style of Derby & Co.

Weadock—J. M. Horan has rented the Lancaster store and purchased the general stock. He will continue the business in connection with his meat business.

Pentwater—Elzinga & Co. will be succeeded in the shoe business after March 1 by John L. Raterink, who was formerly engaged in farming near Jamestown.

Owosso—William Almroth, formerly of the firm of Lawrence & Almroth, dealers in bazaar goods, has gone to Big Rapids, where he will open a department store.

Nunica—Wm. Gray has sold his stock of general merchandise to Fremont Brown and Wm. Barbrick, who will conduct the business under the style of Brown & Barbrick.

Portland—E. A. Richards has purchased the H. F. Caswell grocery

stock and will conduct the business at Mr. Caswell's old location, not consolidating it with his own stock.

Cheboygan—Isaiah E. De Gowin, the hardware dealer, writes from Mexico that his health has greatly improved, having gained 15 pounds. He will return to Cheboygan in the spring.

Bay City—James McDonald has sold his drug stock to Jay B. Ostrander, of the West End Pharmacy, who will conduct the new business under the style of the Henry Street Pharmacy.

Bellevue—W. A. Young has purchased the grocery stock of W. P. Whipple and will continue the business. Mr. Whipple will devote his time to his farming interests in Kalamazoo county.

Detroit—The Standard Furniture Co., with a capital stock of \$20,000, has filed articles of association with the county clerk. The incorporators are Charles W. Coon, Clemens F. Ricker, Henry W. Lindeman.

Muskegon—Geo. Rasmussen, of Brunswick, has purchased a half interest in the clothing stock of J. P. Hansen and will soon move to Muskegon and take an active interest in the management of the business.

Lansing—F. W. Mills, of the Mills Dry Goods Co., of Mason, has purchased the stock of the Lansing Dry Goods Co., and will continue the business. He will also conduct the business at Mason as heretofore.

Traverse City—Miss Ethel Robertson, who has been employed at the Belle Place millinery store, has gone to Kalkaska, where she will open a millinery store about March 31. Miss Robertson will go to Grand Rapids to secure her stock in a few days.

Linden—Charles Brown, aged 82, the oldest business man of this place, died Tuesday. He conducted a drug store here many years, establishing it in 1860. He served several terms as President of the village and was at one time postmaster.

Swartz Creek—A. D. Salisbury & Co. have sold their general store to M. D. Davison, who has been with them for several years. A. D. Salisbury has purchased an interest in the People's Furniture Co., of Flint, to which business he will devote his entire time.

Cheboygan—John G. Carr has resigned his position as manager of the freight warehouse at the W. & A. McArthur Co.'s dock and is preparing to move to Boyne City, where he has purchased a grocery and dry goods store. Mr. Carr has lived in Cheboygan for the past twenty-seven years.

St. Louis—F. N. Humphrey and Claud H. Brockway, of Petoskey, have formed a copartnership and purchased the W. J. Wilson hardware stock, which will be consolidated with Mr. Humphrey's stock in the building now occupied by him, where the business will hereafter be conducted under the name of the Humphrey & Brockway Hardware Co.

Ithaca—W. D. Iseman and A. S. Barber, who for the past two or three years have been doing a general merchandise business at this place

under the firm name of Iseman & Barber, have dissolved partnership. Mr. Barber retains the stock of clothing and men's furnishing goods and will continue in business here. Mr. Iseman will go out of business and will close out the remainder of the stock.

Wolverine—A serious conflagration took place here Feb. 12. Fire was discovered in the Hackett block and in a short time the entire building was consumed. C. & F. Rorabeck, who kept a general stock, lost everything. They estimate their loss at \$6,000; insurance, \$4,000. J. Walter Levie, dry goods, clothing and boots and shoes, lost about \$10,000, with \$6,800 insurance. Considerable of this stock was removed. Mr. Levie owned his building. Mrs. P. Hackett, who owned the Hackett building, also lost a large dwelling house.

Leonard Brothers Retire From the Wholesale Business.

H. Leonard & Sons have merged their wholesale crockery business into a stock company under the style of the Leonard Crockery Co. The new corporation has an authorized capital stock of \$300,000, of which \$150,000 is preferred and \$150,000 is common stock. Chas. H. and Frank E. Leonard relinquish their interests in the establishment and the stock will be sold to the customers of the house and distributed among the employes of the establishment. The Messrs. Leonard will also retire from the active management of the business, being succeeded by the following official force:

President, Walter N. Burgess.
1st Vice-President, J. F. O. Reed.
2nd Vice President, Ed. M. Deane.
Secretary, Gerrit Wissink.
Treasurer, Henry Sprik.
Sales Manager, C. F. Louthain.
Buyers, W. N. Burgess and Dan Lysen.

The above are all employes of the house with the exception of Messrs. Deane and Louthain. The latter has been sales manager for J. V. Farwell & Co., of Chicago, for the past sixteen years and brings to the new house and to his new duties in connection therewith an entirely new system devised by him, which it is expected will enable the selling force of the house to increase the volume of the business 50 per cent. the first year and double it the second year.

The new arrangement in no way affects the retail establishment, which will be continued the same as heretofore under the style of H. Leonard & Sons.

The business was established by the late Heman Leonard in 1844 and has always taken a prominent place in the commercial history of the market. It is understood that the business has always been a profitable one and that the only reason the Messrs. Leonard have for disposing of the stock is to enable them to devote more of their time to their other enterprises, in connection with which the demands on their time have become very exacting.

Mr. Burgess has been connected with the wholesale department for the past sixteen years and has a

large circle of friends who will rejoice to learn of his accession to the official head of the establishment. Mr. Reed has been connected with the establishment for a quarter of a century and is one of the best known traveling men in Michigan. The other gentlemen are all well-known citizens and business men who richly deserve the recognition they have received in this connection.

The Grain Market.

Mild and favorable weather throughout the winter wheat belt and favorable foreign news, with liberal receipts, have brought a decline in the May option of about 2½c per bushel and a decline in July of about 2c per bushel for the week. There was a liberal increase in the world's visible supply of 1,750,000 bushels, compared with a decrease for the corresponding time last year of 79,000 bushels. The visible supply in the United States and Canada east of the Rockies decreased for the week 902,000 bushels. Trade generally on wheat and flour since the first of January has been dull and dragging, and markets have declined in price of options about 5@6c per bushel, while cash markets are practically unchanged, possibly a decline of 2c. The good demand and strong price of millstuffs, however, have had a tendency to help out and keep the mills in operation at least part of the time. The one bullish factor of the market just at present is that cash wheat was selling one year ago at 35c per bushel higher than to-day.

Corn has been weak and lower, cash quotations running from 1@2c per bushel cheaper, there being a tendency to work off the lower grades, but with soft and warmer weather approaching there is likely to be trouble with corn and feeds heating and spoiling in transit. The lower grades should be handled only for short hauls and quick consumption. Shipments of corn, both for the domestic and export trade, have been liberal.

Oats have been affected to a certain extent by the decline in other grains, but there seems to be a strong undertone, with fair movement and liberal purchases throughout the country. The price is off about ½c per bushel. L. Fred Peabody.

Ithaca Journal: F. W. Balch, who has conducted a successful general store here for many years, finds his health impaired and has decided to go on the road for the Atlantic Refining Co., the oil firm represented by L. B. Sweet. Mr. Balch will still continue his mercantile business here, which will be in charge of Ophir Haring, for three years a popular clerk in Mr. Balch's store and a young man of most exemplary character and successful business experience.

Thos. S. Freeman, the veteran merchandise broker, is celebrating the fiftieth anniversary of his wedding to-day. He is as hale and hearty as a young man of 30 and confidently predicts that he will celebrate another anniversary fifty years hence.



The Produce Market.

Apples—Steady and strong at \$4 for ordinary, \$4.25 for choice and \$4.50 for fancy. Some varieties are becoming scarce and are advancing, while still others have been withdrawn, so far as barrel stock is concerned, as no more are to be had. The demand is about normal for the season and the indications are that at present prices supplies will hold out through the season.

Bananas—\$1.25 for small bunches; \$1.50 for large and \$2 for Jumbos. They are moving out whenever the shipping facilities permit them. The demand is normal and prices are unchanged. Considerable interest is manifest in the new independent banana company, and many jobbers express the hope that it will be a successful competitor of the trust, which is the most obnoxious feature in the fruit trade, with the exception of the Armour Car Lines.

Butter—Creamery is strong at 27c for choice and 28c for extras. Dairy grades are active at 21@22c for No. 1 and 15c for packing stock. Renovated is in fair demand at 22c. The market has remained comparatively steady for some weeks and the fluctuations are only local as a rule. The supplies of extra creameries are very good, but not larger than the demand. Dairies are also up a trifle as the demand has been first class for this grade. Renovated, rolls and prints are not moving to any great extent. Packing stock is in steady demand at unchanged figures. Receipts are liberal but are readily absorbed.

Eggs—The country appears to be well loaded up with eggs, which find an outlet from the retail dealer to the jobber on the basis of about 13c. In some parts of the State jobbers are paying as low as 12c, while in others they are paying as high as 14c. The receipts are being absorbed at the market price every day and the general situation of fresh eggs is very healthy. Storage eggs are very dull and the supply is being worked off on the basis of 10c—just about half what the stock actually cost the holder. Unless there is a considerable falling off in the production of fresh eggs, which is not likely, storage eggs will probably show a still further decline.

Cabbage—75c per doz.
Carrots—\$1.20 per bbl.
Celery—30c per bunch.
Cranberries—Late Howes are weak at \$12 per bbl. The lower price made has served to move the stock to some extent, but the trade is not as large as some of the holders of the fruit would like to see it.

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 \$3.25 per box.

Lettuce—18c per lb. for hot house.
Onions—Local dealers hold their quotations on red and yellow at 60c and white at 75c. Spanish are in moderate demand at \$1.75 per crate.

Oranges—Floridas are steady at \$3 and Californias fetch \$2.85 for Navels and \$3 for Redlands. Receipts, except when interrupted by cold weather, continue to be good and the movement out is correspondingly large when it is possible to ship. All fruit business has been hampered during the past week by lack of warm cars, and oranges have suffered with the rest.

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 35@40c, which brings the selling price up to about 55@60c in Grand Rapids. The market has been a disappointment to many of the dealers this season. The demand from the South for seed stock was very light, due to the low price of potatoes and to the further fact that many of the Southern planters have turned from potatoes to cotton, as the latter offers a much more remunerative crop. Supplies in the State are very liberal and it would not be surprising if the market held at the present level or even declined between now and the coming of the new crop.

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

The Tradesman is in receipt of a letter from the Woolson Spice Co., stating that the sale of its Lion package brand direct to the retail trade is confined to the States of New York, Pennsylvania, Virginia and North and South Carolina and that it is not the present intention to make any change in its methods of doing business through the jobbing trade of the Middle West.

James Lynch and W. D. Ball have formed a copartnership under the style of Lynch & Ball and engaged in the sale of gasoline engines and mill machinery at 31 No. Ionia street. They will act as State agents for the Cook Manufacturing Co., Termaat & Monahan, Capital Gas Engine Co., American Saw Mill Machine Co., Hobart Electric Co. and Appleton Manufacturing Co.

Attention is directed to the advertisement published elsewhere in this week's paper relating to the sale of the Parmelee general stock at Boyne City. The stock is located at one of the fastest growing towns in the State and the opening is reported to be an excellent one.

Henry J. Vinkemulder and wife leave to-morrow night for New Orleans, where they will spend a few days. They will accompany C. D. Crittenden and wife, who will go on to Cuba.

Rice & Company, who conduct a furniture supply and machinery business at 85 Campau street, have changed their name to the Rice Veneer & Lumber Co.

The Grocery Market.

Sugar—The decline of 10 points last week owing to freight rates was largely anticipated, and it can hardly be said for this reason that there has been an actual decline. The spread between raw and refined is larger than usual and a further decline is considered by many not improbable, although the refiners are doing their best to avoid it. Beet sugar is still selling at 20 points under the cane in some sections of the northwest. Buying is not heavy, as might be expected with such market conditions, and merchants are simply taking enough to keep their wants supplied.

Coffee—The whole mild coffee situation is beginning to attract the attention of the trade. It is well known that last year's production was smaller than the previous year, and it seems to be assured that this year's will not only be no more, but will probably be less. In view of the fact that the consumption is steadily increasing, and that the taste of consumers is becoming educated to demand finer coffees, it looks like a constantly increasing basis of values for all mild coffees. Javas and Mochas are steady and unchanged, excepting longberry Mocha, which is particularly short and has advanced ¼@½c.

Tea—All the lower grades show a marked firmness and the situation seems to be growing stronger every day. Higher grades show no decline in strength and future developments in the market are being awaited with interest by those in the trade. While there is no great excitement in the market yet nearly all authorities are united in looking for large advances.

Rice—The firm market has, if anything, gained in strength. It is now practically impossible to get hold of the lower grades, and fancy grades are very likely to be higher before the new crop comes in. There are no particular price changes.

Canned Goods—There is a slightly stronger feeling on corn, which is in heavy demand, owing to the high prices of other canned vegetables. Demand should begin to increase rapidly from now on. There is little new in the tomato situation. The market is generally conceded to be in the control of a few interests and Baltimore reports say that future sales have been a little more active the past week. Canned peas are moving well and the market holds firm, while there is a big demand for string and wax beans. Asparagus is practically cleaned up and the new pack will soon have large inroads made upon it. Representatives of prominent packing interests say that while the salmon market appears to be comparatively quiet on the surface, there is a very steady demand for Red Alaska, which is making decided inroads into spot supply. The coast market is very firm. Domestic sardines are selling to a moderate extent and the situation with reference to prices on next season's pack is unchanged. The packers have not yet reached an understanding on the proposed arrangement for marketing next season's pack at uniform prices,

but it is believed that a plan will eventually be evolved acceptable to all interests. Canned fruits are generally in a strong position and the demand is stronger, due to the depletion of retailers' stocks. All California fruits are now out of first hands.

Dried Fruits—Currants are in good demand for the season, and prices are firm. Seeded and loose raisins both rule unchanged on the coast, but in secondary markets the price is about ¼c under the coast parity. The demand is very limited. Apricots are holding their own and the demand is light. Apples are strong and show an advancing tendency. Prunes on the coast still rule on a 3¼c basis, but the market is firm. In the secondary markets prunes rule about unchanged. The demand is improving. Peaches are in very light supply and firm. There are very few left in first hands.

Syrups and Molasses—The market is steady. Compound syrup is unchanged and in moderate demand only. Sugar syrup is unchanged and in a grocery way quiet. Molasses is firm, particularly the better grades, and fairly active.

Fish—Cod, hake and haddock are easy and not very active. Herring are still high, but the tone of the market is weak and dull. Sardines are quiet and unchanged. The talk of the canners forming another combine has not aroused the market to any particular extent. Salmon is unchanged and well maintained in all grades. Large mackerel seem to be rather generally wanted and are scarce. The market is gradually tending up, having advanced probably 50c a barrel during the past week. Small sizes are more plentiful, but fairly steady.

The Boys Behind the Counter.

Flint—Edwin Ballantyne has resigned his position with the Traver-Bird Co., at Detroit, to accept a position with A. M. Davison. Mr. Ballantyne has spent twenty-one years of his life in the clothing business in this city, having been for fifteen years with the Buckingham store, and with Pettibone & McCall before that time.

Central Lake—Richard McDonald, who for the past year has filled an important position in Thurston & Co.'s store, has gone to Traverse City to work for J. T. Beadle & Co., manufacturers of harness and wholesale dealers in harness goods.

Rockford—R. D. Stocum and Arden Bromley have been engaged to clerk in the grocery store of Charles Bromley.

Petoskey—Earl Warren has gone to Grand Rapids to take a position as clerk with the Barber Grocery Co. For the past five years Mr. Warren has held a situation in the grocery department of Ad. Fochtman's store.

Cornwell Beef Co., wholesale meat dealer, Sault Ste. Marie: We find the Tradesman full of useful information and also of much assistance in transacting our business in different parts of the State, as it gives much information that we are interested in that we can obtain in no other way.

WINDOW TRIMMING

Embroidered Robes and Men's Hats Form Fine Exhibits.

In the employment of pure white, than which there is nothing daintier for a background, the windowman has unlimited facilities to produce an artistic effect. He may use velvet or plush, in either heavy or light weight, brilliantine, the time-honored and time-worn cheesecloth, scrim, silkolene, embroidery, lace or even common "factory."

The last two, lace and white cotton, are combined in a Steketee embroidery and lace display and the result is very pleasing. At each end are shirred cotton curtains, with large shining brass poles as the holders for same. All-over lace, going lengthwise, is fastened at the top, as a frieze against the white cotton, it being laid smooth at the center and in plaits at the ends, evidently to save cutting the goods. Everything put into the window is balanced by a similar arrangement opposite, or else centered. In each of the four corners, "going on the bias," as a woman would phrase it, is a nickel fixture, those at the rear being about two feet higher than the ones in front of them. In the center, at the back, is a black wooden pedestal, on which is balanced a thick glass shelf, holding several nickel standards, on which is festooned, or otherwise draped, embroidery in the form of insertion. At the right and left of the glass shelf stands a patent pasteboard or papier mache form for the display of goods or dresses. In this instance pale pink and blue embroidered Swiss gowns are tacked invisibly on the forms. These are something decidedly new in style, and will prove serviceable for many functions. I do not know whether they will stand the test of a journey through the laundry, but at any rate with care they will last a season, at the end of which they may be "dry cleaned." They do well for a change, but after all there is nothing so really satisfactory as white. Of this there are five "exclusive patterns" shown in this fine window. They are in large flat boxes just as they left the hands of the manufacturer. The skirts are cut "ready made," with the exception of a seam to be sewed up the back, and there is enough goods for the waist, with embroidery to trim it, folded neatly out of sight, underneath the skirt, which shows the flounce and a little of the plain Swiss above it. These cartons work in nicely in a window. There is something exceedingly attractive to many of the Fair Ones in being able to have "something different" from everybody else, and "exclusive dressers" appreciate the efforts of a merchant to furnish them the opportunity to gratify this particular penchant.

A great deal of "all-over" lace and embroidery is to be worn the coming season. The only trouble, in a

small place, is that a popular style is apt to be "run into the ground," which spoils any fashion, no matter of what description. Of course, that is lucky for the manufacturer, the jobber, the retailer, but it kills the fashion with the wealthy purchasing class.

As a sort of supplement or annex to this window—which I have described for the benefit of small-town storekeepers who may get some "ideas" thereby—the Steketees (the "old reliables" of the city, they having "kept store" here since the arrival of some of the "oldest inhabitants") have a smaller exhibit of wide "eyelet" embroidery in insertion and edging. One especially handsome pattern has, as the alternate scallops, a long spray of "life-size" roses and a crescent composed of two rows of eyelets a quarter of an inch across. Roses predominate in all the embroidery in this window, and there is nothing prettier for a design.

The large sidewalk show case is completely filled with handkerchiefs, the card therewith reading as follows:

Sample Handkerchiefs
Values up to
25c
Choice
15c

Opposite the eyelet embroidery section is one given up to an effort to dispose of left-over fur collars, collarettes and muffs. And as an offset to the big embroidery window at the extreme right is one at the very left devoted to light-weight spring goods in wool, mostly invisible checks, although a few are more pronounced. With these are festooned appropriate trimmings, narrow flat embroidered ribbons predominating. Newest bags are also seen here.

* * *

On Canal street the hat exhibit of that artistic young window dresser, Mr. Cyrus A. Bush—whose good work I have a number of times had occasion to commend—is the most striking. It takes genius to fill an immense space with just duplicates of one article and have people stop for five minutes to "have a look." An airy appearance is given to the merchandise by the use of a glass shelf some two feet in width by four in length. This is placed in the center at right angles to the long way of the window and is supported by two heavy oak pedestals. A large oak tray rests on a similar oak pedestal diagonally across each corner, and there is a smaller glass shelf high in the background. On all these shelves and trays are numerous nickel standards of varying height. The whole exhibit has a tier effect.

"Hats to burn!" smiled an on-looker.

No, not "hats to burn" but "hats to sell," and if this window can't sell 'em then none could.

The polished beveled oak board which Mr. Bush uses to talk about the Giant's stock is, like Leonard's refrigerators, "cleanable." He washes off the lettering each week with some special preparation. This week

the names and makers of the hats are commented on and at the right, apart from the rest of the inscription, enclosed in a white and green bordered shield shape, is this emphatic statement:

You get them
Here
Or you don't
Get them.

Negotiating for a Match Factory.

Monroe, Feb. 20—The Wilder-Strong Implement Co. has purchased the lot south of its building, upon which a large warehouse will be erected. This progressive firm is rapidly outgrowing its present site and no doubt other property will have to be secured soon in order to give the proper facilities.

The Monroe Stone Co. has taken precaution against the threatened coal strike and has ordered fifty carloads of coal in addition to the regular supply.

The firm of Kirby & Kleeman, coal dealers, has been dissolved by mutual consent, Mr. Kleeman continuing the business.

The Citizens' Committee is in communication with a large match factory of Detroit, employing from 100 to 150 hands, which is desirous of moving here, and as only a site is wanted, it no doubt will be easily accommodated.

Probably by the middle of the week the Weis Manufacturing Co., which recently moved here from Toledo, will be quartered in its new building on Union street.

James Cook for Grand Secretary.

Jackson, Feb. 20—Among the things of favorable comment in U. C. Tism in Michigan this winter is the announcement of James Cook for Grand Secretary. He has received the unanimous endorsement of his own Council, No. 57, as well as a large percentage of the councils throughout the State, and if we can judge from individual enthusiasm manifested by councilors in Michigan, his election is assured; and well is he worthy of this confidence and esteem, for no man in Michigan is more capable or worthy.

He always has been one of the hardest workers in our order, having filled many offices of trust and confidence, devoting his time and money to our cause with that cheerfulness and capability that have stamped him as being a "pillar of strength and judgment" in our councils and conventions, and I sincerely hope his brother councilors will elect him to this office, to which he is so justly entitled and so capable of filling.

W. B. Burris.

No Wonder It Bored Bill.

Bill had a billboard. Bill also had a board bill. The board bill bored Bill so that Bill sold the billboard to pay his board bill. So, after Bill sold his billboard to pay his board bill, the board bill no longer bored Bill.

There is always plenty of room on top. The higher one climbs the less crowded it gets to be.



No. 4.

Dear Mr. Dealer—

Well, you see we are here again still soliciting your valued order for "20 MULE TEAM" BORAX and "20 MULE TEAM" BORAX SOAP.

We started in our first advertisement to tell you the profitable advantage in your handling "20 Mule Team" Borax goods—and we are still at it—now

Doesn't this strike you as reasonable?

You have to handle **some kind of package Borax**. Do you know anything about its quality?

Can you **HONESTLY** recommend it?

Is it advertised?

Is it staple goods with a staple Trade-mark?

THIS IS AN IMPORTANT FACT TO CONSIDER.

A Trade-mark like "20 MULE TEAM"



means **GUARANTEED QUALITY**.

A Quality that **must always be kept up to the highest standard**, or the Trade-mark will become valueless, its assets worthless, its business gone.

"20 MULE TEAM" is this Quality.

Therefore, isn't this the kind of Borax to handle?

May we not receive your order through your jobber to-day?

Yours for Honest Goods,

Pacific Coast Borax Co.
New York Chicago San Francisco

Attractive Hangers and things, also

WILEY TURNED DOWN.

Experts To Fix Standards for Use of Preservatives.

Washington, D. C., Feb. 17—The past week has marked genuine progress in determining to what extent the use of preservatives should be permitted in the manufacture of foods. The hearings on the pending food bill began before the House Committee on Inter-state and Foreign Commerce Tuesday, and the first day's session was attended by some sharp attacks upon Dr. H. W. Wiley, Chief of the Bureau of Chemistry of the United States Department of Agriculture. In the enforcement of the Hepburn bill, Dr. Wiley would be the most important factor, while in the amendment, which is backed by the manufacturers, he is practically eliminated.

The most spirited attack upon what he termed the unjust, one-man power of Dr. Wiley was made by William Ballinger, a food manufacturer of Keokuk, Iowa.

Mr. Ballinger explained that some sort of preservative was necessary in the preparation of pickles and catsups, and that to declare poisonous the benzoate of soda used by him would mean the ruination of his business. He said he had talked with Dr. Wiley regarding the matter and had been given an opinion adverse to the use of benzoate. This, he said, was sufficient evidence to him that if the bill passed and additional power placed in the hands of Dr. Wiley it would wipe out his business, which amounted to \$125,000 a year.

"This bill places in the Bureau of Chemistry the power to decide what ingredients of food shall be injurious and what shall not," said Mr. Ballinger earnestly. "The decision of the Bureau would not be conclusive, yet if the United States Government should sit down on my business it would be crushed. Feeling as I do, that benzoate is not injurious to health, this bill is a serious matter. Against the opinion of Dr. Wiley I can show that forty-three states of the Union permit it as a preservative.

"I say emphatically that some sort of preservative is necessary to the pickle business, which amounts to something like \$35,000,000 annually, because the goods would spoil within forty-eight hours if it were not used. With its use, which is harmless, catsup or pickles may be kept from two to three years, and possibly longer.

"This food question ought not to be decided by one man. The President or this Committee or Congress should call the best talent in the country, have them go into the question exhaustively, and let them decide what is injurious and what is not. The manufacturers of this country would not consider as final the mere opinion of one man, especially when forty-three of the states are against that opinion. Under this bill we would be legislated out of business."

"If the decision were unsatisfactory you might appeal to the courts," said Chairman Hepburn.

"That would mean little," said the witness, "because while the courts

know law they do not know chemistry."

Prof. Kremers, of Wisconsin, after months of investigation, told the members of the Committee that these chemical elements have been eaten in fruits and vegetables for centuries and have done no harm. He even went so far as to prove them to have medicinal virtue in the treatment of kidney diseases, where they would do the most harm if they did any harm at all.

Dr. Kremers insisted that when a consumer orders a dish of ice cream flavored with the oil of bitter almonds he gets more benzoic acid in his system than if he had eaten half a barrel of dill pickles or catsup preserved by benzoic acid. He said that the cranberry contains benzoic acid in the proportion of 1 to 2,000 parts; that people had been eating them with pleasure as long as he knew, and that they would continue to do so for many years to come, irrespective of what Secretary Wilson's chemists might say.

"Whether prohibited or not, benzoic acid will always be used, directly or indirectly," declared Dr. Kremers. "It has been used for centuries without harm, and it should now be used as a preservative, because it is less harmful than any that could be found."

Dr. Vaughan, of Ann Arbor, who prepared the typhoid fever report for the Government during the Spanish-American war, and one of the best physiological chemists in the country, said he had made a thorough study of the effect of benzoic acid on the human system, and had found the quantities used as preservatives for manufactured products absolutely harmless.

"Benzoic acid is widely distributed in the plant world and we eat it every day of our lives," said the doctor. "Each day from one to ten grains are taken into our system and absorbed in the blood. It is used in the treatment of tuberculosis.

"In the quantities now used it does absolutely no harm. The Hepburn bill should be so changed as to leave the fixing of standards to a commission composed of Dr. Wiley, a bacteriologist, a toxicologist, a physiological chemist and a pathologist. It is impossible for one man, like Dr. Wiley, to give expert advice, and, instead, the Board should give information for the use of the courts. In this way, if the manufacturer appealed from the decision of Dr. Wiley it might be to this Board. It would prevent the condemnation of foods by Dr. Wiley without first calling in experts."

All the members of the Committee were present at the hearing, which lasted all day, and they heard every witness protest against the giving of additional powers to Dr. Wiley, and declare that some sort of preservative is necessary in the manufacture of foods. The first speaker was former Senator "Billy" Mason, of Illinois, persuasive of speech and rotund of form.

"I offer myself as exhibit A, and state that I consume pure food, as

my architecture shows," said the former Senator.

"Since I have been a statesman out of a job I have lost the lines of legislation," he said, by way of explanation, when one of the Committee asked him a question.

Mr. Mason went on to make a plea for the Lorimer food bill, which grants the States the right to fix their own standards. He argued that a national law, such as the Hepburn bill, could not go farther than to the borders of the States; that it must be confined in its jurisdiction to the territories and the District of Columbia. He said it was a dangerous thing to establish a national standard by the Bureau of Chemistry and have it come in contact with the State standards, which, he said, would have to be upheld by the Supreme Court in preference to the Federal standard.

"Is this not a plea by the State people to keep their jobs?" asked Representative Mann.

"Well, in Illinois a man in office means a man always in office," replied the Senator.

"Not Senators."

"Unfortunately not; still, I am satisfied with present arrangements."

Prof. Frank S. Kedzie, State Agricultural Chemist of Michigan, told the Committee of his experiments in benzoic acid, and said that he had found that a good helping of cranberries contained .48 of a grain, while a tablespoonful of catsup contained .16 of a grain. He said he had been eating cranberries all his life and had not as yet noticed any bad effect. He

told the Committee there was no harm to the system in the use of benzoic acid as a preservative.

At the conclusion of the hearing Chairman Hepburn, of the House Committee on Inter-state and Foreign Commerce, informed Dr. Vaughan, of the University of Michigan, that he might prepare an amendment to the Hepburn food bill, placing the power to fix standards for the use of preservatives in the hands of a commission of five experts. This eliminates the preponderating influence of Dr. Wiley and gives the manufacturers the square deal they have so long contended for and coveted.

Horse Collars by Mail.

Caro, Feb. 20—The lightweight of the aluminum horse collars manufactured here by Howell & Spaulding admit of their acceptance as merchandise in the United States mails. It weighs only three and a half pounds, while the ordinary collar weighs from twelve to eighteen pounds. On single shipments to the Far East or West nearly \$3 is saved, as the cost by mail is only a cent an ounce, or about 56 cents for each collar. The charge for sending a collar to the Pacific coast by any other means is \$3.50.

Just the Right Age.

Edith—So Ethel is engaged to that millionaire; isn't he too old?
Gladys—Oh, no. She feels sure he will live until the ceremony.

Venture suggestions cautiously.

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The Standard of Standards

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It has the value inside the can.
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Entered at the Grand Rapids Postoffice.

E. A. STOWE, Editor.

Wednesday, February 21, 1906

TWO REPUBLICS.

The notion that Russia may become a republic like that of France is entertained by many in this country, but there is still a vast difference between the French Republic and that of the United States, while the Russian people as to their ideas of a free government are a long way behind the French.

In order to get some idea of the European conception of a republican government, Prof. Munroe Smith, of Columbia University, has drawn a sketchy parallel between the political system of France and that of our own Republic. The present French Republic dates from 1870, after the close of the Franco-German war and the overthrow of Napoleon III. France had already had two brief terms as a republic, and had relapsed both times into monarchic systems, and for years it was not believed that the present republic could subsist for any length of time.

It has, however, lasted thirty-five years and shows no immediate signs of dissolution. According to the writer mentioned, the French President lives in a sort of royal state. He resides in a palace and receives a salary of 600,000 francs annually, with an equal sum for expenses, so that he is paid more than a million dollars a year, more than twenty times as much as our Chief Magistrate gets. Each of the two Presidents represents his country in its international relations, sending and receiving ambassadors, envoys and consuls. In both instances the power to receive foreign representatives carries with it the power to recognize new foreign governments, whether established in legal form or by coup d'etat or revolution.

Each President negotiates and concludes treaties—the American President, as a rule, with the consent of the Senate; the French President, as a rule, with the consent of both chambers of the Legislature. American constitutional practice permits the President to conclude executive agreements without the assistance of the Senate. The French constitution does not require the assent of the chambers to all treaties, but only to the more important, viz., to treaties of peace, treaties of commerce, treaties affecting the territory or fi-

nances of the state or the rights of Frenchmen in foreign states. Neither President may declare offensive war without legislative authorization; but each, insofar as he controls the national diplomacy, may create conditions which make war inevitable.

Each of the two Presidents is commander-in-chief of the armed forces of the nation, military and naval; and in case of hostile aggression each may doubtless take all measures that are necessary for the defense of the national territory. The French President may employ military force to secure the execution of the laws whenever, in his judgment, the security and welfare of the state demand the use of such means. In the United States the President may not employ military force to secure obedience to Federal laws until the resistance amounts to insurrection or rebellion; but whether such a state of things exists is a question to be determined primarily by the President himself.

The French President is the head of the whole national administration. He appoints all the officials of the central government, including all the officers of the army and the navy; and, except when the official tenure is protected by law (as in the case of military and naval officers, judges and university professors), his power to remove is unlimited. Qualifications for office in France, as in the United States, are more generally regulated by executive decree or order than by legislation. Each of the two Presidents has a certain control over the administration of criminal justice through the power of pardon and of reprieve.

In France the power of the President to appoint diplomatic and consular representatives, military and naval officers, judges and administrative officials is not limited, as in the United States, by the necessity of obtaining the consent of the Senate. In France, indeed, the President may create new offices by executive decree. In both countries the Legislature controls the appointing power through its control of the budget; it may withhold appropriations for salaries and expenses.

But the French President, after all, is little more than a figure-head. It has been said that "the King of Great Britain reigns but does not govern; that the President of the United States governs, but does not reign, while the French President neither reigns nor governs." The great difference between the two chiefs of state, the striking inferiority of the French President as regards real authority, is due to the different sources from which the two magistrates derive their powers, and the different manner in which their powers are exercised.

The American President is chosen, indirectly as regards the process, directly as a matter of fact, by the people of the United States. In our constitutional practice he selects the heads of departments, who constitute his cabinet, and the persons appointed by him are confirmed by the Senate, as a matter of course. Through them and their

subordinates he conducts the administration of Federal affairs. They are responsible to him, and he is responsible to the American people. The French President, on the other hand, is elected by the legislators; and the great powers which the constitution confers upon him are exercised by ministers who are forced upon him by the dominant party or coalition in the Chamber of Deputies, and who are politically responsible to that chamber.

The simple fact is that all the political power resides in the French legislative body, a condition which could be easily changed if some great leader like Bonaparte should rise up to accomplish such conditions. It, however, would be no less easy for some such individual of great personal popularity to rise up in the United States in some time of great public excitement and revolutionary confusion. Julius Caesar, coming on the heels of the Civil War of Marius and Scylla, made the changes which resulted in the conversion of the Roman Republic into an empire without changing a word in the constitution, and that possibly may be the fate of the American Republic. How long France can subsist as a republic is a problem, but possibly until another Napoleon shall come.

Ever since Dr. Osler's joke about chloroforming old people was taken seriously and widely discussed there has been a great deal of comment about the subject it suggested. There are various opinions as to when a man is at his best and at what age his years should compel him to retire from life's activities. Different rules apply to different people. It is interesting in this connection to note that the United States Senators from Alabama are both over 80 years young. Senator Pettus is 85 and has already announced himself as a candidate for re-election in 1909. Senator Morgan is in his 82d year and is a candidate for re-election in 1907. They are both spry and active, attending to all their senatorial duties as well as any of their younger associates. It is recalled that more than ten years ago Mr. Cleveland, who was then President, said that Mr. Pettus was too old to be appointed to the federal bench. This made the gentleman from Alabama very mad and he said he might be too old for a judge, but he was not too old to be a senator, and he went about his canvass with such good will that he was elected in 1897 and at the end of the term was re-elected. Some men are younger at 80 than others are at 50. It all depends.

Thirty years ago a camera was a rarity. The enthusiast who possessed one carried a mountain of traps afield and smothered in a tent during his tedious manipulation of the wet plates. Last year the United States alone made 300,000 cameras, working with the mere pressure of a bulb or button, and the photographic business reached the respectable commercial total of \$20,000,000.

THE PACE IS SET.

The United States Government is liable, it is reported, to appropriate \$500,000 for a new Federal building in Grand Rapids.

If the appropriation is made this year and if it becomes available next year, it is possible that building operations will begin during the year 1908. By that time the business of the Grand Rapids postoffice will be sufficient to utilize every inch of space in a building costing half a million dollars.

In 1912, by which time the new building may be completed, Grand Rapids will have 150,000 population and postal department demands making additional room and facilities in the new building an absolute necessity.

And so it goes all over the land. Boston, New York and Chicago have millions upon millions of dollars in subway transit facilities that are already inadequate; New York has just completed a tremendously large water supplying plant, costing hundreds of millions, and is already beside itself because of the insufficiency of the three great systems already in operation.

The fact is that nearly all cities appear to be incapable of providing public utilities and in the making of public improvements that shall keep pace with the growth in population and human activities. This fact should be thoroughly understood in considering the construction of sewers, viaducts, flood protection and water works for Grand Rapids.

CHANGES AHEAD.

Those eminent mathematicians and mechanical engineers whose estimate as to the taxable value of railways in Michigan is so annoying to the State Tax Commission may have another guess coming in the very near future. The present week there is to be a test trip across the American continent made by a self contained motor vehicle, evolved and already quite thoroughly tried out with wonderful results by the Pennsylvania Railroad.

This car will run on any standard gauge track and is propelled by a five cylinder 78 horse power gasoline engine, directly connected to an electric generator producing a 50-kilowatt electric current. The car has made good up and down the mountains of Pennsylvania, a storage battery providing the extra power required for the up hill hauls. This storage battery, located under the car between the trucks, is charged by the surplus current from the generator. Carrying fifty passengers this car made an average of seventy miles an hour.

The gasoline engine and the electric motor are in their babyhood and growing with tremendous rapidity, so that present steam practices and car and locomotive equipment may become entirely passe at a very early day. And the cost of new equipment to meet new demands—well, electrical and mechanical and civil engineers will be kept busy amending estimates of taxable values all over the country.

CONSIDERING EMPLOYEES.

Difference Between Negative and Constructive Employes.

A careful study of the relation between the employer and employe—the attitude of the one towards the other—solves to a more or less extent the reason for the lack of growth of many businesses. It will show why employes so generally are in an aggressive attitude toward their employer, and why there are such frequent changes in the minor positions of a business.

Contrary to the general supposition, I place the fault of this state of affairs at the doors of the employer. Not that I overlook the fact that the employes have a healthy allotment of faults; and that the employer is in a trying position when endeavoring to sell his goods through naturally indifferent people, whose eyes are usually focused upon their pay envelopes, to which end all other things in the interim are incidental.

My contention is that it is within the power of the employer to change the entire attitude and actions of his employes. To do this the employer himself must revolutionize his conduct and bearings towards those under him.

If the average employer gave the same earnest, thoughtful consideration to his employes as he expends upon the buying, exhibiting, and selling there would be a 50 per cent. improvement in his business.

The proprietor, manager, or whoever is in direct control of the working force assumes an intolerant attitude usually so unfriendly and harsh that it is productive of naught but a hidden, resentful response. A hostile feeling of an employe, exaggerated as it is nursed, finds its only satisfaction in taking advantage of the employer in every possible way and upon every possible occasion.

If you see a tendency to come to work in the morning from five to fifteen minutes late—an indifferent, listless attitude during the day's work, a startling promptness in leaving his or her duties at closing hours—don't in hasty judgment condemn the employe. Probably a naturally ambitious man or woman is being rubbed the wrong way by a negative employer. Or likely a sensitive but progressive disposition that would develop satisfactorily with the proper encouragement has been killed, or at least its growth checked, by adverse, sharp criticism.

The negative and constructive employes are the terms which I apply to the two classes of business men who build up and tear down their businesses by their different attitudes towards their help.

Two illustrations will explain more fully what I mean by these terms. They will also show, I hope, the harmful influence of the former and the beneficial effect of the latter:

Enter Mr. Negative Employer, who, after watching his clerk arranging a stock of clothing, gives vent to his feelings in this manner:

"Say, what do you think you are doing? If you are trying to keep stock you had better take some elementary lessons. Just look at those coats there; why don't you fold them properly? Eh? Haven't got to that yet? Well,

how long a time do you expect to put on this work? You must think there is nothing else to do here.

"Pull the pile over farther. No, not that way! Where in the world did you ever work before? To your right—that's it, to your right. Fold those coats properly; the sleeves must be even and the collars turned up; you have them all wrinkled up.

"Why, I could get up there and do that work in half the time that you are taking. Look here, now, you have to 'hit it up' if you want to hold your job. We can't have kindergarten work here."

Many hundreds of employes will bear witness that this is not an exaggerated conversation.

Can you see an affirmative, encouraging sentence in this harangue? Has anything been said that would spur the clerk on to better work or promote a kindly feeling towards the store and its proprietor?

The constructive employer, after observing that the clerk was not doing his work properly, would address the clerk thus:

"Good morning, John. Arranging stocks, are you? That's good. We want to get things in a little better shape now. Guess you would get better results if you would move that coat pile to the right—that's it—now just a little more. There you got it. See if it will help you if you put those coats back a little farther. They are likely to fall over where you got them now. Suppose you even up the ends just a little. Makes a better appearance, doesn't it? That's it. See the difference? Look, here, John, this is the way to fold a coat so as not to wrinkle it; have the sleeves even and the collar turned up, then turn the coat like this. Remember to do this when you arrange stock tomorrow and it will save you a lot of time. We want to keep this clothing orderly and even, so give it your attention."

The effect: The clerk is left in a most pleasant, encouraged attitude, stimulated to put in a good day's work, and respectfully, kindly inclined towards the employer who has just spoken to him; the correction as to his stockkeeping indelibly impressed upon his mind without the using of one imperative sentence; a silent resolution to do better work; and in nine cases out of ten an actual, noticeable improvement.

This is how a constructive employer furthers his business, saves energy, and accomplishes what a negative employer loses wholly. And here is the one vital point of difference between the negative and constructive employer: The latter can affirmatively criticize negatively. This seeming paradox needs further explanation. As shown in the conversation of the constructive employer, the clerk was told that his work was wrong and shown the way to do it right without the use of an imperative sentence.

By showing him how to do the work right, the clerk was shown that his work was being done wrong. There was no need to tell the employe directly that he was at fault, but by suggesting in an agreeable way another

method, the same end was accomplished.

Of course, if the clerk should ignore the suggestions repeatedly, a more stringent course is required; but by pursuing a constructive attitude, unless the employe is of no worth, highly satisfactory results will surely follow.

I have in mind two correspondents of a large manufacturing establishment who forcibly illustrate the respective influences of the negative and constructive attitudes. As these men occupied desks directly opposite each other, their bearing towards their stenographers was particularly noticeable.

The negative correspondent after he had prepared his mail for dictation says: "Miss Jones, I will dictate the mail now." He speaks in a quick, self-important manner. This one sentence, uttered in a jerky, mechanical tone, conveys to Miss Jones that she is simply a stenographer, a mere unimportant hub of the wheel.

Miss Jones finishes her work neatly and accurately; but there are a dozen little ways she could be of valuable assistance to the correspondent if there was anything in his tone or manner which would inspire her to do so. But such is not the case, and she simply does the work allotted to her from day to day, and no more.

The constructive correspondent is a breezy, smiling fellow, who begins the day's work with "Well, Miss Smith, suppose we get rid of this mail the first thing this morning."

By this simple sentence and his inviting manner, he makes Miss Smith feel she is an assistant, not a mere stenographer. Miss Smith accomplishes twice as much as Miss Jones. Not because she is brighter or more capable, or because the one correspondent has more to do than the other—it is simply the policy and attitude of the correspondents themselves which make such a state of affairs as this possible.

Your days' work depends almost entirely on the disposition and mood of the person under whom you are employed. Even if you begin your work in a pleasant frame of mind—energetically, ambitiously—a curt remark, an unfriendly criticism will dampen your spirits and energy. A good day's work can be practically spoiled for you.

On the other hand, if you come to work depressed and probably feeling unfit for your day's task, one cheering

sentence or even a pleasant smile from your employer will dispel your gloom and completely change the whole day's outlook.

The employers must realize what factors they are in the making or breaking of their employes; they must see how their daily changes of temperament affect those with whom they come in contact.

They know that harmony and unity of purpose are essential for success in any undertaking.

They agree that "a house divided against itself will fall."

But, withal, we still have the negative employer—he who is the greatest obstacle to his own business progress.

George L. Louis.

Robert C. Ogden in Success.

"During the summer holidays I worked as an errand boy in a hardware store for \$1.50 a week. I did not play baseball or indulge in the sports of country boys. Mine has been a workaday life." So says Robert C. Ogden, President of the Southern Educational Conference, and a very successful man. And he adds:

"I frequently hear men complain that they have not been fortunate in chances. Chances are made. They elude the man who lacks mental alertness and energy to grasp opportunities.

"Mental inertia is the cause of most failures.

"A young man can best satisfy his employer by striving to do his utmost.

"The difference between superiority and inferiority is often only perception—the faculty of being able to judge right and wrong.

"No man can succeed unless he puts his whole soul into his work. The half-hearted man may be as honest as the sun and good at heart, but if he has not the fire of ambition the most he may expect is mediocre success.

"My office door is always open to men who have clever ideas. Let young men learn that there is a greater premium on ability than on capital.

"The long run is what counts for the most. The mind that is fixed on to-day and not on the future can not succeed.

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NATURE BOOKS.

The Most Useful Publications of That Class.*

Since I am to discuss "some useful nature books," it will be proper for me to cite in the beginning what I consider one of the most useful nature books—if not the most useful nature book ever written—namely, "The Compleat Angler," written by the Rev. Izaak Walton many years ago.

Perhaps certain of you, and especially the ladies, will not agree with me on this proposition. In fact, one lady to whom I broached the idea has already filed a dissenting opinion. Her opinion is that Walton's great work can not be a nature book because it is largely devoted to fishing. My theory is that the habits of fishes and the methods of their capture is a particularly fascinating branch of nature study. Mushrooms and fungi are also a fascinating branch of nature study. To my mind it does not detract from the study of either that both are a delight to the palate. Yet I have a friend who looks upon mushrooms from so scientific a point of view that he is almost insulted if you ask him whether a certain species is good to eat. Aside from fishing, however, there is no book in the English language, except, perhaps, White of Selbourn's Natural History, which so quaintly and lovingly depicts English rural scenes as this famous book of angling. Every nature lover should give thanks for it, and might voice his praise in the quaint language of the old parson:

"Many blessings we enjoy daily. And for most of them, because they be so common, most men forget to pay their praises; but let not us; because it is a sacrifice so pleasing to Him that made the sun and us and still protects us, and gives us flowers and showers and stomachs and meat and content and leisure to go a-fishing."

We live in an age of specialization. Every conceivable thing is now specialized, including the study of nature. But let us not imagine because we have specialized almost without end in these later days that there were not nature students from the beginning. Specialized nature books are a modern invention, yet ever since man was able to write poetry—yes, even before that, when he could not even write it but must only sing or chant it—his songs have been full of the joy of outdoors—the warm beat of nature's heart. You shall find this even amid the clang of blows in the wild rythm of the Norse sagas—Virgil and Homer and the Greeks are full of it. The Hebrews loved nature and the Bible is filled with it. The book of Job is largely a nature book—and the Song of Songs, which is Solomon's, is not only a love song—it has in it the breath of an Eastern garden, fragrant with flowers "and the vines with the tender grapes" which give a "goodly smell."

King Solomon was the keenest observer of nature of his day and age.

*Paper read before Grand River Valley Horticultural Society by Harry L. Creswell.

It is written that he knew all trees from the hyssop which grew on the wall to the cedar of Lebanon. According to the Rabbinical legends he also understood the speech of birds and beasts. It is unfortunate that his works on these subjects have not come down to us. If we only had a bird grammar we might perhaps learn how nearly the works of Mr. Thompson Seton get to the real thoughts of the lower animals, so-called. On the other hand, perhaps if we did understand the language of the beasts we might overhear many things uncomplimentary to ourselves.

As I have intimated, nearly all poets are nature lovers and nature students. Handling this subject according to the methods of Count Tolstoi—that we should learn those things only which we like to learn and should learn them by the most agreeable methods—it follows that in poetry we find the most agreeable medium of nature study. This has always been my favorite medium. It is also a natural method; for poetry is not artificial—it is natural. It is just as natural for man to sing or try to sing in the spring as it is for the birds to do so. The results of man's efforts may not be so agreeable, but you may perhaps be interested to know that at any rate you have a right to sing. This point has actually been decided in a recent case (State vs. Linkhow, 69 N. C., p. 214) where a man was arrested for disturbing his fellow worshippers in church by his bursts of praise. But the Supreme Court held that he had a right to do it—however painful it might be to his hearers. This should also be a warning to all editors engaged in the hopeless effort to discourage spring poetry. Seriously, spring poetry has been, is now, and ever shall be, world without end. It arises from the primal instincts of mankind. The earliest song of which we have the music ever written in English is a spring poem of the thirteenth century, and a true nature poem at that. It is not long. I quote it, changing it as little as possible from the Old English:

Summer is i-cumen in,
Loud sing cuccu,
Groweth sede and bloweth mede
And springeth the wood new:
Sing cuccu, cuccu;
Ewe bleateth after lamb,
Loweth after calf cow;
Bullock starteth bucke verteth,
Merrie sing cuccu;
Cuccu, cuccu;
Wel singest thou cuccu;
Cease thou never now.

Solomon himself is among the spring poets. Listen to his beautiful description of springtime in Palestine:

"Lo, the winter is passed; the rain is over and gone, the flowers appear on the earth, the time of the singing of birds is come, and the voice of the turtle dove is heard in our land; the fig tree putteth forth her green figs and the vines with the tender grapes give a goodly smell."

Although Solomon was wise above

all men there were three things in nature too wonderful for him—yea, four things which he knew not. And these things were: "The way of an eagle in the air; the way of a serpent upon a rock; the way of a ship in the midst of the sea and the way of a man with a maid." Wireless telegraphy has partially solved one of these nature problems—the other three, and especially the last, yet remain hopeless mysteries.

Dear old Dan Chaucer has a few delightful touches of spring:

"When smale fowles maken melodye,

That slepen al the night with open eye.

Then longen folk to gone on pilgrimages."

Time will not suffice even to mention the multitude of nature poets. Of the English Cowper and Wordsworth are good. Burns also was a nature lover with his "wee, modest, crimson tipped flower." Among Americans Lowell is one of our most delightful nature singers. The following from the Bigelow Papers has never been surpassed as a description of spring in New England:

Afore you think

Young oakleaves mist the side hill woods with pink.

The catbird in the laylock bush is loud;

The orchards turn to heaps of rosy cloud;;

Red-cedars blossom, too, though few folks know it.

And, look, all dipt in sunshine like a poet;

The lime trees pile their solid stacks o' shade

And drowsily simmer with the bees sweet trade;

In illum trees the flashin' hang-bird clings

And for the summer v'yage his hammock swings.

'Nuff said; June's Bridesman, poet o' the year,

Gladness on wings, the Bob-o-link is here;

Half hid in tip-top apple boughs he swings,

Or climbs against the wind with quiverin' wings—

Or, givin' way to 'it, in a mock despair,

Runs down, a brook o' laughter, through the air."

By way of contrast to this spring pastoral here are a few lines from an unknown writer giving a description of a day in harvest time:

"It is the noon of summer. Low and sweet

From the wood's covert comes the lazy call

Of leaf embowered birds. Faint flutterers,

Spent with a voyage through the sun-filled deeps,

Gasp on the roadside fences whence the heat,

Visible quivers heavenward. Even the bee,

Supped full of the fruit's rich nectar, sprawling lies

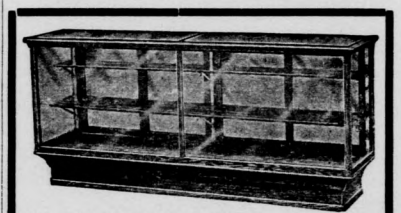
Beneath the raspberry brambles—all his toil

And plunder in the lime trees now forgot—

Drowsed with sweet wine of summer. Yet full clear

The Bobwhite from his golden pillared hall

Whistles to cheer the reapers; best content



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appalled
At gaze with gem-bright eyes upon
the sun."

I have always admired the frog in this poem. He seems to me to be so happy and comfortable. Of course we all love the frog more or less—but my affection for him is not limited to his hindquarters. Since a boy I have admired his graceful swimming movements, the mottling of his coat, the jewel-brightness of his eye. When the frog has his eye "peeled," as these lines depict him, he has the brightest eye of any living creature. Yet I am inclined to believe at such times he is more likely to be watching out for his enemies, the snake or small boy, rather than to be soulfully gazing upon the sun.

Aside from Lowell, the most truly American nature poet is William Cullen Bryant. He it was who first began to see that nature descriptions by English poets did not fit our climate. Many of us will remember some of his best poems in our school readers. His poems are well worthy of study by all nature lovers. An index of his works reads almost like a modern nature book. Here are some of his best:

"To a Waterfowl," "To the Yellow Violet," "The Death of the Flowers," "To the Fringed Gentian," "A Winter Piece," "A Forest Hymn," "Robert of Lincoln," "The Planting of the Apple Tree," "The Snow-Shower," "The Prairie," "Autumn."

Let us not in the more exacting and scientific works of modern nature study forget the works of this good poet. No one has given us more beautiful word pictures of nature in all her moods. "Autumn Woods" and "The Prairie" are instinct with color. Many a one oppressed with cares might be saved from self-destruction or the insane asylum would he but heed the poet's advice:

"Go forth under the open sky and list
To nature's teachings."

And now, getting down to modern specialized nature books, it might well be said of them as was once said of certain devils—their name is legion, for they are many. Our own Stewart Edward White's novels are nearly all nature books in the larger sense. In my opinion John Burroughs' books are the best of all, particularly his "Signs and Seasons." Burroughs is also a poet and his works contain many delightful nature poems. He is not deeply scientific and it is not hard for the lay mind to grasp his meaning. Bradford Torrey is another delightful nature writer. His "Clerk of the Woods" and "The Footpath Way" are excellent. "Eye-Spy," by William Hamilton Gibson, is a general book dealing with curious things in all phases of nature from the origin of horse hair snakes to spore-prints of mushrooms. "Outings at Odd Times," by Charles Abbott, is a good example of the work of an excellent nature

writer. Henry Van Dyke's "Little Rivers" is a delightful nature book, although, like the "Compleat Angler," it is, perhaps, too deeply tainted with fishing to suit the ladies. John C. Van Dyke's "Nature for Its Own Sake," has vivid descriptions and goes deeply into the causes of natural phenomena. Among special lines of nature study I have already mentioned Izaak Walton for fish and fishing. "Getting Acquainted With Trees," by J. Horace McFarland, is a useful, simple popular work, with illustrations of our forest trees. Mary Rogers Miller has written "The Book Brook," with descriptions of the interesting little creatures which inhabit it there. For landscape gardening and the artistic planting of our gardens and public places "Art Out of Doors," by Mrs. Schuyler Van Renssler, will prove a most useful and entertaining book for those who are interested in that study, as we all of us shall be when the new "Playgrounds" shall have given us a living and delightful illustration of its methods in concrete form. To those who are interested, as I am, in the study of mushrooms, McIlvain's work, which may be found in the Ryerson Library and contains 1,000 illustrations of different varieties of fungi, is the best popular work. Thus much for specialized useful nature books.

Having begun with the poets, I shall end with them and with the master of all—Shakespeare. His songs and sonnets particularly are full of nature and the folk-lore of nature. I suppose all or nearly all the English flowers are mentioned in his works. It is in his songs we have the prettiest touches:

"When daisies pied and violets blue,
And lady-smocks all silver white,
And cuckoo buds of yellow hue,
Do paint the meadows with delight."

These lines bring to my mind a picture of a Michigan meadow in early spring—a meadow which was a veritable field of the cloth of gold so thickly was it studded—not with "cuckoo buds of yellow hue," perhaps; but with our own dandelions. And in the midst of it a little girl, filled with the ecstasy of beauty, clapping her hands and calling to me: "Oh, de focks of fowers! Des look at de flocks of flowers!"

That little girl felt just as Shakespeare did when he wrote the verse. Those flowers for her "painted the meadow with delight."

In conclusion I hope that many of us may hereafter find time to go to the "Playgrounds" or some other place of beauty and accept the invitation of the wise fool in the outdoors play of "As You Like It:" "Under the greenwood tree
Who loves to lie with me
And tune his merry note
Unto the sweet bird's throat;
Come hither, come hither, come hither!
Here shall ye see
No enemy
But winter and rough weather."

Indifference is not to be mistaken for independence.



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

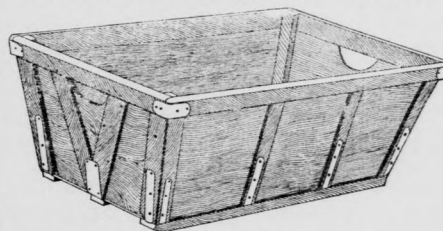
One Full Size Carton Free

when returned to us or your jobber properly endorsed.

PUTNAM FACTORY, National Candy Co.

Makers
GRAND RAPIDS, MICH.

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. \$3.50 doz. 3-4 bu. \$3.00 doz.

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

Buy for Quality

The most careful analysis will reveal nothing but **purity** in our **candies**.

We live up to the highest requirements of the pure food laws.

Therefore we are justly enthusiastic about their excellence.

STRAUB BROS. & AMIOTTE
TRAVERSE CITY, MICH.

Get Busy

Mr. Retailer, and tell your jobber that you must have

Hanselman's Candies

and if he cannot supply them write direct to us.

Hanselman Candy Co.
Kalamazoo, Mich.

SINGULAR FOODS.

The Curious Tastes of Different Peoples.

Some remarkable facts are given in "Science Siftings" as to the food eaten by the people of various nations. It is stated that in Mexico the honey ant is eagerly sought after by the natives. In South America the large lizard, the iguana, is a delicacy, not to speak of the larger snakes, which in taste are like chicken. The ordinary rattlesnake, it is said, is very good eating if one can overcome the inborn prejudice. We are inclined to regard the Chinese as a race of rat eaters and denounce the animal as unclean, at the same time consuming tons yearly of the most loathsome of all animals—the pig. The common skunk, owing to its peculiar and offensive glands, will never be popular as food, yet its flesh is not only good, but delicious, according to various connoisseurs who have eaten it. That insects do not enter more into the food supplies of nations is due to prejudice. Grasshoppers are eaten by some tribes. Ground up they make a meal that is said to be both nourishing and agreeable. Many a white man has pressed through a country, believing himself nearly starving, as large game was not to be had when worms and various insects were at hand.

The most singular food, in all probability, is the larvae of a fly common in certain portions of California, and known as ephydra. This insect is found in such vast quantities in Lake Mono, Cal., that it is washed up on the shores and collected by bushels. The water of Mono is very singular, seemingly very heavy and smooth, like oil, so much so that it resists ordinary wind and refuses to become ruffled. When the larvae begin to appear the Indians gather from far and near and scrape them up, place the wormlike creatures on cloths and racks in the sun and dry them, when they are beaten up and husked, looking then like rice. That the larvae are nutritious is shown by the condition of the Indians, who soon grow fat on the rich diet. On Lake Texcoco, in Mexico, a curious fly is found which also is eaten by the natives, and known as ahuati; the eggs of the insect, which are deposited on sedges, are also collected and eaten for food. On Lake Chalco a certain sedge is cultivated on which the eggs of a species of fly are deposited. Bundles are made of these and placed in Lake Texcoco for the purpose, and, when covered, the sedge is beaten over pieces of cloth and the eggs secured. These are collected and ground into a meal, also called ahuati, and are in great demand on fast days, when fish is required, the insects or eggs not being considered flesh, as they come from the water. The food is made into small cakes and tastes not unlike caviare. Not only the eggs, but the larvae themselves, a disagreeable looking worm, are used as food under the name of puxi.

The civilized man, perhaps, turns from such food with disgust, but it is well to remember that epicures in many countries are particularly fond

of cheese when inhabited by the larvae of a very common fly. In this country the large octopus, or squid, common on many a coast, offends the palate, but the Italian, Frenchman or Portuguese eats it with avidity and considers it a delicacy. The meat is clear and white, like chicken and has the flavor of crab. We find the Chinaman selling eggs of unknown age, especially duck eggs containing ducklings ready to be hatched. Shark fins—a tough, disagreeable food—are in demand, while deer horns in the velvet and lizards of various kinds are eaten. The nest of the swallow, with its embedded secretion of the mouth glands of the bird, is nearly worth its weight in gold. Trepang, the tough, impossible holothurian, is eaten, and its collection is an important industry along the Malay coast, valued at the least £20,000 per annum. In France the sea anemone is used as food; stuffed and boiled it calls to mind crab or crayfish. The sea urchins of various species are also used, cooked in their covering, like an egg, and eaten with a spoon.

Believes in the Labeling of All Preserved Foods.

New York, Feb. 14—In your esteemed issue of Jan. 17 you have an interesting article on the pure food bill.

A National pure food law is certainly of vital interest to the masses of humanity, and there is no sane reason why the passage of a pure food bill should not be urged by every American citizen. A National law is absolutely essential to protect the consumer from the nefarious practices of the unscrupulous packer of foods who adulterates to enhance his profits.

There is not the food value in articles that have been adulterated with some cheaper substance or when some of the nutriment has been extracted. Adulterated food is generally sold below the market price, but it does not contain the nourishment of pure food, consequently it is not economy to purchase foods that have been adulterated. When the public realize this fact the demand for adulterated food will cease.

The law compels the jeweler to stamp his gold, showing the number of carats, and silverware must be stamped sterling if it is pure, thus protecting the innocent purchaser. So let us have laws compelling manufacturers and packers of food stuff to plainly label every can, box, bottle or package, clearly stating on such label the true contents of the package, thus acquainting the purchasers with the contents. Then they can govern themselves accordingly.

The definition of adulteration in the Heyburn bill in clause 4 is that the food contains any added poisonous or other ingredients which may render such article injurious to human health. Provided, that goods intended for export shall not be deemed misbranded or adulterated when prepared and packed in accordance with specification of the foreign purchaser, provided no substance is used that is in conflict with the laws of the country to which the goods are to be shipped, when such country having

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.

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.

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.

laws upon the subject does not prohibit such process of preparation.

This clause was inserted so as to allow the pork packers to use borax on hams, bacon and shoulders that are exported to England, as England demands her hams, shoulders and bacon packed in borax. By so doing she obtains milder cured, sweeter and more easily digested meat than she could under any other conditions or circumstances.

The English law permits the use of borax or boric acid on meat, fish and fowl and in butter and cream. By so doing she has the advantage (over any other country) of receiving such articles of food free from taint and in a clean, healthful, palatable condition.

Statistics show that during the fiscal year of 1903 and 1904 the United States exported to the United Kingdom 169,703,849 pounds of ham and 196,822,713 pounds of bacon, making a total of 366,526,562 pounds of boraxed meats she practically consumed in a year.

To preserve that amount of meat it would require 225 carloads of borax. A minimum car is 30,000 pounds. At this rate there would be 6,750,000 pounds of borax consumed annually by the English nation on meats alone.

Statistics show that England imported from France, Belgium, Russia, Austria and New Zealand during the fiscal year ending June 30, 1905, 407,794,000 pounds of butter, all of which was preserved with boric acid. At the rate of one-half pound of boric acid to 100 pounds of butter (which is in accordance with the English law), there would be 2,038,970 pounds of boric acid consumed annually in the butter, and 6,750,000 pounds of borax on meats, making the total amount of borax and boric acid practically consumed every year in England 8,788,970 pounds. And in spite of the enormous amount of borax and boric acid consumed annually by the English nation, she still enjoys the best health of any nation known. Several years ago there was as much, if not more, agitation against the use of borax and boric acid in England as there is here at present. England, however, made the most thorough researches and investigation as to the effect of boron preservatives on the human system. She obtained the consensus of opinion of the world's peers in chemistry, and when the innocuousness of borax and boric acid was absolutely proven by these learned chemists, she enacted laws allowing the use of borax and boric acid.

That England was wise in enacting laws allowing the use of boron preservatives can not be disputed, as by their use she obtains her perish-

able articles of food in a clean, healthful, nutritious condition.

In spite of the deduction of Dr. Wiley, Chief Chemist of the Bureau of Chemistry, in spite of the adverse criticisms by the press, in spite of the general condemnation by the laity of borax and boric acid, England has proved scientifically, practically and conclusively that they are innocent of all harm when used to preserve food.

The lawmakers of our country should look well before they leap.

There is no greater menace to the health of a nation than tainted, partially decomposed food which is in prime condition for the propagation of toxic germs.

Thousands upon thousands die annually on account of eating foods that are in a deteriorated condition. Such conditions could be prevented by the use of a mild preservative.

There is great advantage in using a preservative that must be used when the article is in fresh condition. Under no circumstances could borax or boric acid be used to restore tainted or passe meats. Preserving an article, however, should not be deemed adulteration. We do not consider foods preserved with salt, sugar, vinegar, alcohol, etc., adulterated, yet they are foreign substances introduced to preserve.

An adulterant that depreciates the food value should certainly be abolished, also should coloring matter that has no food value and is only used to please the eye.

I most heartily advocate a pure food law to govern the sale of food stuffs and to compel the labeling of all preserved foods; then the public can protect themselves if they so desire.
H. H. Langdon.

Man's Best Friend.

"Do you believe in the saying that dog is man's best friend?"

"I certainly do. Where will you find a man who will stick to you through thick and thin, through joy and sorrow, clinging to you with faithful devotion even although he be half fed and abused, and then at the last, when life has departed his body, offers it to you in the shape of sausage to eat with your steaming buckwheat cakes in the morning? Of course, I believe it."

Last Resort.

"You say she married him to reform him?"

"Yes."

"What result?"

"Absolutely none. She's going to try the last resort now."

"And that?"

"Divorce him."

Withholding the hand withers the heart.

Kiln Dried Malt

The greatest milk and cream producer. Cheap as bran.

C. L. Behnke, Grand Rapids
64 Coldbrook St. Citizens Phone 5112

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

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

We also sell (at wholesale) our own make of **Frankforts, Bologna, Minced and Pressed Ham, Boiled Ham, etc., Yankee Breakfast Sausage and Genuine Holland Metworst**

Ship us your Meats, Poultry and Produce. You'll get top prices and quick returns. No commission.
WESTERN BEEF AND PROVISION CO., Grand Rapids, Mich.
Both Phones 1254 71 Canal St.

Since 1829

People have been using Matches. Now they use

Noiseless-Tips

"They're made in Saginaw." No noise. No danger. No odor. Heads will not fly off. Put up in a red, white and blue box only.

C. D. Crittenden, Grand Rapids, Mich.
Distributor for Western Michigan

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

Redland Navel Oranges

We are sole agents and distributors of Golden Flower and Golden Gate Brands. The finest navel oranges grown in California. Sweet, heavy, juicy, well colored fancy pack. A trial order will convince.

THE VINKEMULDER COMPANY

14-16 Ottawa St.

GRAND RAPIDS, 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.

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

DRY GOODS

Weekly Market Review of the Principal Staples.

Brown Goods—The brown goods situation has improved considerably during the week, due in a large measure to the reports of export business and to the further rumors of negotiations pending for other goods that have not as yet been purchased. So far China trading has been confined largely to heavy goods, including standard and three-yard drills and sheetings, but enquiries have been persistent on lighterweight goods and it is believed that transactions may be consummated if they have not already been closed on lines of 4-yard 48x52 sheetings. The movement, while not general as far as China is concerned, is still indicative of the fact that in certain quarters goods are wanted and that little attention is being given to the course of raw material. Export agents are looking for a very satisfactory business in the near future and believe that buying from now on will be on the increase. Home buyers of brown goods have not changed much in their views regarding future wants, although it is expected that with a resumption of activities in export lines, they will be compelled to take on more of a speculative feeling. It appears that sellers are not overanxious to contract for goods too far ahead unless at a certain price and with this feeling in vogue it can be seen that prices throughout the trade are not very weak.

Denims—Denims and colored drills have again reflected the heavy demands by further advances. Denims especially are well sold ahead and spot goods are almost impossible to obtain. Ducks in all weights and widths are very firm and in excellent request. Osnaburgs and stripes for the bag trade are well cleaned out.

Cotton Damasks—The comparatively few cotton table damask mills operating in this country are crowded with orders for spring and summer delivery and yet business continues to come forward in a very satisfactory manner. Jobbers are in need of these goods to-day and spot goods are well cleaned up. In the particularly fine goods the German manufacturers have had the market to themselves and some of the goods they are selling are beyond comparison with domestic goods. January was the greatest month for the amount of business done by one of the leading German selling agents in the history of his business with this country and his mills now are sold beyond production. Domestic mills are improving their productions from season to season, but it appears now that it will be some time before home damasks will be improved upon to an extent that they will be equal to some of the German goods now being shown.

Napped Goods—For the last few weeks the napped cotton fabrics have

held the center of the buying stage, but such a large amount of business has been consummated to date that mills as a rule have about all they can handle. The majority of the business taken is for delivery not later than early fall. Flannelettes in a number of different lines have been the feature of the demands, while printed domets and special domets have been very active. Fancy cotton suitings with napped back or napped face have done well in a few instances, but napped dress goods as a rule have been poor sellers. Jobbers have bought heavily, but the manufacturers of shirts and pajamas have been equally as good customers. Standard domets or Canton flannels are very firm and mills are well sold ahead.

Ladies' Ribbed Vests—The hesitation on the part of buyers to accept the prices set on ladies' ribbed vests still continues to be the feature of the market. The small ordering in this line has only been for the lighter weights, and the situation has now become much more serious from the manufacturer's viewpoint. It is well known that retailers have not been handling lightweight ribbed goods with very good profit of late years, and consequently are little inclined to take any chances with prices that will go still further to reduce their profits. Unless there is a decided cut in prices it is likely that there will be much trading in these lines, although it is hard to fix the blame on either manufacturer or buyer.

Fleeced Underwear—Fleeced underwear has sold very well, considering all the handicaps to active trading that have come up from time to time. Manufacturers express themselves as satisfied with both the prices and the number of orders taken, and there is little doubt that any signs of concessions in the price of yarns would bring on an immense business. As it is, buyers have been easily found for this season's product of fleeced underwear, and the market is now practically closed. There will be but few operations now until it comes time for retailers to get in their duplicate orders, and then a large trading is expected; for, owing to the caution on the part of manufacturers to take large advance orders, there are still many jobbers and retailers who were able to buy only a small part of their usual amount, and these are relying on later orders to cover themselves.

Hosiery—The hosiery market is now very quiet, as most of the spring lines have already been contracted for. There has been quite a demand for lightweights, and this, coming most fortunately together with the rise in cotton, has enabled manufacturers to solve the price problem to the satisfaction of buyers. The lack of skilled labor for hosiery mills is now being felt most seriously, and unless some measures are taken to overcome this increasing trouble the immediate future will see many "shutdowns." Hosiery importations are now beginning to arrive, and the stress on the foreign markets seems at last to be somewhat relieved. The demand for this line is much larger

Our Spring Line of Neckwear

for ladies and gentlemen contains all the "New and Nobby" as well as the desirable staple styles.

For Men

Tecks, Bows, Four-in-Hands, Puffs, Strings, etc. New spring colorings and patterns. Priced from \$2.00 to \$4.50 per doz.

For Ladies

A large and complete line of all the new effects. Lace trimmed, embroidered, etc. Great variety of styles. Packed half dozen to a box. Assorted colors. Priced \$2.25 to \$4.50 per doz.

Laces and Embroideries

Our import line has now arrived and is ready for inspection. This season's collection far exceeds anything we have ever shown before. Embroideries in box assortments and regular goods in great variety. Laces, the choicest offerings of the best foreign manufacturers. A complete assortment, moderately priced. See our complete lines or get quotations from us before you buy.

The Wm. Barie Dry Goods Co.

Wholesale Dry Goods

Saginaw, Michigan

Carpets

Nearly every general and dry goods merchant has call for low-priced carpets. Perhaps you are among the number that have never kept any in stock but would if you knew it would pay.

We believe it will and invite you to inspect our samples. The rolls are so called half pieces (about 65 to 85 yards) and prices range as follows:

5 designs	- - -	at 20c per yd.
6 designs	- - -	at 31c per yd.
5 designs	- - -	at 40c per yd.
4 designs	- - -	at 50c per yd.

Ask our salesmen about them and keep in mind that we carry oil cloths, matting and window shades.

Grand Rapids Dry Goods Co.

Exclusively Wholesale

Grand Rapids, Michigan

than the supply and a great deal of inconvenience has been occasioned by the recent delay in deliveries.

Three-quarter Carpets — Manufacturers of all kinds of three-quarter worsted goods have booked a good volume of business, which insures the continual operation of their plants. Further orders are expected later. Men on the road report that there is no large stock of carpets in the hands of retailers and that the entire product of the mills will be readily absorbed. In the Eastern section of the country Brussels are in good demand. The feeling is general throughout the trade that the Brussels carpets have regained their old position in public favor and that manufacturers of these goods are assured of a ready market so long as consumers want high grade goods and the patterns and colors are kept up to date. High grade Wiltons are in good demand. Some of the best grades made from selected yarns have a sheen fully equal to the best grades of imported Oriental rugs, and they are eagerly sought after by retailers who supply a trade able to pay the price these goods command. The medium qualities of Wiltons are also in good demand. Axminsters are in moderate demand, but so far the demand is fully equal to the production. High and medium grade tapestries are strong sellers. These goods are popular in both the Eastern and Western sections of the country, particularly in the cities. Manufacturers report that in some cases the full capacity of their plants on these goods is sold up for the season. The low grade fabrics in all three-quarter goods are in light demand. At present it is a question of quality rather than one of price. The high grade goods are taken every time in preference to the low grade when the consumer can afford to pay the price. In fact, the sale of low grade goods is confined entirely to those who are not able to pay the price asked for the better fabrics. A few years ago the first question was one of price; now it is one of quality with the great majority of consumers.

Ingrain Carpets—There is not the same activity in the manufacturing of ingrain carpets that prevails in that of three-quarter goods, nor is it as active as general business conditions warrant. Some manufacturers have booked orders for a fair yardage, while others are not so fortunate. The continued depression in this branch of the carpet industry will eventually result in the number of looms engaged in weaving ingrain being reduced in number. Some manufacturers are already making preparation to change their plants over to three-quarter goods, and others have the subject under consideration. The number of looms now engaged in weaving ingrain could supply nearly twice the volume of the present demand and there will have to be a good percentage of the looms go out of operation before those who continue in the business will experience any benefits.

Rugs and Art Squares—Made-up rugs in Brussels, Wiltons and tapestry continue to be good sellers. The

demand for rugs compensates in a large measure for the decline in the demand for ingrain carpets. There does not appear to be any sign of a cessation in the demand for these goods and men who keep in close touch with conditions in the retail trade are confident that made-up rug manufacturing is a permanent branch of the carpet industry and not a fad that will die out after a brief season of popularity. Manufacturers of Smyrna rugs have plenty of orders and from their standpoint the season promises to be as prosperous as any in the past. Art squares are fairly active and manufacturers who have popular patterns have all the orders that they can possibly fill.

Give Your Business Personality.

There have been many instances of advertising absolutely revolutionizing store methods and store policies—store personalities—and creating a good will of enormous value on a foundation that had to be rebuilt to keep pace with advertising.

One of the most conspicuous instances of this class is that of a great retail concern in New York, which ten or twelve years ago did business solely on its reputation of a "cheap" store. Its advertising was devoted entirely to impressing the public with this one idea of "cheapness." A new advertising manager came into power—a man of ability and breadth. He proposed to improve the methods of the store—to make its personality cleaner and brighter and better, to sell better merchandise, to improve the salesmanship and to attract a better, more stable class of trade.

The proprietors approved his suggestions, and gave him an opportunity to experiment. He did away with the former style of advertising which announced "a \$19 baby buggy marked down to \$3.49," and substituted for it live, interesting store news, and once in a while in an editorial he told the public of some of the store's hopes and ambitions.

I suspect that he had a hard job, but the victory was magnificent. Two or three years ago that store moved into one of the greatest buildings in New York, and to-day it is one of the most wonderful retail establishments in the world. To-day it is known as a thoroughly reliable store, selling for cash only the best merchandise at the very lowest prices. In all the excitement produced by trading stamps this concern has sailed serenely onward, declining to engage in premiums, believing them to be a part of the "hysterical" methods it discarded long ago, and in spite of all competition its business has steadily increased.

Now the interesting part is that not only does this store make more money than it did under the old system of frantic cheapness and frenzied advertising, but the good will of the trade name is immeasurably more valuable than it was before the days of sane advertising and sensible store methods.

It is every man's business to see that he gets out of his hours all there is in them.



**Wrappers
Just Arrived
Price \$9.00 per Dozen**

A big assortment for spring business and they are up-to-date in style and quality of material.

P. Steketee & Sons
Wholesale Dry Goods Grand Rapids, Mich.



This is the
Sign That

Indicates
Good Service

Better Than Ever Now

Since the inauguration of the **New Traffic System**, Long Distance Service to Northern and Eastern Michigan points over our lines is **quick** and most **satisfactory**. Liberal inducements to users of our **Toll Coupons**. For information call Main 330, or address

Michigan State Telephone Company

C. E. WILDE, District Manager, Grand Rapids

**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, 1906.
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.

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

NUMBER 57.

Dry Goods Man Did Not Like the Combination.

Written for the Tradesman.

The dry goods merchant held a clipping from the Michigan Tradesman in one hand and a check in the other. The real estate dealer who had advertised a fine store for rent stood expectant. There had been a procession of applicants for the store advertised in the Tradesman, but no one had closed the deal.

"I think this is just about right," said the merchant, still holding the check, and the agent turned to a desk to write out a receipt.

Then the merchant stepped to the front and looked at the number painted on the transom.

"Wait a minute," he remarked.

The agent looked up in surprise. To his mind the transaction was closed.

"This store is No. 57, is it?" asked the merchant, in a moment.

"Yes. No. 57."

"Strange I had not noticed that. Sorry to have troubled you, I am sure. I wish you luck, sir. Good morning."

He started away, but the agent stopped him with a question.

"Anything wrong with the store?" he asked.

"Certainly not. The place seems to be all right—just about what I have been looking for."

"Then I can't understand why you—"

The merchant paused with his hand on the knob of the door.

"If the store is all right," began the agent, "why should you cut off negotiations so suddenly? It doesn't look like business to me. Out with it if you have any fault to find."

The merchant hesitated.

"You have just the line of business that would pay in this location," urged the agent.

"Well, to tell the exact truth," said the merchant, "it is the number of the store that I object to."

"What is wrong with the number?"

"It's a hoodoo."

The agent laughed.

"I thought all those hoodoo dreams had been called in long ago," he said.

"You may talk about dreams if you see fit," said the merchant, "but the No. 57 is an active, antagonistic force so far as I am concerned."

"I might reverse the figures and make it No. 75," suggested the agent, with a sarcastic smile.

"Not for me," was the reply. "You see the store would still be No. 57 in the street and No. 57 is an enemy of mine."

"Here's a chance to break the hoodoo," suggested the agent.

"If I took this store," said the merchant, "I'd either break a leg or cash a forged check, or get held up, or be forced into an assignment in less than three months."

"Well, of all—"

"Oh, that's all right. You may say what you please, but I've been up against this number to my cost several times already."

The agent threw down his pen in disgust.

"There is no use trying to do business with a crank," he remarked.

He was now of the opinion that he wouldn't get the rent money promptly if he leased the store to the merchant. He walked to the door and held it open for the dry goods man to pass out.

"See here," explained the merchant, standing on the walk outside, "I owned a house at No. 57 once on a time. While I lived there I was elected to a county office and made a member of all the ward and township clubs. I reckon I paid for the construction of a new brewery building a struggling young company declared it needed in its business. No church fair was complete without me. I rode out of that city on the bumpers."

"Of course it was the number of the house," said the agent. "There wasn't any such thing as a thirst connected with the combination, was there?"

"Oh, I don't know about the thirst. If there was one, it was born of the number on the house."

"Undoubtedly," said the agent.

"Then I went to Cincinnati and got up against another No. 57. There I lost \$957 on wheat, and dumped \$357 on pork, and got doped in a thirst parlor at No. 57 and came back to life in a lumber camp 557 miles away with 57 cents in my clothes. When I got back to Cincinnati, after walking 157 miles, I had no more business than a rabbit."

Then the agent played for even.

"I don't care to rent to a man who speculates and drinks," he said. "I'm glad I found you out in time."

"Great Scott!" cried the merchant, "I wouldn't take this place if you would let me have it rent free. Talk about finding me out. Why—"

But the agent walked away just as the merchant was trying to tell about buying a horse for \$57 that he had to build a fire under to keep in motion.

A moment later a friend came along and found the agent doubled up with laughter.

"What's coming off?" asked the friend.

"Oh, there's a crazy man in town trying to rent a store. He thinks the world will stop turning on its what-do-you-call-it if he does business or lives at No. 57. He ought to have a keeper."

"I don't know about that," was the reply. "There are certain combinations of figures that I wouldn't have anything to do with on a bet."

"I think the world is going mad," said the agent.

But he walked away with a thoughtful look on his face.

Alfred B. Tozer.

Discouraging.

"What we want," said the reformer, "is a system of government in which graft is impossible."

"Yes," answered Senator Sorghum, "but even were such a condition attained, it would not last long. Some rogue would corner the harp and halo market."

Living in the past only puts the headlight on the rear platform.

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 DEPT FOR INFORMATION.

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.

Judson Grocer Co.

Distributors

Grand Rapids, Mich.



BARGAIN HUNTERS.

Some Traps Which Are Laid for Them.

"Bargain hunting" is not always what it is cracked up to be. It depends largely upon where and how you hunt. As a general truth, however, it may be said that the harder one hunts for his bargains the safer and better they may be.

Not long ago in one of the Chicago papers an advertisement appeared announcing that, "owing to sudden death in the family," the recently bereaved widow, who occupied a "handsome flat" in a certain section on the north side, would dispose of the "beautiful furnishings of my home" at a bargain.

A newly married couple took both the leasehold of the flat and the "beautiful furnishings" of the home at a bargain for cash. The bereaved widow moved out that afternoon, and it was not until three months later that the young couple in the flat were served with notice that unless the mortgage of \$200 on the contents of the flat was discharged the furnishings would be seized. The "furnishings" had cost \$150, and the added \$200, which the young couple thought best to pay without quibble, made a pretty extravagant purchase of second hand furniture for the new home!

But mortgaged furniture is by no means the greatest of the possibilities in furniture "bargains." Selling furniture that is mortgaged is at best a risky business for the owner, and unless his plans are well laid for escaping the machinery of the law it may cost the seller more than it comes to. There are other "furniture" bargains, however, in which the purchaser is baited by the same irresponsible advertisement in various publications and out of which the baited one comes decidedly the loser.

Bargain in Household Goods—Family compelled to go to California on account of ill health; must sell at once without reserve the entire furnishings of the seven room modern flat. Apartment D, The Kohinoor.

An advertisement such as this in general tenor always appears innocent enough until it is subjected to the analysis of a business man. Perhaps it is an innocent, honest advertisement, inserted by some one ignorant of the first principles of selling a thing for something like its worth. But again it may be an altogether different advertisement framed craftily in order that the gullible bargain hunter may drift in and pay three prices for stuff that has been manufactured especially that he might have the bargain to his wants.

Furniture of this kind is manufactured every year to the extent of millions of dollars, simply that through such wiles as these the cravings of the bargain hunter may be satisfied—that he may be getting something for nothing.

It is nothing that the person in the flat is of charming personality, if it be a "widow," or that the man is of refined speech and bearing. In real or fake schemes these things are taken for granted. But if one of these smooth personages shall be a shade off in mannerisms, it may be taken for granted

that this person will not be the successful representative of the fake scheme.

"What a delightful sort of person," is one of the after remarks of the victim of the bargain hunting trap when he or she has gone, leaving instructions as to the sending of the purchased things home. They have been bought at "such a bargain!"

The purchaser hasn't thought to consider that if the advertiser of the emergency sale were at all wise to conditions, the last thing he would have suggested in his ad would have been the thought that he had to sell at a moment's notice. Rather this person would have worded his announcement in such a way as to indicate that he had not backed into a hole out of which he expected his customer to pull him—if the customer chose to do so.

It seldom occurs to the bargain hunter that the advertiser of his "handsome furnishings" ought to have about as much acuteness as the average person appealed to in the ad. Yet if this prospective purchaser, seeking the advertised bargain, knew that he had to purchase the advertiser's goods within three hours, the last thing he would think of doing would be to tell the advertiser this important fact! Rather he would affect to be indifferent in the degree that he might be unduly interested at heart. Yet he accepts the advertiser's "must sell at once" with a smile to be interpreted as "Ah, I have him now!"

Out of this attitude of the bargain hunter in general the fake furniture business has assumed large proportions in many cities of the country. Occasionally it comes to the notice of somebody that an unusual number of "emergency" sales of household effects take place in a certain street at a certain number and a few people thereby are made wise. But in so many of these frauds the second grade goods sold at such a sacrifice in the "modern flat" are duplicated from some hidden place of business and shipped from a store, direct! The small ad. in the great city may be switched to so many different publications and the address be given in so many forms as to promise immunity from discovery.

Frequently the piece of furniture is a piano, "good as new," which through death of the player in the family—who had loved the instrument as she had loved a child (slow music)—has become a necessary sacrifice (an implied "boo, hoo!" just here), and if the caller would only promise to treat it as it has been treated ("boo, hoo!") his terms would be accepted.

Perhaps nothing ever appealed so quickly and surely to the bargain hunting spirit of the American public as did the old ring scheme a number of years ago. It was a solid gold wedding ring, found up the street by the man who appeared at the door with it. As an indication of its solidity and worth the name "Annie"—or similar Christian designation—was inscribed inside, while as evidence that the ring had been picked up in the street, the engraved letters were filled with dirt. The man at the door, being hard up, would sell it for a dollar—perhaps \$2—if the purchaser would guarantee to say nothing about it, which the purchaser could be depended upon to do, even after the ring

had worn through its shadowy film of gold wash and been tossed into the ash barrel!

In the same way thousands of the "un-redeemed pledges" of all kinds put upon the market of the credulous through loose advertising methods are "pledges" deliberately manufactured in large quantities for the "benefit" of the bargain hunter whose hunting impulses are prompted by his own individual vanity. From a 900 pound piano to a fur boa these articles range, and the sum total of their invoice may be expressed in the one word, "rubbish."

One of the most unfortunate phases of this crooked work is that the class of people least able to afford the losses that are certain in such deals are the people who are victimized. There is no law that will reach the lying advertiser in his work, unless it be the unwritten law of common sense. Not even exposure is likely for the crook when the victim discovers his losses. He would rather bear the loss than to show his gullibility in a justice's court. And the evil thrives in a hundred ways through a hundred lines of commodities.

John Dorsey.

Abe Hummel, the New York lawyer recently convicted of perjury and sentenced to imprisonment for a year, is out on bail pending appeal and is as conspicuous as ever on the Rialto.

He expects, it is said, to live a good many years outside of prison walls, in view of the fact that he is a lawyer and knows how to invoke the law's delay.

Mica Axle Grease

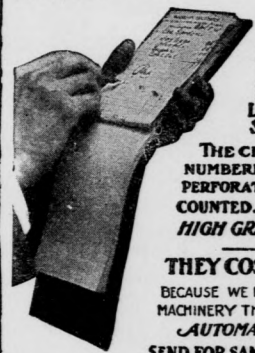
Reduces friction to a minimum. It saves wear and tear of wagon and harness. It saves horse energy. It increases horse power. Put up in 1 and 3 lb. tin boxes, 10, 15 and 25 lb. buckets and kegs, half barrels and barrels.

Hand Separator Oil

is free from gum and is anti-rust and anti-corrosive. Put up in 1/2, 1 and 5 gal. cans.

Standard Oil Co.
Grand Rapids, Mich.

OUR CASH AND CHARGE SALES 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 SALES BOOK DETROIT. W.R. ADAMS & Co. MAKERS - MICH.

Delicious

Buckwheat Cakes

Are Raised With

Yeast Foam

Tell Your Customers

DOPE SPRINGS.

Line of Expert Testimony on Fish and Frogs.

Every little while our rod, reel, and gun experts huddle round the stove in the major's one price grocery and fire off a volley of expert testimony. Whether or not the truth figures in this testimony I have no means of knowing. Each narrator is a specialist in his line, and it is not for me to say how or where he digs up his dope. My part is merely to distribute the testimony for the benefit of anglers and hunters in other sections. Let them apply the acid test.

The narrative of Panfish Bill, related in a secluded staple and fancy groceries tone of voice, sheds some new light on the methods of the man who knows it all. This smart gentleman had fallen a victim to the frog bait habit in early youth and could not adapt himself to new conditions and bait, so Panfish Bill said. He and the frog fiend made one onslaught against the fish of Fort Bayou, the melancholy outcome of which is exploited in the vivid narrative of Panfish Bill.

"This smart young angler came here from Wisconsin," said Mr. Bill, "and he carried the kind of rig seen in picture books. From his tale the government had to plant a fresh stock of fish in the lake when he finished whipping it with his rod and reel. Nothing to it. But somehow the fish didn't come his way in these streams. First he tried shrimp, then cracked crab, and then cut bait. Still nothing doing. It was just the doctor's luck to angle in the places where the fish didn't happen to be. I've done that thing myself and had a week's run of poor luck.

"After trying all the bait items on our list, this Wisconsin sharp said the fishermen in these parts were dubs. We didn't know our business, he said. A live frog was the only thing to lure a fish to its finish. In Wisconsin a bass would blimb out on the bank for the frog if he missed him the first time.

"Where do you keep all your frogs?" the doctor inquired one day.

"In the marsh," I said. "Plenty of 'em there, but we never monkey with such bait."

"Then I'll show you something. 'I'll astonish these natives,' said the doctor.

"So one morning he started off with a corn sack and a scoopnet. In the middle of the afternoon he came back, plastered with mud from top to bottom. His eyebrows were full of it, and one ear was stopped up. I reckon he had to dive for some of the frogs. He had about a bushel of bulls. The sack was more than half full, and the noise was awful. The doctor tied the mouth of the sack, and put it overboard to keep the bait alive and kicking. Then he asked me to paddle the boat next day while he showed me a new wrinkle.

"When we went out in the morning I took the stern seat and paddled up the middle of the bayou, while the doctor stood in the bow to cast for trout. Wish you-all could have seen those frogs. The littlest one in the bag was as big as a flatiron, and some of 'em looked like hams with legs. When I was a kid I used to shoot that kind with a rifle. Anyhow, I kept quiet and let the doctor show me. He clawed out a medium sized frog about the size of a

duck and hooked him through the skin at the base of the spine. One thing I'll say for the doctor—he knew how to handle the reel. The bullfrog went sailing through the sky all spraddled out, and hit the water fifty feet from the boat. He looked like the circus acrobat flying across the tent to the next trap-eze, clad in yellow and green tights.

"That's the bait for your life," said the doctor, reeling in the slack.

"As soon as the frog got his bearings and knew where he was at he lit out for bottom in twenty feet of water. His weight shot the stopper under like a flash. The doctor jerked, and, of course, the hook tore out of the tender skin.

"Dandy bite, all right, but I missed the fish," said the Wisconsin smarty, all of a tremble. "Better luck next time."

"He put on another two pound bull, tossed him out, and went through the same performance—got a fine bite, but lost the fish.

"These fish don't take hold well," the doctor said, examining the point of his hook, "but I'll land some of 'em yet."

"There isn't anything in those waters, except a nine foot shark, that could swallow one of those frogs, but the doctor kept right on casting and getting dandy bites. His cork went under so quick we could hear it pop when the bullfrog kicked out for the bottom. I never said anything. He was showing me. Well, he fished away that whole corn sack full of frogs and never hooked a fish, at the end of two hours the doctor was all tuckered out and sweaty, but he gave me the laugh just the same.

"Didn't I tell you I could produce the bites?" said the frog fiend, winding up his reel and stowing it in a green tin box with 'Tackle' painted on the side.

"Your bites are fine," I said.

"Yes; and if I had a bigger hook and some more frogs this boat wouldn't hold the fish. I just wanted to show you; that's all."

At the conclusion of Panfish Bill's narrative, the Major slid to the front with a story based on scientific principles. The Major is a noted promoter of fish fries, and the parent of Panfish Bill.

"Speaking of bullfrogs," said the Major, "reminds me of another man who had the habit, only he rejoiced to eat the hind legs of the frog. He would go miles to amass a mess and he couldn't abide to get his feet wet. This frog habit person was an aged Frenchman in the Louisiana swamps, and his method was at once scientific and hideous. I knew him well and admired him as a man, but his method was repugnant to me."

We waited while the Major spat through his mustache and formulated some language befitting the new frog habit man.

"To amass the frogs," the Major went on, "the epicure must infest the swamp and pursue the hind legs to their lair. When he was young the Frenchman waded in and never thought anything of it; but when his bones got old and porous he had to be careful and scientific. So he took in a silent partner, which pard was a pointer dog. The brainy frog eater lashed a small shotgun on the dog's back and left the muzzle sticking out between the ears. A

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.

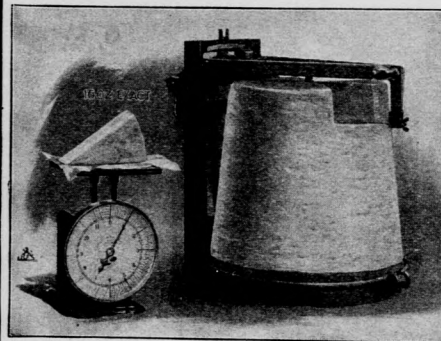
We know that pleasing your customer means pleasing you, and

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



**Get Full
Weight**

**Out of Every Tub
of Butter You Sell.**

If you check your sales, you know that you're 2 or 3 pounds short on every tub

and you know where it goes, but you can't help it, eh?

The KUTTOWAIT Butter Cutter

Will Stop Every Ounce of This Loss For You.

It will cut the exact weight out of a tub, in any size pieces you want. It cuts as tidy a cake as print butter and your customers will like it better. Does the work quick, thereby saving time and labor, which reduces cost.

Pays For Itself in a Few Weeks

and returns 500% on the investment every year.

LET US SHOW
YOU.

Cut out coupon and mail at once.

**Kuttowait
Butter Cutter
Company,**

Unity Building,
CHICAGO, ILL.

Name.....

Street.....

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

string ran from the trigger to the tail of the dog, and that's about all there was to it. Whenever Fido, ranging about the swamp, got his eagle eye on a frog, he pointed the reptile and dropped his tail. Dead bullfrog, shot right through the body, for Fido was so expert he never mutilated the hind legs. The Frenchman licked him if he made a poor shot. Fido also retrieved the deceased frog and brought it to the boat, so the Frenchman could load the arsenal again and send the intelligent pointer on the warpath.

"It was a crime to pot frogs in that manner, because the confiding bull never did jump out of the way of the dog. He just sat and waited to see what Fido would do next, and that unerring canine generally drew a bead. But one day an avalanche of poetic justice hit the Frenchman right where he lived. Fido had started off to bag the last frog of a busy afternoon when he stopped near the boat and turned round to fight a flea. Being preoccupied at the time, Fido forgot about his tail. He pulled the trigger and shot the Frenchman through the body—never touched his legs. Some time later they found the old man a corpse in a boatload of dead frogs, and Fido was rambling around the swamp pointing more bullfrogs with an empty gun; nobody there to load it for him. I've heard Fido's face was a picture of annoyance and disgust, but I cannot vouch for it, as I wasn't there to see. That part of the story may not be true."

When the Major had finished the frog habit narrative, Mr. Tony Fligg rose up and beckoned me to the rear of the store—I needed a change of scene myself.

"You know what I want to do?" he muttered hoarsely.

"Have you a knife or a gun?" I asked.

"O, it ain't that," said Tony. "I want to beat 'em—tell a truer story, but I don't like to butt in."

"In other words, you desire to cap the climax?"

"That's it. I knowed it, but could not think of the proper language. Do you reckon they would care for more frog?"

The experts being interviewed, said they would esteem a few paragraphs from Mr. Fligg, and that truthful citizen proceeded as follows:

"One time I was shore unfortunate to overtake a rattlesnake coming towards me in the road. He was—"

"Hold on a minute," broke in the Major. "Didn't you meet the snake? How could you overtake anything coming towards you?"

"Easy enough," replied Mr. Fligg. "If a object is pintoed one way and going another it can be did. As I said, I overtook the snake coming my way. He had swallowed a live bullfrog, head first, and the frog, being powerful and likewise sot on freedom, had kicked his hind legs through the ribs of the snake. The rest of him was inside. In that frightful situation the bullfrog took to jumping blind, and, as his head was pintoed to the snake's tail, he carried the reptile along backwards. I reckon that frog cleared twenty feet per jump flat, down the middle of the road, and the snake had his tail in the air, rattling

for the right of way. Sounded fierce, let me tell you.

"On each side of the road was a ditch full of water. The instincts of the frog was hunching him to jump into the ditch and drown the snake and back out into the sunshine some more. The rattler was shore onto this game, and he done his best to steer the frog away from the water. Sweat was rolling in streams down the snake's face, and such a pleading look stood in his eyes. It seemed to say: 'O, mister, please let me a-loose and turn me go.' But I shore was up against it. What could I do, feeling sorry for 'em both? I couldn't kill the frog without breaking the snake's back, and it was impossible to turn the frog go without murdering the snake. I couldn't be no assassin with that look on the sweaty face, so I just passed on and let the frog jump and the snake rattle for a clear track. How they come out in the end I never did know. Anyhow, I'm glad I didn't see the frog's features, because the look on the face of that snake haunts me yit."

"That will be about all the frogs for this morning," said the Major. "You win."

"Well, I've seen a few strange sights in my time," Mr. Fligg modestly responded, "but I only speaks about 'em among experts. It riles me to have people think I'm lying."

Having wedged himself into the clinic Mr. Fligg got bold and launched still deeper into expert testimony.

"Speaking of live bait, I shore did used to slay the black bass. You all know how the live minner gethers some fish. Minners is the thing. Most all kinds take the minner, but the big old bass is edicated. He wants to know about the hook, the line, and the sinker and the man at the end of the pole, waiting to jerk his mouth loose. Many's the time, I've sot and watched a bass in clear water rub his nose on the minner and then turn round and swat it with his tail. That conduct does rile me plenty. But one time I thought out a idea."

"Is it anything like Percy, the trained flying fish?" the major wanted to know.

"Not exactly," said Mr. Fligg, "except that my intellect was used. I got a half gallon glass fruit jar, filled it with water and live minners and hung the whole business over the bank from the end of a pole. The jar rested about a yard below the surface, and the glass was just the color of water. Very deceiving it was. I hid behind a stump, with my long handled scoop net, and waited. In a minute or two a bass come moseying along, looking for victuals. He seen the bunch of live minners wiggling in the jar, and it shore looked good to him. The bass plunged at the jar, hit the point of his chin a regular Jack O'Brien punch, and went groggy on the spot. The blow on the chin knocked the bass plumb silly. He floated to the top and spun round on one gill, quite dizzy like, till I dipped him up with the scoop net."

"I suppose you sat there and scooped up a wagonload of knocked out fish?" said the major. Charles Dryden.

Sea Otter Furs.

The costliest fur is that of the sea otter. A single skin of this animal will fetch as much as \$1,000.

Facts in a Nutshell

BOUR'S

COFFEES

MAKE BUSINESS

WHY?
They Are Scientifically
PERFECT

127 Jefferson Avenue
Detroit, Mich.
Main Plant,
Toledo, Ohio

WE MAKE GOOD FLOUR

There's no question about it.
We have every facility for doing it.
We have the Mill, the Grain and the "Know How."
We'd be foolish to make poor flour.
There's no demand for that kind.
There's a big demand for good flour.

"Seal of Minnesota"



"The Great Flour of the Great Flour State"

is what we call it. We call it "Seal of Minnesota," because that's a good name for it.
The Seal of the State of Minnesota stands for reliability, dignity, truth, honor, quality, accomplishment, resource and power.
"Seal of Minnesota" on a flour sack stands for just as much.
We would no sooner allow anything to happen that would belittle the name and good reputation of "Seal of Minnesota" flour than the people of the state would allow anything to tarnish its good name.
Do we not deserve your patronage?

NEW PRAGUE FLOURING MILL CO.
New Prague, Minn.
Capacity, 3,000 Barrels Member Anti-Adulteration League
MUSSELMAN GROCER CO., Distributors, Grand Rapids, Mich.



Why It Does Not Pay To Break Hearts.

It would be difficult to find any, either man or woman, who would speak openly in praise of flirting, love-making simply for the sake of amusement, without serious intent therein. Even those who practice it, by way of pastime, who break hearts remorselessly, provided they are of such fragile fiber, hasten to deny the impeachment when it is brought against them. It matters little that their defense resembles that of the darky who was arraigned for breaking a borrowed jug—viz.: that he never had the jug, that it was cracked anyway when he got it, and that he had given it back safe and sound into the possession of its lawful owner. A flirt is usually conscienceless and irresponsible, and in most cases has no idea of any harm done. There is an old story of a fish-wife who excused her practice of skinning eels alive by pleading that they were used to it. Even as psychologists tell us that there are persons in whom moral sense is lacking, so also there are those who, having no depth of feeling, as regards the affections, are unable to understand the power which it exerts over others. They are like children, who, having set in motion some unknown force, are partly amused, partly frightened at the turmoil which they have evoked.

To some women admiration is as the breath of their nostrils, and its savor sweetest when it comes from the other sex; some men crave sympathy from the women, and absorb their affection as careless of the source from which it is drawn as was the mythical tyrant who refreshed his strength daily with the blood of babes and sucklings. There are women who say and believe that love never hurts a man; men hold women fools when they attach importance to "sweet words spoken only for something to say."

It is the rare exception when men do not like to be amused and entertained, tactfully and agreeably, by a pretty and attractive woman; it is rarer still to find a woman who is averse to admiration and courtesy from any man who offers it in gentlemanly fashion.

Moreover, the flirt has always the apology that it is one's duty to one's neighbor to make oneself pleasant to that neighbor. Even ships must salute as they pass in the night. Neither is any man or woman responsible if he or she is misunderstood and misrepresented in the discharge of so patent an obligation to society. Also, they claim that it takes two to flirt. The most outrageous breaker of hearts cannot do mischief without aid. If she be a woman the man must always make the first move in the game. Especially are these excuses popular with those who poach upon other people's preserves. And it is the poachers who do most harm, since the wrongdoing is double edged and includes other and innocent victims in its scope.

There is something to be said in favor

of the man or woman who frankly falls in love with the betrothed of another, and does his or her little best to "cut" that other out. There is no legal fence around engaged couples! That "all is fair in love and war" is an ancient saying, so old, indeed, that its antiquity may fairly be said, after a fashion, to have made it an unwritten law, a law which is generally accepted by all saving strict moralists. Moreover, there is much plausibility in the argument that if lovers are open to a change of heart, if the love between them is not genuine, permanent love of the quality warranted to last, the parties concerned had by many times better discover that fact before marriage, rather than after.

And, since we are taught in catechism that some sins are more heinous than others, a fact conceded also in common law, there are degrees of depravity in poaching. The trespasser during the brooding period, who breaks up nests and molests the mothers, is accounted far worse than he who steals moderately in the hunting season, and by something of the same deduction the flirt who meddles with married couples is blamable beyond apology, even though he or she may stop short of anything beyond "a little fun," which does no more than stir up jealousy and occasion heartburnings.

There are few things which give such bitter pain to a loving wife, which occasion such keen mortification to a devoted husband, as the scarcely acknowledged fear that the partner of his or her joys and sorrows is drawing comparisons, unfavorable to the marital mate, with another, a fear to which every instinct of pride and self-respect forbids expression.

We all know the charming woman—"a man's woman"—always—who comes as a guest to a happy household and devotes herself to the husband, exerting all her powers of fascination for his entertainment, conversational, musical, or demurely listening, as the case may be, ready to play his favorite games or to make herself agreeable in whatever way he likes best. Sometimes such a one dexterously, yet not the less deliberately, sets the wife aside; but it is much more frequently the case that she merely takes advantage of the opportunity afforded by the fact that the wife, "on hospitable thought intent," occupied in household tasks made more onerous by the presence of the guest, is obliged to leave her and the husband together.

It is, alas, the exception in any household of moderate means, nowadays, where the mistress of the house is not obliged to superintend, if she does not largely supplement, the labors of her maid of all work. Stewing over the stove in warm weather is rarely beneficial to either hair or complexion, and the doubt as to each dish until it is actually placed upon the table, is still less conducive to serenity and pleasant converse, which philosophers tell us must be the accompaniment of each meal. Neither can one dress as becomingly for the kitchen as for the parlor, and every man is quick to see the difference. The guest, dainty and fresh, with tresses becomingly waved, shows to advantage by contrast with the overheated, possibly worried, mistress, and many men have too little tact or consid-

eration to conceal their notice of the fact, neither are they aware how deeply it cuts.

It may be the friend of the wife who poses on the piazza in summer, in the parlor in winter, her soft white hands, flashing with rings, unmarred by housework, becomingly set off by pretty fancy work; sometimes it is an old friend of the husband's, report says, perhaps, an old sweetheart. Then the two have all manner of reminiscences, in which the wife has no part and in which she is made to feel herself an outsider.

"You don't mind, I hope; John and I are such old friends, you know!" Unless the wife is more than common sensible and sure of her ground there may be the haunting doubt lest there was love as well as friendship between the two in the "old times" of which they have so much to say, the fear lest she, the wife, may have been only a second choice, taken for lack of better. Men have no idea how much pain, actual anguish, indeed, they inflict by such warm interest and admiration, such devoted attentions, while the woman in the case does not think, or maybe does not care.

It goes without saying that courtesy to every woman, especially to a guest, is incumbent, strictly, upon every man; but courtesy is one thing, loverlike attentions another, away at the other end of the scale. In the old trial by fire on the housetop: "Whom would you bring down, whom would you throw down, and whom would you leave to perish?" it might be undoubtedly the wife who would come first, but few men are put to such test, and woman wants to be

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first, every day and all the time. It is torture to her who loves to suffer the appearance of preference upon her husband's part for another woman. Far more evil is done from want of thought than from lack of heart in this world, yet "the hurt of the daughter of my people" is not healed thereby.

Usually the wife suffers in silence, too proud to show aught save unconsciousness, so far as she can. But unless she is able to pretend artistically to be glad and gay with a sore heart, an ability given to but few, she withdraws into her shell, is stiff and perhaps uncompanionable, thus acting as an effective foil for the other woman. While men are men, and women are women, such things must be, and usually it is the woman who is most to blame. Men are sometimes placed in such circumstances that they must either meet the advances made to them or be actually rude, and few men are willing to be rude to a pretty and charming woman who is gracious to them. Still, when it is necessary to be rude or too tender, it is best to be rude. "The party of the other part" deserves it.

Dorothy Dix.

Why It Pays the Employer To Pension Employees.

On the surface of things appealing to public notice, if not notoriety, there is no one other aspect of business as likely to impress and satisfy as is the pension system adopted so widely by so many concerns. "O, they pension every disabled employe," is an utterance that takes on the expression of awe in the public mouth.

The pension system in the average business plant which has adopted the idea is as much a part of that business as is the stock taking or the ground rents. Ordinarily, it is an old house which boasts the scheme. Its pensioners already are in visible evidence. Incidentally, too, the house has had time and opportunity for developing its "mortality tables" in quite the same degree of certainty that the life insurance companies have developed theirs. For, knowing that good business must be on business principles, it must be recognized that the pension system in any establishment is a part of its business decalogue.

I know two houses in the same city where the pension system in its bearings is admirably demonstrated. These two houses are in the same line of business, and, in a sense, they are competitors. One of them, however, caters to the richest and most fashionable of constituents, paying the least possible salaries and yet pensioning every employe after so many years of faithful service. The other house, having far less standing and catering to the bourgeoisie (?) in its business, bids for its employes in a higher salary roll and dispenses with the pension idea in the same moment.

Taking the salary rolls of the two houses and considering the \$25 a week men in each of them, the situation is that the \$25 a week man in the pension giving house is earning \$30 a week, while the \$25 a week man in the other place is worth perhaps a shade under the sum he is getting.

These are not to be taken as liberal figures. But they are approximately

stubborn facts which are not to be escaped.

In the first place, the house catering to the wealthy and exclusive patronage in a great city carries with it a certain prestige which the employe cannot overlook. Perhaps it is pleasanter to work among the select than among the hoipolloi. Perhaps the one house taxes the clerk less burdensomely than does the other, whose constituency knows less and stands less upon bearing and good taste. Even from the employe's social point of view it may seem worth while over the other house to remain with the exclusive concern, whose name carries with it a certain business respectability. Among his neighbors he may find it worth while to be associated with the one rather than with the other.

But if the prospective employe in such a line of business be of the hardheaded, independent type, relying upon himself and his capabilities—upon his capacities to "deliver the goods"—it is not at all established that he cannot buy life insurance cheaper with an established life company than he can buy it with the firm that pensions its old employes who become disabled in the service.

A life insurance company has its life tables. They are based on years of proved facts, with just a little margin still in favor of the company. It may be that insurer and insured have made a virtual bet that at the end of ten or twenty years the insured one will not be alive; or it may be that the insured is paying on a life policy which matures only at his death. In the first place, living twenty years is all that is required of the insured in order that he shall not come out a second best; in the other case he has only to die in order to make a winning for his heirs.

But in the house which gives him a pension insurance on twenty or thirty or fifty years of satisfactory service, there are many things other than life tenure that must figure in final adjustment of a claim.

How much more than your salary CAN you earn?—how much more than your salary WILL you earn?—in order that at the possible end of a term your insurance may become a claim upon the house? That is the question. Either of the propositions may apply to you with far more force than you suspect. As a \$25 a week man, earning \$25 a week, you cannot be secure in your place, simply for the reason that you are not sealed in salary to adjust yourself to the insurance plan of the house. If every other employe in the place were on the same footing with you the pension scheme no longer would be possible, according to business methods. Business at that moment would pass to the eleemosynary stage—an impossible evolution in the present conditions of competition!

Still further than this, the house that adopts the pension insurance for its employes is facing probabilities that do not obtain in life insurance. Accidents and physical and mental disabilities in ordinary course are to be considered, and, in common with the life and accident insurance companies, the pensioning establishment in all business must keep to itself a margin of pay roll saving which the insurance tables give to

the life and accident companies. No life company today bases its insurance according to the strict letter of deaths in a given 100,000 of its insured, and it expects a margin short of the actuaries' death rolls.

To keep in similar compass of liabilities, the pensioning house at all times observes the physical and mental equipment of its employes more closely than does the house that dismisses its obligations weekly in its pay rolls. It has to be on watch always for the employe who is doing just enough and no more than will insure him his period of time with the house. And always the soundless question may be felt in every department, "Was it lack of self-poise and independence which brought this employe here?"

The worker who studiously chooses his place for the reason that at the end of his life work there is the fixed certainty of a pension is one not to be classed with the independent, forceful natures which accomplish things in the world. The action is a confession of his weakness. Making the confession, he is weaker in consequence than ever he has been before. Perhaps he is weak enough to line up with thousands of others, doing far more than he could be expected fairly to do in order that his employing house shall be saved from loss because of others who are doing only so much as they WILL do toward the pensioning scheme of the institution.

Broadly and plainly, the house that is pensioning employes is making the employes pay for insurance that lies in the pension system. The question

for the prospective employe is, "Am I paying too much for the possible annuity which may be mine after a fixed term of service?" Necessarily he must pay enough—is he paying too much?

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How Three Customers Were Induced To Buy Goods.

It was a good business town—one of those towns in an Atlantic State that had been "founded" a century and more before but had not begun to grow until within a decade or two. The old families thereabouts were wealthy and the new families were prosperous, for it had developed into a great manufacturing place for a special line of vehicles. The manufacturers were making money and their workmen were well paid. New stores had sprung up along the main business street and the place was rapidly taking on the airs and manners of a city.

Directly across the street from the new store where I worked was an old mansion around which the town had grown without being allowed to encroach upon the three or four acres of private grounds. Everybody said the people who lived there were peculiar, and everybody was believed, for the most of the people of the town knew nothing about them save through report. The heads of the household were an elderly man and his sister—bachelor and maiden. The man, we seldom ran across, but the woman occasionally came into the store for notions or small purchases, never spending a great deal and seldom looking at anything beyond that for which she asked.

There were only five clerks in the store besides the two bosses, so we sold goods anywhere in the store. One day Miss Randall came to the dress goods counter, where I happened to be putting up stock, and asked to see some of our best black wool goods. I spent considerable time showing her, and finally, at her request, gave her samples of three pieces. Not being accustomed to her ways, and also not being far advanced in selling experiences, I did not attempt to urge her to buy, at the same time wondering whether I ought not to do so. After she left the head clerk smilingly and sarcastically remarked that if I got a sale I ought to divide it with him, for he had cut yards of samples for her when he worked up the street at another store, and had finally come to the point of one day refusing to cut any more for her, because she had always asked for so many and had bought so little from them, and also because she had requested samples at a time when the store was crowded with customers.

A couple of days later Miss Randall again appeared at the dress goods counter and asked me for samples of some of the other pieces of goods I had shown her before. We were fearfully busy, and the head clerk, who stood near me at the time, said, "Don't cut them. We can't cut samples when we are so busy as this; especially for her." Between the devil and the deep sea, I plunged into the sea and cut the samples. After she

had taken them the lady excused herself by saying the materials were not for herself or she would not have asked for samples on such a busy day. The head clerk afterward remarked that the excuse was too old to hold together. I supposed I had done the wrong thing, but it couldn't be helped.

Saturday morning following she came in and purchased three dresses at \$1.25 a yard, and took all the necessary linings and fixings, outside of trimmings. She desired the packages wrapped separately and marked for three of the old servants of the house. They were gifts. She said she came back to me and bought because I had given her the samples when directed not to do so. She wanted to show her appreciation.

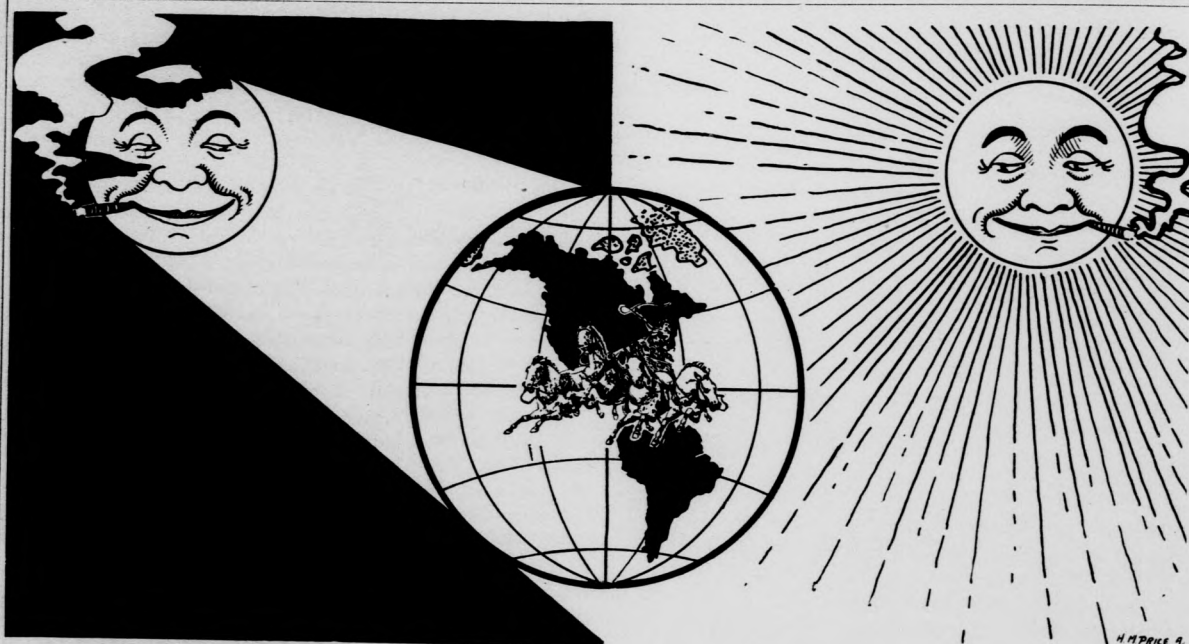
During the five years I remained in that store the woman purchased many hundreds of dollars worth of dry goods from me, and seldom failed to mention having received samples at an awkward time.

I don't suppose I was the only clerk in that town who supplied her with samples, for I found she was considered a sample fiend, but I had simply complied cheerfully with her request and she had remembered it in buying. It taught me the lesson to never be cranky about samples and to stretch time to the limit when customers wanted samples, for, as was afterward proved, it is always more satisfactory to gain the good will of one customer than to lose the good will of another.

In that same town was another

maiden lady who was the most inveterate shopper I have ever known. Whenever the door opened to admit Miss Buell, there was urgent business for every clerk in the store anywhere but near enough the front to wait upon her. There was not the least doubt but that she knew of the dislike of the clerks of the whole town to wait upon her, yet her curiosity to look at goods and the fact that she had little else to do but look at goods and gossip seemed to impel her to a round of the stores at least once a week. We all believed she knew the stock of the store as well as we did, and we laughingly suggested to the boss when we were rushed with business that he get Miss Buell to help us out.

None of us ever sold her much,



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and we all considered that she had very little to buy with. One day a clerk from a small store up the street came to work with us. He was added because the business had grown and we needed more help, and he wanted to get out of the little store. He knew the town and the people pretty well, and was a good clerk. The first time Miss Buell came after he began to work with us he promptly stepped up and asked her what he could show her, while the rest of us were so awfully busy we paid no attention, being ready to give him the laugh when she should have left.

Inside of half an hour he had hauled down more stuff than ought to have been shown to a dozen customers, and the old maid went out with a smile on her face—a smile not half as broad as that which we gave the clerk. "Don't you fool yourselves," he said. "I know her and I had so little to do at the other store that I showed her all she wanted to look at whenever she came—and it paid. You wait and see." Before night the woman returned with one of her friends and left the clerk a check of something better than ten dollars.

While he was waiting upon them Miss Buell remarked to the other woman, "He showed me better than I have ever been shown in this store before, and when I found the thing you had been talking about I knew I ought to go right out and tell you." After she had gone with her friend the new clerk turned the laugh on us and said he knew her to be the best advertiser in town, even better than the newspaper, for she had nothing else to do and would carry the news of these goods to all her friends as fast as she could trot about and make reports. We also found, inside of three months, that she had many friends and was not considered so much of a bore among the town people as among the store people, for she was really jolly and entertaining when rightly approached. She had formerly been wealthy, had traveled extensively, was a good relator of experiences and full of valuable information. The new clerk said he had learned much from her even about the goods he had sold her.

It taught us all a lesson of courtesy and consideration for the frailties of others that sunk in deep. We all tried after that to see how polite and accommodating we could be to every shopper, in the hope of finding another gold mine.

Again, in that same town, a committee of men was appointed to purchase a carpet for the assembly room of a lodge. It was a company made up of many men of wealth, and the intention was to have something very nice for furnishing the place. The carpet was the first thing to buy, according to the plans of the Committee, and that was the thing in pursuit of which they first started out. The chairman was a man who had suddenly risen to affluence and felt much exalted thereby. He wanted to be the Committee, and the other two members were so busy with private affairs they were willing he should do the major part of

the work. He started out to find what would please him best in the various carpet stocks and then fetch his fellows around to choose.

Unfortunately for us, we had but two patterns of Brussels of which sufficient was in stock. One of them was of excellent quality but of a design that had never impressed itself upon anyone. We had had it in stock three years and wondered what on earth we would ever do with it. When we heard of that Committee the boss said he would make a try on that old Brussels. When Fitz opened the door we knew the chance had come and wits began to work freely. Neither of the patterns pleased him very greatly, so he said, and we began to fear the jig was up, but the boss got his talker to working and the man kept staying. Finally the boss bethought himself of a bulldog he had seen riding on the wagon seat with Fitz the day before and he began to talk dog.

He afterward said that he didn't know much dog, but he floundered around and made Fitz think he did, which was just as good. It took Fitz an hour to break away, and when he had gone the boss said he guessed we had better put that carpet up for another three years. Just as we were ready to close the store at 6 that night Fitz and his two committeemen bolted in to look at that carpet. It was lamplight and they were not satisfied with the view, so they said they would be there at 7 in the morning. The boss and I both agreed to be there at 7 in order that at least one of us would not fail.

The Committee came, looked and went away without decision, as most such committees do. During the noon hour, while the boss was home eating, Fitz came in and told me the Committee had finally left it with him to decide and I could measure the floor and have the carpet ready to lay in three days. It was hustling work for us with our facilities, but by the time the boss got back I was ready to run the shears through that old body Brussels.

Whenever we referred to that deal afterwards, we spoke of it as the bull dog carpet, and we were positive that the thing which sold the carpet was the dog talk with Fitz. The boss had hit upon the man's hobby and had led him into buying because of his pleasure in talking dog. Everybody has some sort of a hobby, and if we were able to strike upon it, it helps to make good sales and good friends.—Drygoodsman.

Humorists Differ in Humor.

Ian MacLaren declared his conviction that a sense of humor was a hindrance to practical success and advised youths to hide it, if they possessed it, until they had achieved a competence. W. W. Jacobs, in reply to a question on the subject, said: "It depends on the nature of the youth's business. I would advise concealment in the case of an undertaker, but think it might be useful as part of the stock in trade of a humorous writer or comedian."

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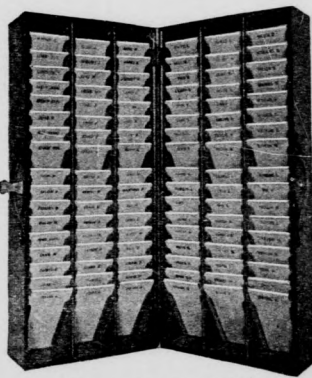
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Exclusiveness in Dress More Exclusive Than Ever.

Contrary to the general belief the fashions of the best-dressed set are more "exclusive" to-day than ever. So acute has the rivalry of the makers of "ready" clothes grown that the premier tailors, haberdashers and bootmakers reserve their best things for a picked coterie, and do not trouble themselves even to show them to ordinary clients. As an example let me instance the oversack with a deep center vent, snug waistline and creased side seams. This type of garment is not new at all, but was introduced three years ago by one of the smartest tailors in town. So different was this cut from accepted standards, that few other tailors of the first rank cared to take it up; the tailors of the second and third rank were blissfully ignorant of it. This winter the oversack described was brought out with a blare of trumpets and a beating of drums as something wholly new when, in fact, it had been worn and discarded a year ago by the best dressed set. January and February are the months of large assemblies and small dinner parties, with an occasional flight South. Winter—winter, did I say?—is ebbing and soon we will exchange our great-coats and flannels for lighter wear. The seasons no longer come and go by the almanac—they merge almost imperceptibly. After a period of staidness in dress, akin to sombreness, spring, with its sprightlier patterns and shades, will be welcome indeed. Winter, as I have often remarked, is not hospitable to clothes changes, and it is to spring that we must always look for freshness, variety and positiveness of designs. I feel justified in saying that spring will be a season of many and bright colors in men's dress. The leaning of the mode is markedly toward brilliancy of shade, amplitude of form and distinctiveness of pattern. Man has so very much the worst of it in the matter of sprightliness of dress, compared with the gentler sex, that concessions which may be granted on the side of either variety or color are always acceptable. No matter how slight the swerving from the standard of sombreness may be, it becomes instantly noticeable. If indulgence in daring departures be encouraged then the fashions run riot, fads crop out and man's dress becomes little short of ridiculous. A man can not be too careful of the liberties permitted by a very exacting mode. The air of simplicity and refinement in dress must be preserved and can be accomplished without eschewing colors.

Silk ties for evening dress in place of good old lawn and the more recent linen and cotton stuffs are a fresh manifestation of the mode. One from one of the smartest shops is a soft, unlined silk tie with delicate self-spots in the weave. It is claimed

for the new tie that it is more pliable and better susceptible to firm knotting than linen, but this I do not by any means concede. However, as something distinctly different in evening dress the silk tie is worthy of more than casual mention. It is a French idea, first brought out by Charvet, the French wizard, whose productions are regarded in London and Paris, as the ultimate of elegance. Aside from the silk tie, there are no changes of moment in evening dress for spring. As a matter of fact winter rather than spring is conducive to such changes, for Lent, marking as it does the end of formal entertaining, and the flight to the country, which treads on the heels of Lent, puts evening clothes somewhat in the background. There is this point, however, about evening clothes for spring and summer—they should be lighter in weight and softer in weave than winter fabrics. Otherwise, on a grilling summer's night the luckless wearer is prone to dance himself into a pool of perspiration with its train of acute discomforts, such as a wilted collar, a shirt bosom that has surrendered all form and substance, and a countenance the hue of a brandied cherry. For the summer dress shirt I suggest gauze linen as the coolest and most suitable material. It is peculiarly appropriate for blistering nights at a hop or house party where there are dancing and merrymaking by the young people.

Lounge suits for spring are not to be cut very differently from those of winter. They are a bit shorter, quite "waisty," have broad, low-lying lapels and no vents. Young men will still affect folded-back cuffs on their jackets, and since this is an extreme idea not apt to be reproduced in "ready" clothes, I endorse it as lending a soupçon of individuality to one's dress. Plaids and stripes, unless they are of the indeterminate or overcast type, will be avoided and plain colors, like grey, blue, brown, and so on, will rule. The stitching on spring collars is wide as heretofore, but excessively wide stitching is not in any sense good form. The fold collar is the lounge collar par excellence, quite supplanting the wing, which has lost caste altogether. On account of the revival vogue of the fold, morning four-in-hands are cut much narrower— $1\frac{1}{2}$ and $1\frac{3}{4}$ inches—while four-in-hands for afternoon may be as broad as $2\frac{1}{2}$ inches, no broader. The enormous cravat knots worn with flaring wing collars by young men were never countenanced, but merely exemplified that proneness to overdo a thing which often stifles a mode at its birth. Fashion, in its truest sense, follows the golden mean never the extreme. The dress absurdities that we see on all sides do not express fashion, but merely reveal the wearer's distorted conception of it. Sound sense lies at the bottom of the mode.

Wedding dress usually varies little from season to season, although this winter there are several departures of moment in the details of one's clothes. To begin with, the morning coat, black or steel grey, braided or unbraided, is now worn quite as

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.

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.

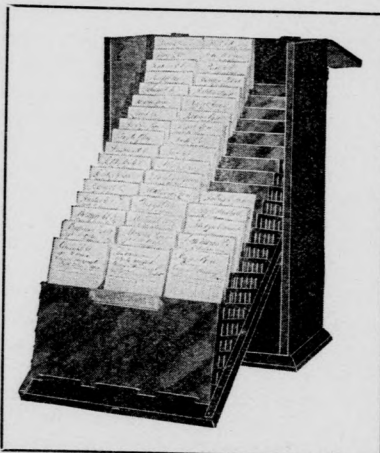
By a day book and ledger. You enter the amount charged and your work is done—the Simplex takes care of the details.

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 $\frac{1}{2}$ the time to keep accounts by it as is required

much as the frock coat. It is not altogether so formal, but young men count this as an advantage, since it helps to strip the occasion of much of its chilling ceremoniousness. At three notable town weddings of late groom, best man and ushers wore the morning coat instead of the frock. The correct wedding Ascot is extremely large and made of heavy silk with plenty of "body" to it so as to look rich and smart. There are a dozen different shades of grey to match the glove to a nicety and, indeed, nothing appears so incongruous as two shades in glove and cravat. The ensemble is spoiled. White Ascots and gloves to match are a trifle extreme, but entirely correct if one has ultra leanings and does not mind drawing attention to one's self. The Ascot is in better form than the once-over, which looks too bulging and billowy for the best effect. The collar, of course, is the poke or lap-front, never the wing, and it should be as high as is consistent with comfort. It is virtually impossible to adjust the Ascot with any degree of effect under a wing collar, which seldom sits on the neck with precision and always causes the cravat to ride and twist in a most disconcerting and mortifying manner.

Wedding dress for the evening follows faithfully the accepted mode. Now and then some youngster who tingles to kick over the traces indulges in this or that whimsicality without, however, improving his friends' opinion of him. The boutonniere is not worn with evening clothes and patent leather boots are. These have buttoned kid or the newer cloth uppers and the capless toe. While the conventional afternoon dress is exceedingly smart, the groom undoubtedly looks his best in evening clothes of lusterless black and white, ever the expression of the truest elegance and the deepest distinction. Since the white waistcoat should fit perfectly to look "fit," I recommend that the groom have it cut to his measure. A wrinkling evening waistcoat is an even greater abomination than an untractable shirt and the source of profanity untold. In driving to the church or the bride's home for the ceremony the groom should wear white buckskin gloves, carrying his kid gloves in the pocket of his greatcoat. Otherwise he is prone to soil the kid gloves which, of course, should be spotless for a ceremonious occasion.—Haberdasher.

White Tissue Around Merchandise Won a Customer.

Written for the Tradesman.
In the Wealthy avenue street car, the other day, I was sitting behind two ladies who were discussing their likes and dislikes as to certain of the town stores at which they trade and the reasons for their preferences.

Said one (I couldn't help but hear their conversation, as they were slightly facing each other):

"Well, you might be surprised at what a tiny thing influenced my first trading with So-and-So. It was nothing more than a sheet of white tissue paper. You know how little that costs at retail and you can imagine

the cost to a dealer who is a quantity buyer.

"I had bought some little odds and ends at the lace counter—remnants of Torchon and one thing and another. When the lace girl handed them to the cash infant she remarked impressively to the latter:

"Now you be particularly careful of this lady's goods, for she's bought some choice remnants. You mustn't drop them—now mind. And say, honey, don't do them up in that common paper of ours—these're too precious for that—do them up in a couple o' sheets of that nice white tissue we just got in for our exclusive trade."

"Now there was a genuine case of 'killing two birds with one stone.' The girl meant to have my goods come back to me in dainty and secure shape, and at the same time she gave me to understand that my trade was as desirable as that of their very best patrons—in fact, she inferred that I was one of them. I wasn't even acquainted with the girl, but by openly but inoffensively 'kissing the blarney stone,' and getting my laces back to me in a dear little white package, she ingratiated herself into my favor—and has kept in it ever since by numberless little gracious ways and acts of courtesy and kindness somewhat rare in these days.

"You know a woman never gets too old to relish a delicate bit of flattery, and she is quite generally reconciled to carrying a respectable-looking package through the streets. That young clerk is one of the few 'simply perfect' ones in this burg and she gets my money whenever I'm in need of goods in her line.

"The average shopper abhors an unsightly bundle, but a snowy little white 'doodad' appeals to her, and she enjoys being catered to in a complimentary manner." D. O. N.

Colors in Window Displays.

"I find that the fewer the color elements employed at one time the better chance there is of making a forcible display, and the less chance of making a mistake. It becomes almost an axiom, therefore, to display self-colored fabrics as backgrounds for colored articles which are "contrasts," as colors nearly related to each other have always the effect of blurring or blending together, and give the effect of running the background and article together. The eye is insensibly carried from one to the other without having sufficient time to take in the general outline of either.

"This is what is not wanted, as a rule, in a window display. A colored article should generally be exhibited against a background of some tone of its complementary color. This gives a richer effect. Great care will be wanted, and probably several trials will have to be made. As an instance, think of the splendid effect of the emerald carpet of the meadow, gemmed by daises, and yet this same emerald green is a terribly self-assertive color, and can be used, or rather misused, in a way to drive the would-be shopper away from a window.

"One has to use a great deal of

discretion in selecting a background color, and in this particular it may be well to remember, with regard to the primary colors, red, yellow and blue, that the first-named is an exciting color as regards the eye, and suggests warmth and heat. Yellow is also a warm color, but gives the impression of light, while blue is the cold color, cooling to the eye on the whole, and in many of its shades forming an ideal background to certain goods.

"White which is theoretically, but theoretically only, a combination of the whole of these colors, and black, which is no color at all, are in most cases best used as outlining backgrounds, as, for example, a white velvet shell containing an arrangement of new art brooches against a background of old gold fabric, or a black pedestal to hold a marble table ornament. A further example might be cited where the window is compartmented up, and a good effect may be obtained by dividing the colored compartments with narrow white bands, either of fabric or of enamelled wood."—Footwear.

Campaign orators and trades union cranks never tire of repeating the statement that a few men in Wall Street can precipitate a panic by concert of action. Assuming this statement to be true, the power of these men is nothing compared with the fiat of John Mitchell, who can precipitate a strike which paralyzes every industry in the country by a stroke of the pen or a nod of the head.

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.

Always Something New

When our customers want something fine, they place their order with us. The best line of chocolates in the state.

Walker, Richards & Thayer
Muskegon, Mich.

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

STOCK KEEPING.

It Is a Vital Cog in the Business Machine.

Stockkeeping as one of the most necessary routines of all business carries with it at the same time such an atmosphere of repellent insignificance to the ambitious individual that most stockkeepers are men and women who can't do anything else for the employing house.

Graphically, the stockkeeper becomes an everyday integer in a system that may show a condition of business almost any day without the aid of the inventory man. But while he does this work for every working day in the year, his is routine, where the work of the inventory man is expert service, perhaps at extravagant figures. Yet the inventory may be only a check upon the stockkeeper after all.

Just as no business can be conducted without the double entry system of keeping books, so no business of material size and complications is reduced to intelligent system without its routine of stockkeeping. Stockkeeping is the essence in principle of double entry, and reading only the records of the stock departments an intelligent idea of the general run of business may be approximated.

Through the stockkeeper the management of a business gets first a clear cut information upon the necessities of the buying department of his house; when the inventory at the end of the month, or quarter, or twelve months, has been made he is in a position to discover "leakages" through the carelessness or dishonesty of employes; and every day that the stock records are balanced he can find a certain sense of security against pilferings, costly mistakes, and against the still greater possibility of running out of a certain stock on which there may be a heavy run before the stock might be replenished.

In a big department store, as an example, an inventory is taken once a month. The stockkeepers' records are the inventories that are taken every day. In a house doing a business of \$1,000,000 a month there may be fifty stockkeepers, overlooked by a head stockkeeper, who stands responsible for the work of each individual under him. This individual stockkeeper is a man of accounts rather than a man of knowledge of materials. Yards, bolts, boxes, crates, barrels, pounds, ounces, tons—these are his lines. Inventory and selling prices of these things are known to him and regarded. He charges the department to which yards, pounds, and gallons of stuffs are sent; he audits the cash and credit tickets that come from the departments, showing the sales of the stuffs sent to the departments; then, knowing what he has in his storeroom, knowing what the sales department has done with some of the materials sent to it, and figuring up the amount of the material which is still with the sales department, he can show the manager next morning just how much material in any certain line is in the house still subject to the demands of trade.

How he does this is an exemplification of what automatic accounting by the most machinelike methods may

mean to the interpreting head of the stockkeeping department of the house.

In the department store the method of reaching this daily substitute for the inventory of stock is through the sales tickets made in duplicate by the sales clerk, one ticket of which goes to the purchaser and the other to the cashier, and from the cashier to the stockkeeper early the following morning. These tickets, in the printed forms at the top, show at once the stock department from which the goods sold originated. These assembled cash and credit sales slips on the morning following a day's sales are turned over to persons who have only to assort them according to the departments affected. One stockkeeper may have a dozen lines of wares listed on his book, and from the sales of each of these lines he gets the tickets, reducing the sales price to the inventory cost, and taking the sum from the cost total of the day before. In this manner his material still in stock and the balance remaining unsold at the retail counters represent the house's stock in that line.

When each stockkeeper in the house has made up his book, the head stockkeeper, going his rounds, accumulates the figures for stocks in the house for that day. As head stockkeeper, however, he does not know if some stock showing low needs to be replenished. His duty ends when he has made his report to the buyer for the department. The head stockkeeper simply is held responsible for the careful keeping of stocks and the careful reports upon the amounts of stock, whether high or low. Frequently some stock that is unusually low is not nearly low enough to suit the management of the house, but he is not supposed to know.

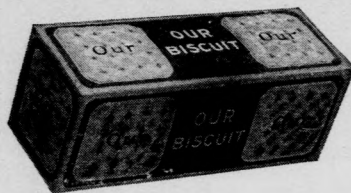
But where the stock books fail to serve the full purpose of the inventory is appreciable for a good many causes.

In the first place there may be dishonesty and carelessness in the sales departments of the house or in some of the intervening personages handling goods between stockrooms and counters. The stockkeeper himself cannot make even a guess at this possibility. He delivers the goods and checks the sales and shows the stock balances—and quits. It is not until the inventory has been made and its showing compared with the totals of the head stockkeeper's office that carelessness and petty thefts are suggested.

In a department store doing a business of \$1,000,000 a month this possible difference between stockkeepers' totals and inventory figures could not exceed the half of 1 per cent of the stock values without exciting comment. Such a difference as 1 per cent, month after month, would be sufficient to put those departments showing it under suspicion and espionage. In this condition of affairs the accurate stockkeeper is able to free himself of suspicion, for the reason that he has his orders for all disposition of stock and he has his sales tickets as rendered by the sales departments. Each day his book of stocks will have balanced to a cent.

But if even carelessness and crookedness have been eliminated in the matter the inventory may show a wide divergence because of the deterioration of certain goods in stock, due not only to a

Just Out



Guaranteed the best 5c package soda wafer made.

Manufactured by

Aikman Bakery Co.
Port Huron, Mich.

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.



The nutritious qualities of this product are not obtainable 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.

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 5¢-tem.
Brilliant Gas Lamp Co.
42 State St., Chicago



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.

slump in cost prices, but to a lack of demand and to physical imperfections in the stock itself. These will have been wholly outside the knowledge or responsibility of the stockkeeper and it is because of this fact that an inventory, piece by piece, becomes most necessary in a well conducted business. In almost any line of stock an inventory may show an increased value in some things, just as it is more likely to show a decrease in others. It is to get at this actual value of the actual goods in stock that the careful inventory always must supplement the best kept books of stock that can be devised.

How the stockkeeper balances his books is interesting. The stock which he holds in the stockroom and the stock which has gone out for the retail counters is listed in general columns in bulk. The sales tickets returned are taken up in detail and entered under separate headings, the stock price being used rather than the selling price. When these columns of sales are footed, showing that the sums total balance with the general figures for the stock issued, the stockkeeper knows that his work is correct.

Nothing illustrates this necessity for stockkeeper better than some manufacturing turning out varieties of steel products. Taking an institution of the kind and considering that steel for manufactures is at times one of the most exasperatingly slow materials to get, the accuracy of the stock department of such a works is an emphasized necessity. Such a factory, equipped with the most elaborate machinery of the best type, might receive a hurry order for a certain line of goods. Haste in turning it out is essential. The manager who receives the order may know that he has the machinery and the machinists for the work, but if there is the thought in his mind that the special stock required for the work has been allowed to shrink below the necessities of the job there is trouble for somebody with a loss of money to the concern. John F. Dawson.

Some Neglected Business Opportunities.

Now and then one meets an advertiser, who bewails his fate. "Had I the money," says he, "to go into the advertising proposition right, and use half and quarter pages, you'd find me enthusiastic. But my store is small—and advertising, of the kind I want to do, is impossible."

That story sounds plausible, and once in a while it may have the merits of truth, but as a rule, it is mere foolish drivell.

It is as bad as saying that because a man cannot have a store on the best corner of Broadway, New York, he ought to stay out of business. It has the same significance as to remark that unless one can make as much as John D. Rockefeller in the course of the year, one is going to give up working.

Advertising is not a matter of quarter pages, nor does large space indicate success—not by a long shot. For some propositions, small space persistently used is as good as large space any time—particularly if the large space is filled with rot and the small space is filled with right.

I maintain that there is not a man

in business, no matter how small that business may be, who cannot advertise—who must advertise to secure more trade—in some way, shape or form. People fall into the erroneous idea that to put an advertisement in a newspaper is advertising, alone. Every bit of printing, every envelope, every letter-head that goes out bearing your name, is advertising—and bears its own little part in the upbuilding of your business.

Every day you are neglecting opportunities for advertising your business. Not big things, not quarter pages in newspapers, not million editions of circulars, not thousands of dollars to be invested in posters to be put on every fence corner, not these things at all. Little things, things of slight or no expense, opportunities, opening though you cannot see them. Open your eyes, and look around you. Don't dream any longer about "quarter pages" but let's get down to other things.

There is that show window of yours. Many merchants pay lots of attention to their show windows. They change every day or so—do you? They spend a little money on attractive displays—they make people watch their windows—don't people watch yours? They have attractive signs or show cards in their windows—a sort of a printed "Come in, you're welcome." Do you have these things?

That is the point—to make the people come in. Too many store windows are merely eyecatchers, and nothing more. They should be an introduction to the inside of the store. If they do not fulfill this office the man who owns the store is neglecting his opportunities.

As a feature of follow-up systems, the reply postal has been sadly neglected. Its very novelty (for many people have never seen one, and many others are barely familiar with them) will attract favorable attention and for two

cents you assure your message being read and replies being returned from a large percentage. It is mighty useful, as the final piece in a follow-up campaign, when if the person circularized does not begin to show signs of life, he is to be dropped from the list. The reply postal will show pretty conclusively who is living and who is a "dead one."

The package and envelope slip has brought most excellent results every time it has been used, yet in all my travels round, and all the letters I receive, I find very few good examples of this sort of thing. Here is a species of advertising which costs nothing at all in postage and only a little bit of trouble:

An attractive folder describing goods and slipped into the package with other good is bound to be taken out and read while the purchaser is in a favorable frame of mind toward you. Often, others are present when the package is opened and the circular has a good effect upon them as well. By this means you are able to push new goods, goods

upon which the margin of profit is large, or goods that are moving too slowly. And this can all be done at the least expense possible.—Advertising World.

Play the Game.

It's the steady, vigilant, intense fighting with every ounce of strength given to every minute of play that wins the game of business—the pen-nants of commerce. Ignore the odds against you—the long struggle ahead—the strength of the opposition—the jerring of the multitude. Keep your eye on the ball—your hope and determination on the goal. Plan every move—watch every signal—seize every opportunity as though it meant the winning play. A mountain is only a large mole hill; a Gibraltar must yield to incessant dripping. And it's this steady pushing, pounding, hammering of ceaseless play that lands the ball on the right side of the goal line. Play the game!—System.

Worry is the worst wolf that comes to our doors.

Leading the World, as Usua

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., ½-lb., ¼-lb. air-tight cans.

The Trade can Trust any promise made in the name of SAPOLIO; and, therefore, there need be no hesitation about stocking

HAND SAPOLIO

It is boldly advertised, and will both sell and satisfy.

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.

PAYING FOR PROTECTION.

System That Costs Business Men Many a Dollar.

Written for the Tradesman.

"There is more money in protecting others than there is in anything I know of," said the hardware dealer, when the dry goods man came in and sat down by the radiator.

"For instance?"

This from the dry goods man, who claimed to be "from Mizzoury."

"Just think of the millions these life insurance companies have accumulated."

"They are rotten with money," admitted the other.

"And the people who paid them this money did it for protection. Some for the protection of their families in case death found them poor, some for the protection of their creditors in case they died before all debts were paid, and some for the protection of their old age."

"Certainly. The money was handed over to the companies by people who could not afford to take a risk. They played with a little money for a sure thing."

"And it is all right, too," said the hardware man. "I carry a life policy myself. But this matter of protection does not end here. There are the fire risks."

"Absolutely necessary, my friend."

"Oh, I am not questioning the utility of the thing. I am only calling attention to the modern protective system. This fire insurance proposition is the correct thing, but it is one more spoke in the wheel. I could not replace my stock if it should burn without insurance, so I pay about \$100 a year for protection."

"I pay more than that," said the dry goods man. "I have paid it a good many years, and have never had a loss by fire, and I hope I never shall. I just can't afford to take a chance, and so I have given the fire insurance companies about \$5,000 since I have been in business. The only thing I ever got back was sound sleep. By a mistake on the part of an agent, my store was left uninsured for just one night, and I walked the floor until morning."

"Well, a man will give up a good deal of money for sound sleep and peace of mind," said the hardware man. "But the protection racket does not end here. There are the plate glass policies and the accident policies."

"Just so. Both necessary. I have both."

"And there is the protection against the political robbers."

"I do not quite understand."

"Why, there are organizations in every city, maintained by the business men, the purpose of which is to head off vicious legislation and see that the public buildings are not lugged off in the night by the persons chosen by the people to run things."

The dry goods man laughed.

"So they caught you, too, did they?" he asked. "They get \$25 a year from me. But the attorney employed by the League is able and honest, and it is worth the price."

"Sure. Then there is the money

we pay on the tax roll for police protection. We want our property in the morning where we leave it at night, and so we help to pay the police officers."

"That is another good investment."

"Certainly. And there are the firemen. Still, I do not say that is a real expense, for a good fire department like the one we have in Grand Rapids reduces the insurance premiums."

"I think you must be about through the list."

"Not yet. See here. When you pay your pew rent in the church what do you do it for? You don't go to church often."

"I do it to help maintain the organization, to keep a healthy moral sentiment in the community."

"Exactly. Well, there's another case of paying money out for protection, and it may be for protection against fire at that."

"I don't believe in any lake of fire and brimstone in the next world."

"Well, we will cut that out—the argument, I mean. What other risks do we dodge by the payment of money?"

"The risk of ignorant voters doing fool things with the laws. We pay the money into the school fund in this case."

"Of course. I had forgotten that. Now, here is something else, which costs more than all the rest."

"It must be a corker."

"It is an expense that you do not notice. When you buy your goods, whom do you buy of? The man who sells cheapest, or the man who has a reputation for honesty in business deals?"

"You ought not to ask that question."

"I did it to get the matter before the house. I know what you do. You go to a man who is all right and pay him more for goods than you would have to pay to another man you know nothing about. You pay an extra price for protection."

"Yes, when a man has the reputation of being honest and square he charges for it."

"Certainly. Honesty is an asset. I wish young merchants would realize the fact. You do the same thing when you buy groceries for the house. You go to a man who has made a reputation for fair dealing and pay him more for supplies than you would have to pay next door. There you are. Protection again."

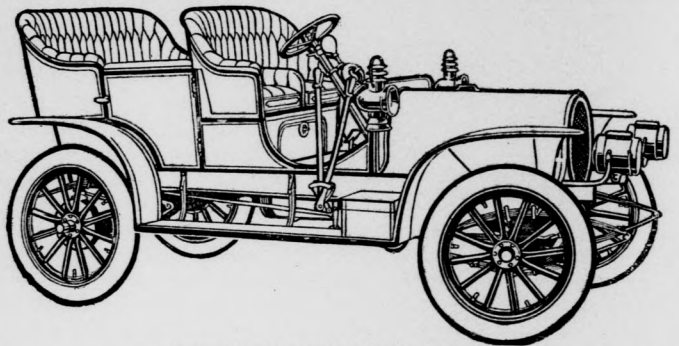
"I do the same thing when I buy a suit of clothes," said the dry goods man. "I usually pay about five dollars extra for protection. Another tailor might give me as good material and as neat a fit, but I do not know that. I want to be sure that all is right, and I pay about five extra on a \$40 suit."

"Yes, and you employ a firm of lawyers by the year so you can be sure of good advice when you need it. There is more protection."

"I guess about all the profits go for protection."

"And yet we can't afford to do otherwise. The man with millions is the only one who can afford to carry his own risks."

FRANKLIN



Type D. Four-Cylinder Touring Car

Five passengers. Air-cooled motor. 20 "Franklin horse-power." 3-speed sliding gear transmission. Shaft drive. Disc clutch. Force-feed oiler on dash. 100-inch wheel base. 1800 pounds. 45 miles per hour. Full head-and-tail-light equipment. \$2,800 f. o. b. Syracuse, N. Y.

There is no stronger car in the world, and it weighs only 1800 pounds. Think of the saving on fuel and tires.

Weight is the cheapest thing that a maker can put into a motor car; but it is the most expensive thing to own.

It doesn't cost money to put weight into a car. It costs money to keep it out—costs the maker money but saves it for the owner.

One pound of high-grade nickel-steel costs more than ten pounds of common steel, and is a good deal stronger; but ten pounds of anything costs more fuel to carry than one pound, and is ten times harder on tires.

Only an ignoramus would contend that weight makes strength or is costly to produce.

Weight never makes strength. It often makes weakness. It always makes fuel- and tire-cost. And that cost comes on the owner.

Strong materials are expensive. Weak materials are cheap—and it takes more weight of weak materials than of strong ones to give equal durability to a motor car.

Consequently a cheap-built car of sufficient strength will be heavy, and expensive to run—cheap for the maker, but dear for the owner; while a car of equal ability and strength, made of the best materials will cost more to build, and will be lighter, and more economical to maintain.

Franklin cars, for example, are made of the strongest, highest-grade, most durable materials ever put into a motor car. They have cast aluminum engine bases; sheet aluminum bodies on steel-angle frames, and the largest proportion of high-grade nickel-steel used in any motor car. This material is next to the armor plate used on battleships, for combined lightness and strength.

They are the strongest and safest cars made in the world without any exception; they cost fifty per cent. per pound more to build than any other American cars; and because of this construction, and the fact that they dispense entirely with the weighty apparatus carried by all water-cooled cars, Franklins are the lightest of all motor-cars in proportion to their power, and the most economical to operate and maintain.

GET THE BOOK

Four-cylinder Runabout

Four-cylinder Touring Car

Four-cylinder Light Touring Car

Six-cylinder Touring Car

ADAMS & HART

GRAND RAPIDS, MICH.

"Well, I am not complaining, only I thought I would find out how many separate and distinct protective systems we are paying for."

"And the chances are that we have not mentioned half of them," said the other.
Alfred B. Tozer.

Loathsome Custom Some Clerks Should Abandon.

Written for the Tradesman.

It's very plain language when you come right out and call a spade a spade, but it's the simple truth that, as a rule, men clerks seem, about a handkerchief, a good deal like an animal which, through disuse, has lost some special organ. Every day you may step into any grocery store or meat market and witness the most nauseating acts in regard to the care of that protuberance which Dame Nature placed on the face to breathe through. If there's a single disgusting performance, in connection with food, it's the one in which the thumb and forefinger are substituted for a piece of linen half a yard square and hemstitched all the way around!

It ought not be necessary ever to mention such a sickening occurrence, but the practice is becoming so common, on the part of male help, that their laundry bill for handkerchiefs could almost be met by a pauper!

I myself many and many a time have turned away from one of these human—I can't call them anything else than pigs!—and, making some specious excuse, taken myself off to a similar store in the hopes of finding there some one willing to be clear

in the handling of food which I was ready to pay for.

There is absolutely no excuse—no palliation—for these nauseating scenes. If I had a clerk around me whom I found or knew indulged in this filthy habit he should quit the store before he could manage to say Jack Robinson. Such an one should not be tolerated a minute in any place where food for humans is kept on sale. He is not only a blot on decency—he is a menace to the health of those he serves.

I never could understand how a man could bear to do what I have hinted at. If he cared less than nothing for the sensibilities of those he served I would imagine that, from his ideas of the "eternal fitness of things," he would wish to eschew fingers and employ a handkerchief in their stead. The thought itself of such a breach of the proprieties is sufficient to excite abhorrence against the perpetrator, and yet so common has become this crime that the sight is no new thing.

Dispensers of food supplies, look to it well that your employes be not guilty of the dirty doings to which I refer. And be not yourselves guilty of "contributory negligence."

N. Niccoli.

Developing an Employee.

It is the men you choose as subordinates that make your success, Mr. Dealer. Select your men carefully and at the right time—then give them a free rein within certain well-defined limits. This attitude toward em-

ployes underlies the success of a large number of extensive business enterprises. Many a hundred-dollar-a-week man remains a fifteen-dollar subordinate because he is not given sufficient latitude and not allowed to develop. The head of a concern may have an employe off in one corner of the store who is in reality his superior in ability, if he were only allowed to show it—if he were given carte blanche to take the initiative.

It is far better to select an employe when young and start him in at \$10 a week, educate and develop him than to transplant a man from some other store and put him into a position over the heads of old employes. Let your employes grow up with you. Having selected an employe give him a chance and a thorough trial, and ascertain what he can do and just what his limits are. In this way only can be determined whether he is a fit employe or not. Give this employe a wide latitude and discretion over little things and observe the results over a considerable period of time.

Men may learn much by the mistakes they make. An employer should expect and should encourage his men to take the initiative even if they do make some mistakes. Only in this way can they gain experience. This method of handling employes may be expensive in its early stages, but it is the only proper schooling for a position. No man can learn to be a "crack shot" unless he wastes some ammunition. The employer should stand the expense of the ex-

periments made by a new man who shows ability; it will pay in the long run. If mistakes continue and positive results do not come, the man must go. But, on the other hand, if after a trial of this kind a man's case reaches this stage, he will remain stationary. The point is to allow the latent talent in every man to develop.—Shoe Retailer.

Surprise has been occasioned by the discovery that the late Charles Lockhart, of Pittsburg, left an estate of \$200,000,000. It was known that he was in the millionaire class, but not even in Pittsburg was it suspected that he possessed such a stupendous fortune. It grew out of his connection with the Standard Oil Company. Very little of it was invested in real estate, but chiefly in stocks and bonds. The remarkable thing about his case is that he should have so much money and yet have remained almost unknown to the general public. His money evidently talked only in whispers.

An eminent man of science has recently declared that red-haired people are far less apt to grow bald than those with other colored hair. The average crop on the head of a red-haired person is only 20,200 hairs. Ordinary dark hair is far finer, and over three dark hairs take up the space of one red one; 105,000 are about the average. But fair-haired people are still better off; 140,000 to 160,000 are quite a common number of hairs on the scalp of a fair-haired man or woman.

turned and immediately on 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 1000ES

\$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 _____

Tear off here and mail to us today

HUMAN MACHINE.**Duties of the Department Store Superintendent.**

To comprehend clearly perhaps it is best to imagine the department store as a great, colossal "system"—using the word in the sense that it is applied to the "human system"—composed of many parts of which 4,000 people and millions of dollars' worth of merchandise are the fundamentals and which has a nerve center which corresponds with nothing on earth as well as with the human brain and which controls to the smallest detail the connection of these 4,000 people with the millions of dollars' worth of merchandise.

The name of this nerve center is the superintendent's office, and the motive force is the superintendent. And if you wish to witness the much vaunted "human machine" in full operation the department store superintendent is the man to watch. For he is IT, in large letters. He is the incarnation of business efficiency; the embodiment of competence; the ultimate example of the human mind and body developed and perfected to fit in a complex niche in the commercial world much as the linotype machine fits into the making of newspapers; the—but he is the superintendent of a large department store, and that is enough to say.

The shoppers at the big store know nothing about the superintendent. Possibly they may pause for a second's time to wonder whether or not the store has a central controlling power, but the department store is an old story now and it is accepted as a matter of course. But the superintendent knows all about the shoppers. He knows what they want to buy, how much they want to pay for what they want to buy; what they have to find fault with in the store's conduct; he knows whether they receive prompt and courteous attention from his salespeople, and he knows why they leave his store and go to another, if they do so.

All this he knows about the shoppers, for it is an effort to catch the fancy and custom of said shoppers that the manifold energies of the establishment are bent, and the superintendent directs and superintends these efforts, just as the human brain directs and superintends the actions of the human body. The name, reputation, and atmosphere of a store attract a specific clientele of shoppers as inevitably as a theater attracts its clientele. In short, the store makes

its trade and the superintendent makes the store.

To know and understand the attitude of shoppers toward his store is only one side of the superintendent's many sided position. The internal management of a store employing 4,000 people or thereabouts is a thing so vast and complicated that even a department store superintendent who has his thoughts, ideas, and movements reduced to a science directly applicable to his duties has his hands full—sometimes. It is the superintendent who rules the 4,000, and when these 4,000 are scattered over six or seven floors and range all the way from cash girls to department managers it is easy to see why their management is complicated.

The superintendent comes to work with the rest of the employees. Sometimes he is at the store before them. He invariably leaves later in the evening, for the discords of the day often cannot be settled until the store is cleared of customers.

In most stores the superintendent personally considers applicants for positions, and in such places this is the first work of the day with him. In a rush season he is often greeted by a line of applicants hundreds long waiting to see him upon his arrival. The manner in which these hundreds are received, listened to, and disposed of one way or the other is a revelation to persons who have ideas concerning the careful selection of help. The superintendent acts in seconds. He has to, or get swamped. Yet he does not hurry. Other men hurry. The superintendent directs.

An applicant states his or her qualifications, in person or on an application blank. The superintendent listens or reads, and while he is thus engaged he watches the person under consideration. His mind is made up long before the applicant is through talking. Then it is a case of either "out into the fresh air" again, or a place on the pay roll of the store. The applicants are so many pieces of mechanism to the superintendent. He knows them as the skilled sorter of metals knows the good piece from the bad. He knows just what kind of pieces of mechanism he needs each morning. If such pieces appear before him he recognizes them and engages them with the same deft action as the metal sorter accepts the good. If the kind of pieces which he does not need or want come before him, they are brushed back into the street with rapidity and precision

that alone furnishes plenty of food for reflection on the "unfeeling machine of commercialism."

The hour of receiving applicants is suddenly over, and those who have not entered the portals of the superintendent's office are told to return on the morrow. The superintendent has a large space of floor to look over and his time is about equally divided between the various departments and his own office.

After having disposed of applicants and other routine business which cannot wait, the superintendent begins his morning inspection of the store. In company with an assistant, or a private secretary, he begins a round of department after department. This is his method of keeping in direct touch with the store and its workers, besides inspecting every department in the literal sense of the word. As he walks he looks and talks. Department managers, floor managers, and floor walkers come to him and talk to him. He nods, shakes his head, and goes on, and a question of the day's business has been decided. Sometimes he stops and talks for minutes at a time with some employe, but generally he continues to move, for he has many departments to cover and a limited time in which to do it.

Not only does he know all about the departments, but all about the people who work in them. By a system of daily reports he knows exactly what each of his 4,000 employes does each day. He is in direct touch with every cog in the big machine. The discipline which he maintains in his establishment could be maintained in no other way. But

Used Motor Cars

Now is the best time of year to pick up a bargain as prices are lower at present than they will be in 30 days. You can save 10 per cent. to 20 per cent. by buying now rather than to wait until spring, when the demand for used cars will be decidedly stronger and prices will naturally stiffen. We can now offer a **Winton, White Steamer, Knox, Autocar, Yale, Kensington, Rambler, Ford** and several **Cadillacs** and **Oldsmobiles**, all in good order at very attractive prices.

ADAMS & HART
47-49 North Division St.
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.

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

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.

189 Elm St. **WHITE MANUFACTURING COMPANY, Chicago Ridge, Ill.**

with such a system in force the maintaining of discipline is no really complex task.

For instance, Minnie Ribbons gets up feeling lazy and cross some morning. Minnie is a saleswoman in the ribbon department and a popular belle in her section of the city. She has been to a dance given by the Shamrock Pleasure and Athletic club on the night before, and this morning she feels sleepy. She refuses to hurry with her toilet and her breakfast, although she knows that it is past the time when she usually leaves for the store.

"O, well, I only have been late once before, and that was this week," she says. "I guess nobody won't have anything to say to me."

Minnie, in common with the other 4,000 employes, carries a time card. The card is punched upon her arrival at the store and upon her departure. This morning she strolls in fifteen minutes late. Instead of punching her card in the accustomed place the time-keeper punches it in a white space in the margin which indicates that the person bearing it is late for the second time.

"Go up and see the superintendent," says the timekeeper, as he punches the tell tale mark.

Minnie goes. It isn't such an awful thing to be late on such a morning, and besides the superintendent isn't a bear.

"Mr. Smith, I was late this morning"

The superintendent has taken her card and is apparently in a deep study. As a matter of fact, he is looking over Minnie's record for the week.

"You were fifteen minutes late on Tuesday, too," he says. "You must get down on time."

When Minnie gets back to the ribbon counter she asks the inspector: "Gee whiz! Does he watch every one of us all the time?" And the next morning that she feels lazy she forgets it and hurries to get down on time.

Mr. All Wool, who is a salesman in the men's clothing department at \$15 a week, has lost ambition for a few weeks. He has been a good salesman, at least his salesbook has shown well in the past, but he has grown careless. The fact is shown in a monthly report in the superintendent's office. All Wool has failed to make the required percentage. He doesn't know this himself, but the superintendent does. He is called into the office, told just what his sales have been for the month past, that they are not high enough—and that is all.

The superintendent does not "call down" his help. It takes time and energy to "call down" people. Besides it begets turmoil, and there is no room for turmoil in a place where 4,000 people must work smoothly in order to conduct a business properly. The iron hand never is exhibited, nor is the loud voice, but the grip of fine, flexible, unbreakable, Harveyized steel is there all the time, and no employe goes far astray without feeling it tighten.

Even unto the small articles that are found in the sweepings does the hand of the superintendent extend. Each day the head porter brings to his office the articles that are found, and the superintendent calls the managers of the departments to which the goods belong.

When they appear the articles are arranged in order on a table.

"Here, Burns, you're in the hardware, aren't you?" he says to a dark haired young man. "These screw drivers were found in the sweepings this morning. Are they old ones?"

Burns instantly replies that they are not.

"Well, get after your people, then. This has happened before. Bronson, these combs were found in the sweepings this morning. Are they old ones? Well, new combs don't belong in the sweepings." And so it goes on for an hour. There never is any anger in the superintendent's words, never any incriminations. There is only one thing—a plain, unvarnished statement of the facts. After this has been made there is no need for anything else. The man to whom it has been made understands what it means. There never is a repetition nor is there any necessity for one.
H. O. Harper.

Western Advertising Dodge.

A drummer writing to the New York Sun says: "New Yorkers are pretty foxy as advertisers, I guess, but not long ago, while in Davenport, Ia., I saw a window advertisement which I don't think has ever been tried by any New York business proposition. The firm doing the advertising had seven letters in its name, and in a big show window were seven turtles, of the ordinary land variety. On the back of each was printed one of the letters of the firm's name, and a prize of 50 in gold was offered to the first person who should see those seven turtles lined up so they would spell the name of the firm. See? Well, there was a crowd around that window constantly, and as the turtles kept pretty busy wabbling around the floor space, the excitement was fairly warm all the time. I know I stood around for nearly an hour waiting to see if I wouldn't have a chance at the fifty yellow boys, but I didn't, and as my train was about due I was compelled reluctantly to withdraw."

Only the Man Who Does Things

"You have been with that firm a long time," said the old school friend. "Yes," answered the man with the patient expression of countenance. "What's your position?" "I'm an employe." "But what is your official title?" "I haven't any official title. It's like this: When the proprietor wants something done he tells the cashier, and the cashier tells the book-keeper, and the book-keeper tells the assistant book-keeper, and the assistant book-keeper tells the chief clerk, and the chief clerk tells me." "And what then?" "Well, I haven't anybody to tell, so I have to go and do it."

Seems Natural.

Dealer—I'm afraid I can't recommend this here parrot.
Miss Gettington—Why not?
Dealer—Well, ma'am, when he don't like his food, he swears.
Miss G.—Let me have him. It will be just like having a man in the house.

Valley City Glass and Paint Co.

30 and 32 Ellsworth Ave. Corner Island St.

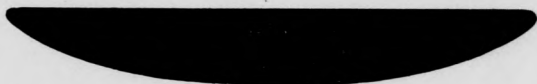
Successors to **G. R. Glass & Bending Co.**

Note change of Firm Name and our new and permanent location

The jobbing of Sash and Doors for the Contract and Dealers' trade will be an important feature in the future.

We are now Western Michigan distributors for the justly famous Acme White Glass & Color Works, paints, varnishes, brushes and painters' supplies.

A cordial invitation is extended to our friends, patrons and general trade to inspect our new quarters.

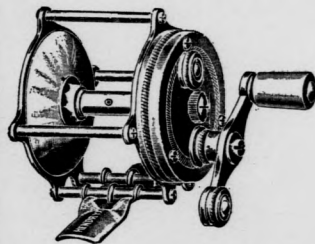


Convex and Flat Sleigh Shoe Steel,
Bob Runners and Complete Line of Sleigh Material.

SHERWOOD HALL CO., LTD.

GRAND RAPIDS, MICH.

Fishing Tackle and Fishermen's Supplies



Complete Line
of
Up-to-Date Goods

Guns and Ammunition
Base Ball Goods

FOSTER STEVENS & CO.

Grand Rapids, Michigan



Plan for Making New Friends for the Store.

In these days of keen competition the shoeman who offers something out of the ordinary is the one toward whom trade sets strongest. To get new business and to stimulate old, to introduce new lines and increase sales on regular stock, the shoeman must keep original ideas before the purchasing public nearly all the time. Unless he does this his competitors will take the trade from him.

Week in and week out newspaper advertising will help the shoe dealer most, provided he has a paper of good circulation and strong, sensible advertising copy. Other than that an active mailing list, to which some bright and interesting matter concerning the store and goods is sent at least once a month, will, in the writer's estimate, prove the best method.

But there must be something done now and then which is unusual—something startling in a degree, in order that the business may be brought more prominently before the public.

Seldom, if ever, can an advertising plan be devised whereby the immediate and traceable returns will balance the expenditure. Money thus spent must be looked upon as an investment from which an appreciably high rate of interest accrues. It is the accumulative results which prove that advertising pays.

Such is the nature of the plan I describe—a plan whereby an up-to-date shoeman can boom a new line of shoes or give a decided impetus to a line already in stock besides bringing considerable business to his repairing department because of the measure of publicity to be gained thereby.

This plan might be called "A Shoe Insurance Scheme," because it involves, for a definite length of time, the insurance for wear, tear and accidents of whatever lines of shoes the dealer may desire to boom.

The first move is to decide on the shoes to measure. My advice would be to select a line for men and one for women. You could follow up with boys' and youths', misses' and children's later. First, aim to get the fathers and mothers interested in your store. Next have printed a number of coupons, as many as you judge you can use—on which are the conditions of the policy.

You may vary the length of time that the policy remains in force according to your judgment. When you sell a customer a pair of the insured shoes stamp the date on the lining and on the policy. Of course, if you desire you can have the customer fill in his or her name and address in a book, which will give you a good mailing list. This is merely a suggestion and is not vital to the success of the plan.

I should issue the policies during a specified period, say, for two

weeks, and advertise the plan. Then, if deemed advisable later, you can extend the time. In this way you will introduce your new lines and brace up old ones very successfully.

Give the plan prominence in your newspaper advertising or through your mailing list. Have a show card in your window describing the idea in detail, together with several of the "shoe insurance policies" scattered about so that they may be easily read. Have similar show cards displayed inside the store and have your clerks call attention to the fact that during the next two weeks the "Flora \$2.50 Shoe for Women" and the "Treadwell \$3 Shoe for Men" are both insured against all wear, tear and accidents for three months, or whatever time you decide upon. Tell the people that these shoes will stand every test of hard service and that you stand back of every pair and policy.

Should they fail to give satisfaction, or even wear out entirely in the given time, you will renew them or have them put in first class shape by your cobbler.

"Oh," many will say in surprise, "so you do shoe repairing, too." Then is your chance to inform them that you do the best repairing possible, on all sorts and conditions of shoes; put on rubber heels and soles, golf disks and mend rubbers and rubber boots. You will be surprised at the increase in your repairing business that this plan will give.

Should a customer come back with one of your insured shoes note the date on the lining and on the policy. If these correspond, and the stated time is not up, do as the policy stipulates. Re-sole, re-heel or sew up any rips no matter what the usage of the shoe has been. Do this as long as the policy remains in force, no matter how often the same shoes are returned.

When people have been treated in this broad manner they are mighty certain to buy all their shoes of you, bring in their children and tell their friends. Of course, the part of this plan at which many shoemen will balk is in the making good of every shoe, as per policy. It might mean in many cases an apparent loss of money to repair or renew a shoe returned worn out. But in this part lie the strength and unusualness of the scheme.

Another precaution is this: Use good judgment in selecting the lines of shoes which you insure. They should be such as will stand considerable hard usage and care must be exercised to fit them properly and to be sure the right shoe goes to the right man. It would be foolhardy to sell a two-hundred-and-fifty-pound farmer or stone mason a ten-edge patent leather or light vici shoe.—Shoe Retailer.

Resented It.

Mine Host—Good morning! Did you sleep well last night?

Guest—Not very. I was troubled with insomnia.

Mine Host—It's a lie! There isn't one in the house and there never has been.

Reeder's of Grand Rapids

have the best of reasons for thinking when it comes right down to plain rockbound horse sense that the dealers who would not consider carefully the many advantages there are to be derived from handling a line of goods that have proven themselves to be money makers and trade builders they are not considering well what seems to be to their advantage.

Hood

and

Old Colony Rubbers

are winners every time.

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

The PROOF of the RUBBER is in the WEARING

Here's what one of Michigan's leading General Merchants voluntarily wrote us February 6th, 1906:

"I have handled the **Lycoming** rubber goods for five (5) seasons and same have given very good satisfaction; my bills for this season amounted to about \$700, and have had only **two (2) pair** go wrong."

(Name supplied upon request.)

WHAT MORE CAN WE SAY? ONLY THIS:

Send your orders for rubbers to

Waldron, Alderton & Melze, Saginaw, Mich.
Wholesale Shoes and Rubbers. State Ag'ts Lyco. R. Co.

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

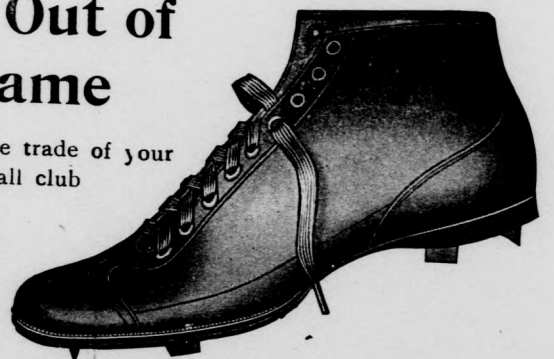
Sizes in Stock

Majestic Bld., Detroit

Protection to the dealer my "motto"

No goods sold at retail.

Local and Long Distance Phone M 2226



Little Things Make or Mar Firm's Fortune.

It is the little items of expense, seemingly too small to consider, that eat up the profits of any business. The most successful business men are those who have lived on the basis of "look out for the pennies and the dollars will take care of themselves." In stopping up the little leaks they have made themselves financially solid, and have earned for themselves the title, "Captains of industry."

The United States government will spend a whole million if necessary to investigate the causes and correct an error in any of its financial departments, even if no more than a cent is involved. And it could not safely do otherwise. It must dispel every suggestion of laxness in discipline, and to admit an error would be simply an invitation and a hint for open mouthed crooks to make money through fraud.

Uncle Sam requires only 15 or 20 cents as quarterly rental for the boxes in his many thousand postoffices. Only 60 or 80 cents a year, yet think of the many, many dollars which roll into his treasury annually through that medium! His mail service will carry a letter from the extreme end of Florida to the most distant point in Alaska, yet he asks only a modest 2 cents. But that much he insists upon.

Our modern commercial houses spend a great deal of time and energy in looking up claims and errors in dealing with customers. They will spend days and even weeks in adjusting accounts to correct an error of only a few cents, and consider it good business judgment. In almost every firm of any magnitude at all there is maintained a department of greater or less size, depending, of course, upon the volume of business done, which looks after nothing but the claims of customers. Many of the claims which are investigated entail a cost a hundred times more than the amount involved, yet they are gone into with careful scrutiny, and are not allowed to rest until a satisfactory adjustment has been made. It is not alone the amount involved which the company cares about, but the business principle.

If customers know that a firm is lax in looking into the details of its outside dealings some of them, presumably those whose financial standing is not of the highest order, are sure, sooner or later, to try to take advantage. I have known customers having bills to pay to a large firm to take off some peculiar discount, giving no explanation whatever for so doing. Of course, in such cases, the matter is always referred to the proper department for adjustment and usually is comparatively easy to settle. But the incident goes to show how ready some people always are to do a little crooked work and how important it is to keep an eye open to the little deals.

Another thing which many firms do not follow closely enough is the discounting of bills. This is particularly true of the smaller concerns. The larger firms usually have their offices so arranged that some department is held responsible for this one line of work. In the smaller companies, however, many times it is not thought worth the while to do so. There it is usually left as a

sort of side issue for the bookkeeper. If he has time to get the bill vouchered inside the discount limit, all is well and good; if he fails nothing is thought of it, and the account is allowed to run the thirty or sixty day limit, as the case may be. But just think what such carelessness means to the firm at the end of the year!

Most bills are received nowadays subject to 2 per cent discount if paid in ten days. Suppose the firm's purchases on bills of that nature do not amount to more than \$25,000 or \$30,000 for the year, yet if the bills are not discounted a practical loss of \$500 or \$600 must be sustained—enough to maintain a clerk to look after the maturity of accounts. If the purchases for the year run into hundreds of thousands the 2 per cent is a big item and means thousands of dollars annually to the firm which properly looks after it.

Many manufacturing firms unconsciously throw away many dollars' worth of material in the course of a season in the form of waste or "scrap." Of course, in many lines of manufacture the scrap material may be of little value, and possibly, not worth the time required to preserve it. It is in overlooking the value of these waste materials that the smaller firms are also the most careless.

But if the scrap, no matter whether it be metal, rubber, or of some other composition, is valuable to the large concern, it is proportionately so to the smaller. Scrap rubber will sell readily at 16 to 18 cents a pound, and scrap metals from one-quarter to seven-eighths new value. Take copper as an example. When the market value is 15 to 18 cents it is no trouble at all to sell the scrap at 12 to 14 cents. Scrap iron, on the other hand, when the market value of the new metal is from 4 to 8 cents, seldom is worth more than 3/4 of 1 cent. But the illustration goes to prove that the profits of a plant may be greatly added to if the waste materials are properly cared for. Indeed, I know of an ore firm which placed so much value on its scrap metal that it caused an employe to serve a term in a house of correction for stealing a few pounds of scrap copper wire.

No matter what the general magnitude of a business may be, it is well worth the while to look out for its minor affairs. This may be an age of large things in general, but it is, after all, from the handling of smaller deals that the greatest profits are derived. Small leakages are sure to slip by unnoticed unless the business is so organized that every detail, no matter of how little apparent significance, can be properly checked. A. G. Hunter.

They Got His Goat.

To demonstrate that the Angora goat is equal if not superior to the sheep for the production of mutton as a staple food, the manager of a farm in Wisconsin has given a banquet, the menu of which consisted chiefly of goat meat. There was goat soup, English goat hotch-potch, goat tongue, deviled goat ham, goat stew with green peas, fried goat steaks, fried goat chops, baked leg of goat, hashed goat, spiced goat, minced cold goat, goat cutlets and goat ragout.



Better Than They Look

The shoes we make are better than they look, and they look good enough to grace the feet of anybody.

When we say they are better than they look we mean they wear better, fit better and are more satisfactory in every particular than average moderate priced footwear.

If you are not our customer and if our line is not on sale in your town the wear-test of a trial order will prove that you need the shoes we make.

Rindge, Kalmbach, Logie & Co., Ltd.

Grand Rapids, Mich.

Have achieved a splendid reputation for wear and reliability among the best **farmers, miners, mechanics, lumbermen and workmen** of all classes. This line of working shoes will win the everlasting friendship of your customers and make your trade grow.

Have you noticed the striking advertisements of Mayer Shoes now appearing in leading publications throughout the country? Be prepared for the demand—send for a salesman.

F. Mayer Boot & Shoe Co.
Milwaukee, Wis.

MICHIGAN SHOE CO
DETROIT

NEW YORK MARKET

Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, Feb. 17—Speculators in coffee seem to be tired of holding and have apparently been liquidating to some extent. An easier market has been caused, although the Street itself lays the situation to an easier European feeling reported by cable. This feeling is reflected in a somewhat lower rate for spot stock, and a very limited amount of business is being done at the moment. Of course, no one looks for any "slump" in coffee and the present symptom is simply a little "dopy" feeling that will set in when no one seems to look for it. At the close Rio No. 7 is worth $8\frac{3}{4}$ @ $83\frac{3}{8}$ c. In store and afloat there are 4,199,055 bags, against 4,281,278 bags at the same time last year. A steady feeling is experienced in West Indies, and with rather limited supplies the market shows a greater degree of firmness than prevailed last week. Good Cucuta is well sustained at $9\frac{3}{4}$ c and good average Bogotas are worth 11c. East Indies show little change and are firm and steady.

We have had a quiet week in sugar. About all the business has consisted in the withdrawal of small quantities under previous contracts. New business has been almost nil. The quotations are steady on the recent decline. Raw sugars seem to be fairly steady, but a slight decline from present rates will excite no surprise.

Trading in the tea market has been confined to dreadfully small proportions. Buyers seem to be pretty well stocked up and are waiting to see what the future has in store. Holders are not pressing supplies and yet it is possible that some concession would be made if sales might be thereby effected.

The rice market is mighty quiet and both sellers and buyers are simply resting on their oars. Supplies are moderate and there is likely to be a continuation of the present affairs until warmer weather arrives.

No news of interest can be gathered in the spice market. Offerings of some goods, nutmegs notably, are comparatively light and show a tendency to advance, 110s being quotable at 17 @ $17\frac{1}{2}$ c. Cloves are firm and there is little doing. Pepper is unchanged, Singapore being held at $11\frac{3}{8}$ @ $11\frac{1}{2}$ c.

Grocery grades of molasses are quiet and show little change in any respect. The demand has probably been about all that could be expected, and has been sufficiently active to prevent any undue accumulation of stock at this point. The larger part of the transactions consist of withdrawals under previous contract. Good to prime centrifugal ranges through every fraction from 16 @ 28 c. Little interest is shown in syrups,

which remain fairly steady at former quotations.

The canned goods market is quiet. Of course there is something doing all the time; but buyers seem to be very conservative and take supplies only large enough to meet current requirements. Tomatoes have been too high, it is claimed by some, for retailers to take much interest in the article. It has been reported that some antagonism exists between grocery salesmen and what is known as the "tomato syndicate," holding most of the canned tomatoes in this part of the country, and the salesmen are, it is alleged, doing all they can to keep down the volume of sales. Jobbers here, it is said, are offering stock at \$1.10, which is about 10c under the syndicate price, and even this seems to fail to attract buyers. Moreover, even $\$1.17\frac{1}{2}$, quoted by some outside Maryland concerns, "excites no emotion." Futures are neglected, but with a prospect of high rates demanded for raw stock it is not believed the low level of the past few seasons will be duplicated this year. Corn, Maine style Southern, is in fair request at 45 @ $47\frac{1}{2}$ c. Salmon is firm.

The supply of really desirable grades of butter is running short, the demand is good and quotations are showing some advance. While the official figure is $27\frac{1}{2}$ c, there have been sales at 28c. Firsts are quoted now at 25 @ 27 c and seconds, 20 @ 24 c. While the grades say from 25c are meeting with this good call, the lower sorts are hardly moving at all and will sell for what they will bring. Held stock is all the way from 18 @ 23 c; imitation creamery, 18 @ 21 c; Western factory, 15 @ 17 c; renovated, 15 @ 19 c.

Cheese shows very little, if any, change. The demand is simply of an average character. Supplies, while not large and growing smaller all the time, are still sufficient to meet the demand. Full cream small size of September make are worth $14\frac{1}{4}$ c.

There is a very quiet condition of affairs in the egg market and quotations have taken a very decided turn toward a lower basis. Not over 23 @ 24 c can be quoted for the very top grades of near-by stock, while best Western are worth 17c; seconds, 16 @ $16\frac{1}{2}$ c. The general feeling is weak. Quotations have now reached a point that will probably stimulate consumption.

Nobody's credit is as good as the cash right on the nail. Your credit isn't, and neither is John D. Rockefeller's. That is the reason for cash discounts. If you get ninety days' regular with only 1 per cent. off for cash ten days, it won't pay you to discount unless you have money lying idle. Most cash discounts are worth having, though. Goods sold at thirty days with 1 per cent. off for cash call for the bill to be discounted every time. If you haven't the money to use this way, go to the bank and borrow enough to get all the odds and ends paid up and to enable you to discount every bill where the discount amounts to more than the interest on the money. It will pay you to be a cash buyer.—Spatula.

Has it Occurred to You That There Is a Difference



In Rubbers?

Some are good, others are better.

The "Glove" Brand Is the Best

both in fit and wearing qualities. If you haven't placed your order for fall delivery write us for catalogue and discount sheet.

Hirth, Krause & Co.
Shoe Manufacturers
Grand Rapids, Michigan

Concentrate Your Efforts

on a few good, strong, favorably known lines of shoes, and for Men's, Boys' and Youths' wear sell

Hard-Pan Shoes

They wear like iron

You'll sell more shoes and make many times more clear profit than you can dissipating your energy on a lot of unknown makes.

Try the business-like way. Try Hard-Pans—exclusive territory—continuous sales—hosts of friends—also P. D. Q. deliveries from stock.

Hard-Pan Shoes have our name on the strap of every pair. It's your insurance against dissatisfied customers.

The Herold-Bertsch Shoe Co., Makers of Shoes
Grand Rapids, Mich.



**Contemptuous Looks and Manners
No Help To Trade.**

Written for the Tradesman.
I could not help noticing, recently, the extreme contrast between the manners of two clerks who waited on me in a large down town store in the shopping district.

For a good and sufficient reason—which I am not obligated to scatter before every Tom, Dick and Harry of a clerk—I am endeavoring at my utmost to retrench in my expenditures. My husband met with reverses in a business way last year, and, whereas we formerly had pretty much what we needed and wanted, matters with us now are very different. To cap the climax, my husband, since our troubles began, has had a long severe fit of sickness. Take it altogether, we are seeing the worst hard times we have ever experienced during our married life. We now can have only the barest necessities, and it is hard enough to get even those. We can not spend money lavishly for we haven't it to do so with. I turn and make over my old clothes and manufacture my own hats and do my housework myself and am the only laundress on the place.

Of course, all this economy, this pinching, this contriving and skinning, are disagreeable to have to practice, but there is absolutely no other way under the circumstances and what one has to do one can do.

In this enforced method of living, however, there are some compensations. For one thing, by it we have discovered who our real friends are, and we have found a strength of self-denial of which we would not have believed ourselves capable. "Behind every cloud there is a silver lining;" affairs might be a great deal worse with us, so we have much to be thankful for.

In my old clothes—and some of them are beginning to look pretty rusty and otherwise shabby—I am not given the consideration I was when they were fresh and stylish. And, then, where I used to purchase certain garments by the quantity, now I am obliged to buy just one—or at the most two or three—of a kind, and mighty glad to get even that. I receive a cold haughty look and indifference that don't go with the boxful or dozen. But I've come to the place where those things don't worry me as they once did, and I am as apt now to be amused by such a display as I was at first to be wounded by it.

I stepped into a store yesterday to buy a certain garment. It must be something that would wear well and as cheap as possible, two requisites that my clothes now must come up to—or come down to. I at last was shown what seemed to meet my needs, after some taking down of boxes containing prettier garments way beyond my purse. What I got came to 35c. My "thanks for showing me so many" were received with a sniff and a perceptible disdainful toss of the head, as much as to say: "My time was wasted on her."

The clerk walked along the aisle towards the front of the store, on a line with me. As we neared a

glass exhibition floor case she leisurely sat down on a stool behind it. I paused at the case, attracted by a handsome silk garment, trimmed with silk crocheting in a beautiful pattern. I could not forbear to ask the young woman its price.

"Four and a half," she frigidly replied, and shut up like a clam.

The garment was just such as I used to wear in my "palmy days," before adversity stopped at our door, and I longed to possess it. I had many a time paid twice as much as the price named for the article. I wanted to "look at it with my hands," like the children, but the statue on the other side of the show case made no move to take it from its velvet bed and I passed on regretfully.

How did that girl know but I might even then have money galore in my pocketbook—you can't always judge of one's wealth by his exterior? And, at any rate, if I do look poor now, Fortune may smile on me later and set me back where I once stood. The whirligig of time works some startling changes on this mundane sphere and in the inhabitants thereof.

As I turned the corner around some show cases and the girl disappeared from my view I was glad I did not have to stand any more of her criticizing looks. As I went towards the door my eye fell on a fine large handbag. No clerk seemed to be at that show case, but one stood over at another department about fifteen feet away. Seeing me stop a moment and look at the bag she came towards me. I asked her the price. She told me, and thereupon took it out of the case, and also several others, explaining what kind of leather they were made of. The one that struck my fancy had an irregular piece of light skin, somewhat resembling that of the lizard, stitched onto a small-grained black leather bag. The girl said the peculiar light skin was the entire back of a bullfrog. The small-pebbled black leather was fine sealskin.

Then the girl pleasantly volunteered information concerning other coin receptacles in the case, seemingly utterly oblivious of my old coat and dress.

The little chat ended I thanked her for telling me so much interesting matter about the goods, and said that if I ever bought a bag like the one with the bullfrog skin I would come to her.

She smiled a cheery little smile—no sneering look like the other clerk—and thanked me! She had nothing to thank me for—only that I said I'd come to her maybe at some time in the future. If Dame Fortune ever glances kindly at me again I shall keep my word with her. In the meantime I think of that clerk with a feeling of gratefulness; but resentfully at the one who waited on me first. T. E. N.

It is well to talk when one has something that is worth the saying.

Never practice deception—it's always found out.

**IN THE DISTRICT COURT OF
THE UNITED STATES FOR
THE WESTERN DISTRICT OF
MICHIGAN — SOUTHERN DIVISION. IN BANKRUPTCY.**

In the matter of J. Marion Parmelee, bankrupt.


Notice is hereby given that the J. Marion Parmelee stock of groceries, shoes, clothing, dry goods and gentlemen's furnishing goods, fixtures, book accounts, notes and other evidences of indebtedness, and other articles usually kept in a general store, will be offered by me for sale at public auction, according to the order of the U. S. District Court for the Western District of Michigan, on Tuesday, the 27th day of February, A. D. 1906, at 10 o'clock in the forenoon of said day, at the front door of the store room kept by said J. Marion Parmelee, in the village of Boyne City, Charlevoix county, Michigan. A copy of the inventory may be seen at my office at the Herold-Bertsch Shoe Co., Grand Rapids, Mich., or by calling on Simon Dosie, at Boyne City, Michigan.

Frederick E. Walther,
Receiver.

Peter Doran,
Attorney for Receiver.
Dated Grand Rapids, Mich., Feb. 16, 1906.

**PILES
CURED**
...without...
**Chloroform,
Knife or Pain**
Dr. Willard M. Burleson
103 Monroe St., Grand Rapids
Booklet free on application

THE BEST PEPSIN CHEWING GUM



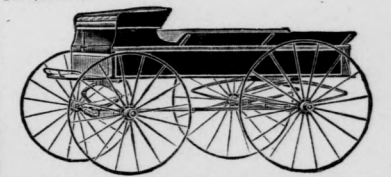
Gasoline Mantles
Our high pressure Arc Mantle for lighting systems is the best that money can buy. Send us an order for sample dozen.
NOEL & BACON
345 S. Division St. Grand Rapids, Mich.

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

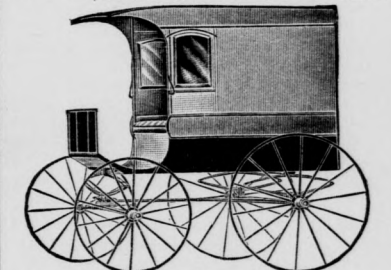
HATS At Wholesale
For Ladies, Misses and Children
Corl, Knott & Co., Ltd.
20, 22, 24, 26 N. Div. St., Grand Rapids.
Saves Oil, Time, Labor, Money
By using a
Bowser Measuring Oil Outfit
Full particulars free. Ask for Catalogue "M"
S. F. Bowser & Co. Ft. Wayne, Ind.

**A Big Deal on
Zest**
The fastest selling ready-to-serve flaked cereal food in the world. This deal will make it by far the most profitable package for you to handle this season.
**The Best Deal Yet
Ask Your Jobber**
THE AMERICAN CEREAL COMPANY
Chicago

No. 811. Low Down delivery wagon. Price complete \$53.50. As good as sells for \$25 more.



No. 818. Top Delivery Wagon. Price complete \$58. Good as sells for \$35 more.

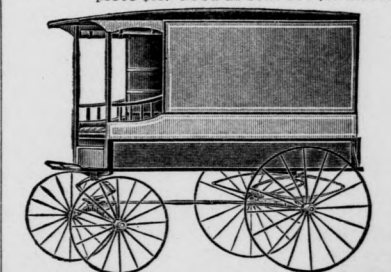


THE RETAIL DEALER

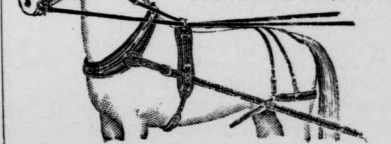
without good delivery wagons is as badly handicapped as the dealer who endeavors to run his business without good advertising. For a third of a century we have manufactured vehicles and harness, and we are today one of the oldest and largest manufacturers. We make wagons to suit all requirements, and if our regular line does not include just what is wanted, we are glad to quote price on special work. We guarantee every vehicle and harness fully for two years. We ship for examination and approval, guaranteeing safe delivery. You are out nothing if not satisfied as to style, quality and price. Our line consists of over 200 styles of vehicles of all descriptions and 65 styles of harness. Our large catalogue shows them all. It's free.

Elkhart Carriage & Harness Mfg. Company
Elkhart, Indiana

No. 820. Top Delivery Wagon. Price complete \$63. Good as sells for \$25 more.



No. 38. Delivery Harness. Price complete with collar, \$18.00. Good as sells for \$8 more



RETAIL ORGANIZATION.

It Is Not a Combination in Restraint of Trade.

The Duluth Retail Grocers' Association has won the case, instituted there last summer, charging it with engaging in a conspiracy or combination in restraint of trade. The action was brought by M. M. Gasser & Co., retail grocers not members of the Association, in the form of an injunction, the plaintiffs alleging that the agent of the Fleishman & Co. had refused to sell them yeast because they were not members of the Association. The decision handed down by Judge Cant is of great interest to every Association in the country and for their benefit we reproduce it herewith in full:

Plaintiff, the M. M. Gasser Company, a corporation, alleges that it is in danger of being forced out of business against its will as the result of a combination and conspiracy on the part of all or a part of the defendants.

The action is limited in its scope to the redress or prevention of injury to this particular plaintiff, and does not reach any wrongs against the general public which do not specially affect the plaintiff.

The relief prayed is an injunction against the continuance of such combination and conspiracy, and compelling certain of the defendants—the wholesalers and commission men—to sell to plaintiff in the ordinary course of business and upon the usual terms.

Prior to July 1, 1905, M. M. Gasser, president of plaintiff corporation, was a member of the Retail Grocers' Association of Duluth. On that date such membership was terminated. Plaintiff claims, first, that at such time an agreement or understanding among all the defendants—the members of the Retail Grocers' Association, the wholesalers and the commission men—became operative whereby, with the intent and for the purpose of forcing the plaintiff out of business, it was understood that none of them would sell to plaintiff any of the supplies necessary for the operation of its retail grocery store; that said defendants controlled the source of supplies from which plaintiff must necessarily recruit his stock from day to day; and that the successful carrying out of such conspiracy—for such it would be—would force plaintiff to suspend.

Plaintiff claims further, and secondly, that whether there was such general agreement and understanding involving the wholesalers and commission men or not, there was a determined plan on the part of the Retail Grocers' Association to prevent sales to plaintiff by wholesalers and commission men in this city, and that in pursuance of that plan there was a well-understood threat that members of that association would withdraw their patronage from any wholesaler or commission man who ignored their demands in that respect. This, if true, would amount to a boycott on the part of those making such threats.

The question of fact to be determined is whether plaintiff was or is really in peril of that which it alleges, and with what clearness, if at all, the fact is made to appear. The rule is that courts will grant perpetual injunctions only when a clear right thereto is shown.

Much evidence has been adduced tending to show that in times past the Retail Grocers' Association has been active in seeking to restrict sales locally by wholesalers, and perhaps by commission men, to members of their own association; and it has also been shown that in various instances those not members of the association have been unable to purchase goods from local wholesalers, and that the reason assigned has been that the intending purchaser was not a member of the association. The particular persons who were thus deprived of a market in which to purchase supplies

may have had a right of action had they seen fit to test the question; but this is not their case, and we are not concerned with these instances of refusal nor with the attitude of the association as to sales locally in the past, except in so far as they bear upon the question of whether this plaintiff was or is really in the danger which it fears, and whether, to preserve its existence or to persevere its business from substantial interference by unfriendly hands, it requires the aid of the extraordinary remedy by injunction.

It is impossible to know accurately that the deterrent effect of this action was upon the defendants. It is impossible to know just what would have happened had the suit not been brought. From the evidence it is not probable that the wholesalers and commission men were parties to any understanding or agreement to sell only to members of the association. Their understanding seems to have differed widely, and they pursued no uniform practice as to sales. Sometimes they sold to one not a member; sometimes they did not. The Retail Association, however, is in part their creature, and its maintenance is very beneficial and is greatly desired by them.

As to the attitude of the retailers towards plaintiff and whether they were desirous of boycotting its store, the evidence is not so satisfactory. Upon the stand they denied all knowledge of attempts in the past to restrict trade to members of their association, but it is not unfair to say, as to some of them at least, that their innocence was rather too intense. Their own records in many places, the sending of notices to wholesalers and commission men concerning expelled members, the frequent inability of expelled members to purchase goods, the ease with which such goods could be obtained upon reinstatement and the statements made by several of the wholesalers and commission men upon the stand, all amply attest the fact that some of the retailers were actively urging the policy of restricting sales by the wholesalers and commission men to members of the Retail Association only. A large number of the retailers knew little of this and had nothing to do with it. To them no blame can attach. The suggestion of limiting trade to members of the Retail Association underwent developments. It was communicated in various ways to the wholesalers and commission men and perhaps at times in such a way as to indicate that it would be insisted upon. The wholesalers and commission men themselves were not greatly averse to the plan; they were inclined to be friendly with the body of their customers and at times complied with the suggestion, while at other times they did not, according as they thought their own interests were best subserved. No open threats of withdrawing patronage were ever made to the wholesale or commission men in case of their continuing to sell to non-members, but it is possible that in some instances a threat on the part of individual retailers was understood. There is evidence that since the institution of this suit, one wholesale firm which has been selling to plaintiff has lost a part of the business of some customers, though its general trade has greatly increased. This loss is probably due to special circumstances not connected with any boycott.

As nearly as can be gathered from the evidence, which was not always entirely frank and satisfactory, the origin and extent of the movement to limit trade to members of the Retail Association is as above indicated. As to its operation against plaintiff, the evidence is that for a single day or on a very limited number of separate occasions on or about July 1, plaintiff had trouble in getting some particular kind or line of goods, but that, except as to a very limited number of articles controlled by the two wholesale firms hereafter referred to, it has at all times been able to procure in the open market all the goods necessary for the successful operation of its store, and that in fact its store has been

operated with a high degree of success since said date. This is an important fact, since there must have been some difficulty in finding that on July 1, 1905, the plaintiff was in grave danger of being forced to suspend, when its actual experience since that time has been wholly free from such danger. No specific threats were directed against it and no special activity of a hostile kind has been manifested. During a short period a restraining order was put in force, but during practically all the time nothing has interfered with matters taking their usual course. If throughout this time when the restraining order was not in force, there had been a continuing menace to plaintiff's business—a running fire of trouble caused by defendants—which had been successfully met only by vigorous counter-action, the case would have been quite different; but here, with the conspicuous exception of two wholesale firms, the defendants have completely abandoned all such fields of activity, are swift to disclaim connection with any such efforts in the past, disavow wholly that they have any such intention for the future and practically promise that no such thing shall occur. They will be held to such promise.

On or about July 1, the two local wholesale firms above referred to, saw fit to change their business attitude towards plaintiff. One declines to sell to plaintiff at all; the other offers to sell for cash only. Each has offered evidence designed to explain its attitude, but both deny that they have been influenced by an agreement, understanding, or threatened withdrawal of patronage. The action of these firms, controlling as they do a few special articles of some importance, is perhaps the most serious inconvenience which plaintiff has sustained. Except when acting as the result of a conspiracy or combination, the rule is that a firm or individual may sell or refuse to sell to any person according to its own choice. Since, as already indicated, my opinion is that the evidence will not fairly and clearly support a finding that as the result of any combination, conspiracy or boycott plaintiff was or is in danger of being forced out of business or substantially interfered with, the determination of the case must be for the defendants; and it is unnecessary to consider whether or not in a proper case a mandatory injunction could be invoked against parties refusing to sell in the usual course of trade.

This is the best that can be done with the evidence as it is. It may be that this action was brought too soon and before it could be known what course was to be pursued by defendants with reference to this plaintiff. It may be that plaintiff would have been shut out from the local markets as some others seem to have been. It may be that it would have had little or no trouble, as has been the case with others. In the absence of specific threats and with plaintiff successfully operating its store we have little more than a guess as to what might have happened upon which to base an injunction. If it shall transpire that the evidence given was in fact trustworthy; if when this action is at an end, coercive or restrictive measures are applied to plaintiff and it then suffers what it has not up to this time suffered—that is, a real interference with its business—and such interference is the result of a combined effort on the part of the defendants, or some of them, an injunction will issue upon application almost as a matter of course; and if plaintiff suffers on account of concurrent action on the part of the defendants, the court will have little difficulty in assuring itself that such action is the result of combination and agreement—that it is in fact a conspiracy to injure. It should also be said here and well understood that in actions of this kind the wrongful acts on the part of the several defendants need not be of the same character to warrant a finding that they are all pursuant to a common understanding and agreement. If the court

is satisfied that defendants have combined and conspired to cause the party complaining such trouble as they can, the manifestation of that ill will may be as varied as there are defendants, and no shield can be made of the fact that each defendant has followed a different plan as to details.

The foregoing is an outline of the case and of some considerations leading to its determination. In addition, and immediately in connection with what the evidence shows has occurred in the past and of what may occur in the future, something should be said and this is a proper time to say it.

Much has been gained by this suit though the findings are for the defendants. The difficulties of the retail grocers and their association have been owing largely to misinformation. Wherever correct information is obtained, gain is made. The price card made use of by the grocers was always unjustifiable on principle and for years has been contrary to law. The grocers did not know this. It was the source of much trouble and injustice, but, pursuant to the decision of Judge Dibell and the advice of the attorney general, it was promptly abolished—which is a distinct gain to the association. It may not have developed into an abuse in this city, but its tendency was to stifle legitimate competition. The use of such means is always full of danger. If used at all, they may be used to create and establish altogether arbitrary and fictitious values. If the combination be only strong enough, any value upon which it may fix must stand. If one set of men be permitted to fix arbitrary and fictitious values for their products and merchandise, every other set of men whose activities are along lines which will admit of such action must be permitted to do the same, and the action of one set will induce like action on the part of every other set as a matter of self-defense or means of getting even. As a result, all business so affected would be on an entirely false basis and the considerable body of the public who were disinclined or unable to take part in such schemes, would be forced, in redoubled measure, to bear the iniquity of it all. To them all prices and values would be greatly increased, while the value of their own product or service would remain unchanged. The public must not be menaced by the operation of such schemes, nor compelled to be on its guard against the development of such dangers. It matters not with what fervor they may be approved by tradesmen, either singly or in combination; such fixing of prices is unqualifiedly condemned by the laws of the United States and by those of very many of our states; and this sentiment finds such wide expression because the thing forbidden is emphatically un-American and is fundamentally wrong.

Some of the retail grocers have also been misinformed as to the extent to which they may rightfully go in interfering with and controlling the business of other grocers. This has been at the root of much trouble. They would doubtless scorn to think of interfering with the business of men in other lines of trade, but the fate of a grocer they have assumed to hold in the hollow of their hands. The price card has been a favorite method of dictation. A number of the grocers are imbued with an intense loyalty to their association. This is commendable. At times, however, they seem to have gone much further and have tried to insist that every person attempting to sell groceries in Duluth should participate in the advantages of that association, whether such person wished to do so or not. This is wrong. Every man in this country is entitled to indulge in the high prerogative of managing his own business, if he has one. He is not to be forced to join any particular association to insure fair treatment any more than he is to be controlled as to his policies or his religion. A vigorous effort may be made to enlist his sympathy and co-operation, and all legitimate persuasion may be used to secure his membership, but he is the one

to decide—not some one else—and, whatever the decision, he is not to be punished for it; he is to be let alone; it is to be a fair game—there is to be no crushing. The legitimate advantages of combination may be so many and so great, that no man in the particular line of business involved can afford to forego participation therein. It is by making and keeping it so, that a loyal membership can be maintained.

The Retail Grocers' Association has ample justification for its existence. Its credit system alone is of inestimable value to its members, and is also of rare service to the general public. It reduces to a minimum the sale of goods to those who will not pay for them, and therefore enables the paying customer to purchase at actual value, without adding thereto a margin sufficient to meet the loss on others. In addition to this, the association may regulate the hours of opening and closing the stores of its members throughout the city, and the holidays which shall be observed, and thereby insure to themselves and their employes reasonable hours of service. It may act as a unit in insisting upon the purity of the food products which its members sell. It may doubtless obtain for its members certain advantages in dealing either with local or distant wholesalers. It may act in urging wholesome and needed legislation, and in many other ways not yet in mind, and many of them not yet fully developed, render a real service. An accumulation of advantages may make membership in the association almost indispensable to success, but, like the foregoing, all the activities of the association must be along lines which are helpful or at least are not hostile to the public welfare. The moment they turn their attention to an arbitrary fixing of prices or to the oppression of any citizen, that moment they lose caste in the eyes of the law and of all disinterested men. It is no excuse to urge that other and perhaps larger combinations may be doing substantially the same thing. Let them help remedy existing evils, not add to them. The influences of combination may be beneficial, or they may be disastrous, upon the general good. Those combining should be under obligations to further the one and avoid the other. They should understand that the power they wield is not to be used to crush the individual nor to dispoil the general public. These are the rules, not for any arbitrary reason, but because they are fair and right, and because under them, in the long run, the general good is always best worked out. They have long been understood and appreciated by many of the defendants, but by some, unfortunately, they have not.

New Peat Burns Like Hard Coal.

Osmon is the new peat success. It is manufactured in Switzerland. The peat is dried under the influence of the electric current and then further treated so that under the action of electric osmose a new compound is formed. Recent tests indicate that it burns as well as coal, without giving off odor or smoke. The percentage of ash is said to be slight and no trace of sulphur is found in the fuel. It is said to be free from all corrosive influences on the boilers and furnaces in which it is burned.

Growth and Life of Oysters.

The oyster is not much larger than the head of a fair-sized pin at the end of a fortnight, and at three months about equal to a split pea. At the end of four years' growth it is fit for the market. Oysters live to the age of from 12 to 15 years. According to one naturalist, these bivalves feed on monads—the most minute form of marine life.

Hardware Price Current

Table listing hardware prices including Ammunition (Caps, Cartridges, Primers, Gun Wads, Loaded Shells), Axes, Barrows, Bolts, Buckets, Butts, Cast, Chain, Crowbars, Chisels, Elbows, Expansive Bits, Files, Galvanized Iron, Gauges, Glass, Hammers, Hollow Ware, Horse Nails, House Furnishing Goods, Iron, Knobs, Levels, Metals, Miscellaneous, Molasses Gates, Nails, Planes, Ropes, Sand Paper, Sash Weights, Sheet Iron, Shovels and Spades, Soler, Steel and Iron, Tin, Wire, and various other items with their respective prices.

Crockery and Glassware

Table listing crockery and glassware prices including Stoneware (Butters, Milkpans, Steadpans, Jugs), Lamp Burners, Mason Fruit Jars, Lamp Chimneys, Anchor Carton Chimneys, Fine Flint Glass, Lead Flint Glass, Pearl Top, Electric in Cartons, LaBastie, Oil Cans, Lanterns, Lantern Globes, Best White Cotton Wicks, Coupon Books, and Credit Checks.

MEN OF MARK.

Gustav A. Moebs, the Detroit Cigar Manufacturer.

"There is a tide in the affairs of men, which, taken at the flood, leads on to fortune." The workings of destiny in its relation to the affairs of mankind form one of the most interesting and useful themes to which the human mind can give consideration. Many a man early in life has chosen a fixed purpose for his career and has been able by force of will power to mold his future life according to the set plan which he had formulated at the outset. The biographer who is in the habit of moralizing—and the study of other people's lives has little other than an exemplary value—is apt to over-exaggerate these instances of consistency in the following out of a predetermined course to a successful end.

In those days when life was a much simpler thing than it now is, when the avenues of human industry had not ramified into the innumerable crossroads and bypaths which now exist, it was comparatively an easy matter for the boy or young man on the threshold of life to choose his occupation and go through the apprenticeship necessary to fit him for it. With the increasing complexity of business, however, this has become increasingly difficult, and in the great voyage of life that mariner is not most successful who lays out for himself a rigid course at the beginning of the voyage and sails it by dead reckoning without regard to the obstacles which may interpose, but rather the one who has the adaptability to follow the line of least resistance and to so amend his plans from time to time that his efforts shall bring the greatest return to himself and be of the greatest use to the world of his fellow workers. These two last phrases mean practically the same thing because, with all the economic iniquities of society as at present constituted, in the long run the man who is of the greatest value to society generally is of the greatest value to himself and to his dependents.

The present account is a brief review of the life of a man who started out on an adventure in quest of an opportunity to work and make a living with his own hands; who, after the humdrum of a short experience in the fishing trade, became an apprentice to a cigar maker, and through this opportunity, by reason of hard study and a natural talent for the business, became an expert workman and an acknowledged authority on both leaf tobacco and the manufactured article.

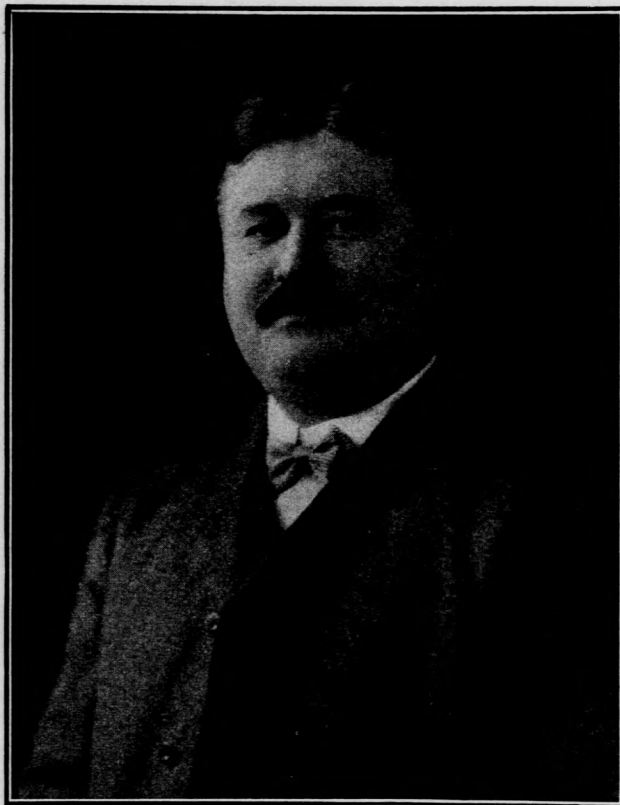
In this new line he had his ups and downs, his opportunity to acquire experience by hard knocks and through a period of hard times, but the road eventually led upward into the sunlight of better things and larger opportunities for accomplishment.

Such are the skeleton facts in the early career of a now prominent cigar manufacturer, and it remains to give the fuller information which shall clothe the skeleton with flesh and to attempt to endow it with a breath-

ing, living personality—some little reflection of the man himself as he is known by those chosen intimates within the barrier of quiet, gentlemanly reserve inherited from a long line of Teutonic ancestry.

Gustav A. Moebs was born in Detroit, May 26, 1865, being the third child in a family of seven children. He received his education in the public schools of Detroit, leaving school after graduating from the grammar grade to attend the Mayhew Business College. His first work was with S. H. Davis, fisherman of Huron City and Alpena. On returning home to Detroit to attend a sangerfest, a year later, he was wrecked on the steamer Marine City, which burned in Lake Michigan opposite Alcona, resulting in the loss of a dozen lives. This experience so impressed Mr. Moebs with the advantages of terra firma

foreman. He later became a partner and, on the death of his father, in 1893, he formed a copartnership with his brother, which continued five years. The partnership was then discontinued and Mr. Moebs started in business for himself. In 1901 he bought out the old cigar manufacturing establishment of Geo. Moebs & Co. and organized a stock company under the style of Gustav A. Moebs & Co., with a capital stock of \$75,000. The company now has a surplus of \$75,000 as well and occupies a commodious factory building at 646 to 664 Hastings street, where 400 people are furnished employment. The factory has lately been augmented by an addition which is 40x60 feet on two floors and 40x40 feet on two additional floors. This addition is constructed of brick and is so well lighted that there is not a dark corner



Gustav A. Moebs

that he has subsequently confined his operations altogether to the land.

His first engagement was with his father, in whose cigar factory at Detroit he undertook to learn the trade. He mastered the business in all its details, from stripping to packing, and is, therefore, able to take up the work in any department of his factory and carry it forward correctly and satisfactorily.

In 1882 and 1883 he was employed by Joseph Beinberg, of Miamensburg, Ohio, a large buyer and jobber of leaf tobacco, learning the business of growing, handling and packing leaf tobacco in all of its various branches. Having thus fortified his knowledge of the cigar manufacturing business with a thorough knowledge of the leaf tobacco business as well, he returned to Detroit and entered the employ of his father in the capacity of

in the entire building. The packing room on the third floor has a capacity of 35,000,000 cigars a year and Mr. Moebs claims that it is the lightest workroom of its kind in the world.

Mr. Moebs was married July 11, 1902, to Miss Helena Reif, of Detroit. They have three boys and reside at 322 East Grand boulevard. Mr. Moebs is erecting a new home at 79 Rowena street of brick and stone, three stories and basement, which he expects to be able to occupy in the spring.

Mr. Moebs is not much of a jiner, being a member of only one organization outside of the home circle—the Harmonie Singing Society. He formerly kept three or four horses, but his unselfish devotion to his business compelled him to give up this form of recreation. His ambition is to cre-

ate the largest cigar factory in Detroit and, at the rate he is gaining, he will probably accomplish this aim in a very few years. His present capacity is 20,000,000, about 80 per cent. of which is 5 cent goods.

Mr. Moebs has never aspired to any political office and insists that he never will. He was once offered the position of jury commissioner, but declined. He pays his taxes and meets his obligations in man fashion and is very generally regarded as a good citizen, an enterprising business man, a model husband and parent and a good fellow in all that the term implies.

Merchants Who Look for Dull Times.

Quite a number of merchants seem to have got into a regular habit of looking for dull times. This period of depression generally strikes them just a little while after the holidays and holds them fast until some spasm of nature comes along to shake them up and set them going again. They have got the "dull times" idea so thoroughly ingrained that they can't shake it off. In some places this has become a sort of trade heirloom that is passed along from one to another. Probably the first thing the merchant does is to cut down his advertising. Of course he can't afford to advertise in dull times. Better to wait until times are better, or, in other words, until opportunity comes along with a club and hits him on the head. No such thing with him as stirring up business. When he does wake up he wants a whole half page, and needs it, too.

Pretty nearly as bad as this is the man who lets the same advertisement stay in the paper week after week until it looks about as timely as a last year's bird's nest. Don't forget that the public are interested in seasonable goods, and need to be constantly reminded that you have just the store and just the stock to fill the bill. The listlessness just referred to is noticeable all through the store. Things look just a bit down in the heel, while the clerks look as though they had plenty of time on their hands; in fact, rather too much if anything.

The window, of course, is neglected, too. Can not think of anything special between seasons. Costs something, too, to get up a good trim, don't pay to dress windows when times are dull, have to wait until things pick up a bit; and so it goes on.

It would certainly do such merchants good to see how some of their active city competitors get out after the trade between seasons and all the time. You would never catch one of them neglecting the window display, either. The window for them is too valuable an asset to be treated in this way.

Retort Courteous.

"Hold your tongue for a fool," growled Mr. Naggs, who was trying to absorb some information from his paper.

"Oh, very well," rejoined his better-half, "I didn't know you wanted to talk."

Tale of the Gooseberry Hat.

A sad accident, which might have resulted fatally, happened in the hollow two weeks ago come Monday. Tom Gooseberry's wife intended going to town to pay the last installment on a new hat and bring said hat home with her. When Monday morning arrived, however, it was raining to beat twenty-four of the same number, and Mrs. Matilda Ann Jerusha Jane Gooseberry reluctantly consented to let Thomas bring the aforesaid hat, with such appurtenances, deeds, ribbons, affidavits, goose feathers, mortgages, lace and codicils as might be attached thereto, and deliver same to said party of the first part.

Before starting on his luckless journey, however, Mr. Gooseberry was compelled to go before a notary public and swear that when he had paid for and lawfully acquired said hat he would take the above mentioned head gear, and place in a perfectly air-tight, fire-proof, water-proof and moth-proof box. Said box, when padlocked and chained to his person, should be deposited under the wagon seat on which Thomas should sit, dressed in a water-proof suit, with a rubber blanket over his lap holding an umbrella over his head. These directions Thomas faithfully carried out, but the fates were against him, for (in an unlucky moment) when descending the John Paine hill, near the Pumpkin Bend school house, the horses gave a jerk, the wagon lurched, and out rolled Thomas, band-box and goose feathers.

These are what Thomas saw and dreamed he would see more of when he got home. When Mr. Gooseberry sorted himself from the other clay and took an inventory of himself and goose feathers, he found the wagon wheel had walked over the new hat, feathers and all, leaving a trail of mud as it went. Mr. Gooseberry wended his way to a near-by brook and "cleaned up" on that hat as best he could. The milliners had put the wishy-washy-crumply-crinkly thing into that band box with neatness and despatch, but after the two hours of nerve racking experience it was all that poor Thomas could do to get the thing into the wagon box with the tail feathers streaming out behind.

The rest of that journey homeward now seems to Mr. Gooseberry like a dreadful nightmare going at full gallop. He had helped fight the "reb's" at Antietam and been with Grant in the Wilderness, but they weren't a shadow as compared with Mrs. Matilda, etc.

When Thomas stood once more before his own domicile (his wife's rather) and began with humble apologies to explain the sad affair. Mrs. G. immediately went up in the air (don't carry the impression that she's a balloonist) and came down with a broom-stick, four flat-irons and three other irons that weren't flat and was getting ready to grind Thomas to powder, when she made the discovery—lucky Tom—that the hat belonged to Mrs. Marshmallow over on Brier Creek. Mrs. M. had sympathized with Mr. G. and berated Matilda Ann

on the way she used Tom. Now Mrs. G.'s joy knew no bounds. She cooked up a meal for Thomas the like of which he had not seen for many a long day and Thomas fell to.

But his hair, once a jet black, had turned to gray. Geo. L. Thurston.

The Man Who Falls Overboard.

A big business is a steamboat bound for a port called Success. It takes a large force of men to operate this boat. Eternal vigilance is not only the price of liberty, but is the price of every other good thing including steamboating.

To keep this steamship moving the Captain requires the assistance of hundreds of people who have a singleness of aim—one purpose—a desire to do the right thing and the best thing in order that the ship shall move steadily, surely and safely on her course.

Curiously enough, there are men constantly falling overboard. These folks who fall overboard are always cautioned to keep away from dangerous places, still there are those who delight in taking risks. These individuals who fall off and cling to floating spars, or are picked up by passing craft, usually declare that they were "discharged." They say the Captain or Mate or their comrades had it in for them.

I am inclined to think that no man was ever "discharged" from a successful concern—he discharges himself.

When a man quits his work, say, oiling the engine or scrubbing the deck, and leans over the side, calling to outsiders, explaining what a bum boat he is aboard of, how bad the food is, and what a fool there is for a Captain, he gradually loosens his hold until he falls into the yeasty deep. There is no one to blame but himself, yet probably you will have hard work to make him understand this little point.

When a man is told to do a certain thing and there leaps to his lips or even his heart the formula, "I wasn't hired to do that," he is standing upon a greased plank that inclines toward the sea. When the plank is tilted to a proper angle, he goes to Davy Jones' locker, and nobody tilts the fatal plank but the man himself.

And the way this plank is tilted is this: the man takes more interest in passing craft and what is going on on land than in doing his work on board the ship.

So I repeat: no man employed by a successful concern was ever discharged. Those who fall overboard get on the greased plank and then give it a tilt to starboard.

If you are on the greased plank you had better get off from it and quickly, too.

Loyalty is the thing—faith.
Elbert Hubbard.

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.

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

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.

"Warner's Cheese"

Best by Test and A Trade Winner

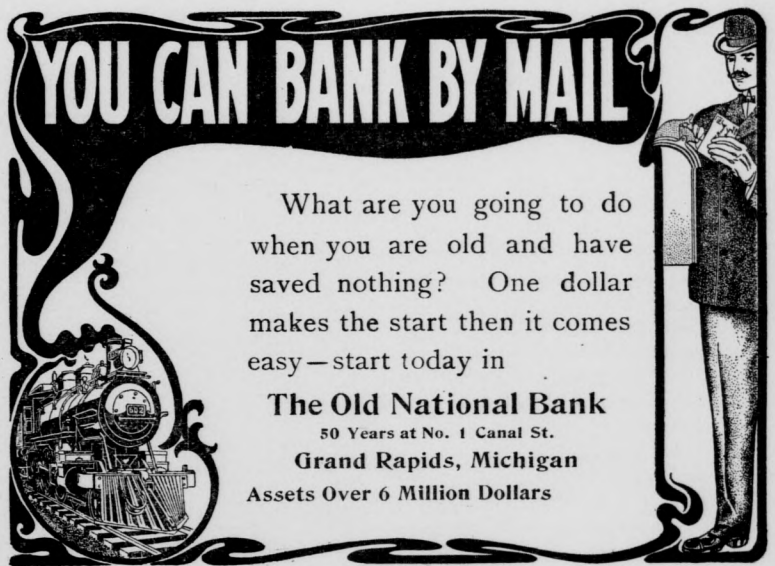
All cheese sold by me manufactured in my own factories.

Fred M. Warner
Farmington, Mich.

YOU CAN BANK BY MAIL

What are you going to do when you are old and have saved nothing? One dollar makes the start then it comes easy—start today in

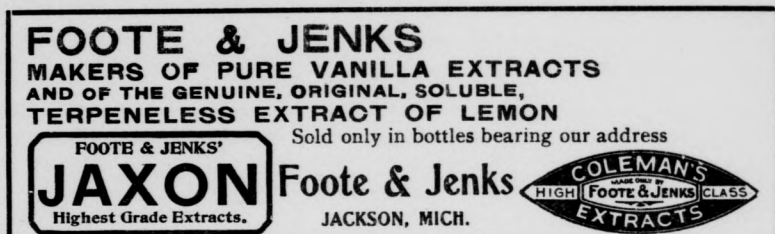
The Old National Bank
50 Years at No. 1 Canal St.
Grand Rapids, Michigan
Assets Over 6 Million Dollars



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

Sold only in bottles bearing our address

JAXON Foote & Jenks
Highest Grade Extracts. JACKSON, MICH.



Mr. Merchant and Office Man

Your bookkeeper would appreciate that new Standing Desk which you have promised him. Why disappoint him longer? Surely the price will not stand in your way when you can buy a Solid Oak Standing Desk exactly like out with a polished finish as follows:

4 ft. Standing Desk with 2 drawers	\$14 75
5 ft. Standing Desk with 3 drawers	16 75
6 ft. Standing Desk with 3 drawers	18 75
7 ft. Standing Desk with 3 drawers	21 50
8 ft. Standing Desk with 4 drawers	23 50

Freight paid within 150 miles of Grand Rapids. Add \$1.25 extra if cash Dr. is wanted.

The Sherm-Hardy Supply Co.
Complete Office Outfitters
5 and 7 So. Ionia St., Grand Rapids, Mich.



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.





Michigan Knights of the Grip.
President, H. C. Klockseim, Lansing;
Secretary, Frank L. Day, Jackson; Treasurer,
John B. Kelley, Detroit.

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

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

SELLING GOODS.

After All, It Takes a Real Salesman To Do It.

I put in one of the most enjoyable hours one day last week that I've had in a long time.

I went to a large retail house to see a member of the firm. He happened to be out so I waited nearly an hour for him to show up.

With the deference that is always shown me when I appear in public, I was handed to a seat which happened to be close to the desk of the firm's general buyer. Several salesmen came up to do their little stunts while I sat there and I had a great time sizing up their different methods.

You wouldn't believe what a difference there can be in the methods of a lot of men all after the same result. I'd hardly believe it myself if I hadn't seen it illustrated so many times.

Some of these fellows who came up there couldn't have sold me gold dollars for a nickel. I could see that a few of 'em had the same effect on the buyer. Occasionally one of those got an order because the house wanted his goods and would have given the order to an office boy.

One of these unmagnetic fellows who fell completely down and didn't get an order was selling olives. He evidently was a stranger to the buyer.

When he had introduced himself the buyer said:

"I don't believe we'll be in the market for olives for a couple of months. I've got enough contracted for to last us that long, anyway. What are your prices?"

The salesman told him.

"They wouldn't interest us at all," said the buyer. "We can buy just as good goods as yours for less money."

"Oh, no, you can't!" replied the salesman, and his tone was extremely antagonistic. "Nobody else packs as good goods as ours. If you're buying olives cheaper you're getting poorer goods."

Well, it was a case of rubbing your man the wrong way right at the start. Any boy ought to know how foolish that is, yet here was a professional salesman who didn't.

This man didn't get an order, and I'll gamble he never will if there's any one else to buy from.

The next man ran up against the same sort of game and handled it in a different way. He seemed to be known to the buyer, for he addressed him by name.

This salesman was also asked for a price and handed out one that made the buyer smile.

"I can do better," he said briefly.

"You can?" asked the salesman ruefully.

"I can," was the answer.

"All right," replied the salesman. "I am authorized by my house to sell our goods as cheap as anybody. I'll meet any price you've got."

And he cut his own price a substantial fraction—he was selling starch—and carried away a little order.

A salesman like this is a good thing for the buyer, but always a poor man for his house. He lies down and squeals "enough" before the fight's even begun.

An old salesman came next—an old broken-down fellow who seemed like a rank outsider among the hustling roadsters that we have today.

I can't tell you what his line was, for too many would recognize him. It was a good line, though, and a good house. "Anything in my line today, Mr. —?" he asked.

"Nothing today; we've got enough for the present," was the buyer's reply.

And away went the old man, probably to ask his stereotyped little question somewhere else.

These poor old salesmen—gad, how I do pity 'em! There are quite a number of them about, kept on for various reasons—sympathy, friendship, disinclination to turn an old horse out to die, and so on. Very often they hold a certain trade which is valuable to the house.

I pity the old fellows because all they've got and all they can get is this little trade that they've had for years. New customers they can't get; for all the real salesmanship that they ever had has died with their youth. Let 'em lose their few old customers and start out to build up new ones in competition with younger men and their little flames would flicker and go out the very first day.

Possibly salesmen once, they're only order takers now.

The best man I saw that day came from a New York house. He was a crack-a-jack—clean-cut, shrewd, gentlemanly and the master of his business from A to Z. He was representing a well known packer of fancy tinned and bottled specialties.

This retail house was selling another line and I gathered from the talk that the house represented by this salesman had been trying to get its own line in place of the other.

"I'm glad to see you, Mr. —" said the buyer, glancing at the salesman's card, "and I'd gladly do business with your house, but your goods are too high. I guess you know that I've had considerable correspondence with your people, but we've never been able to get together. The point is that —'s goods seem to suit our trade pretty well and we can buy them cheaper than yours."

"Mr. —, it seems to me that the best point I can make with you is that a house with your reputation ought not to be satisfied unless it is selling the very best goods in every line. Now, unless you're selling our line you're not selling the best. I can prove that to you in two minutes. I've heard from other men that 'price cuts no figure with your customers—they want the best goods at any price in reason.' Now

if price cuts no ice in your trade, why should it cut any with you?"

The buyer listened with a tolerant smile.

"I'm willing to admit that your goods are a trifle better than what we're selling," he said, "but they're not enough better for an ordinary person to notice."

"Will you give me a minute to show you whether they are or not?" asked the salesman.

"Oh, yes, I'll do that," answered the buyer, though it was plain he didn't want to, "but it won't do you much good."

The salesman then opened a sample can of his potted chicken and the buyer sent and got a can of the brand he had in stock.

They opened 'em side by side and each man tasted both. Neither was a gentleman, for they both saw me there with my tongue hanging out yet neither did the polite thing.

The salesman said nothing—simply stood watching while the buyer took a good big taste of each brand.

"Well," said the buyer, "I'm willing to admit that yours is better—a good deal better. What's the price?"

That's what I call real salesmanship! That salesman didn't get an order, for the house had enough goods in stock to last several weeks. But he got a positive promise to put in his line about the first of March.

Yes, sir, that fellow was a salesman! With a lower price to work against, he got an order purely on quality.

A man like this is worth a dozen like the fellow who "was authorized to meet any price offered," and who did meet one without even asking whether the lower price mightn't have been on poorer goods.

Well, there was a lot more but I see I haven't time to tell about them. Two or three roasted their competitors to beat the band, but not one who did that—note this—got an order.

One was a social friend of the buyer and started to talk about a card party they had both been to the night before. He didn't get an order either. That's the trouble when you try to sell goods to your friends—it's so darned easy to turn you down.

There's a school in the west that claims to be able to make a good salesman out of a deaf and dumb man. How it performs its miracles I can't imagine. The salesman is born.

It's like going to school to learn how to have a pretty nose.

Stroller in Grocery World.

A man is never happy until he has ceased to care whether he is or not.

Desperate diseases are doctors' delights.

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

OPEN
See 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

Winter Goods

Now is the time to place your order for

**Blankets, Robes,
Fur Coats, Duck Coats,
Gloves and Mittens**

Our Line Sells Itself

It will pay you to see it

Brown & Sehler Co.
Grand Rapids, Mich.

Wholesale Only

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

to 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 7,250 telephones—has placed a block of its new

STOCK ON SALE

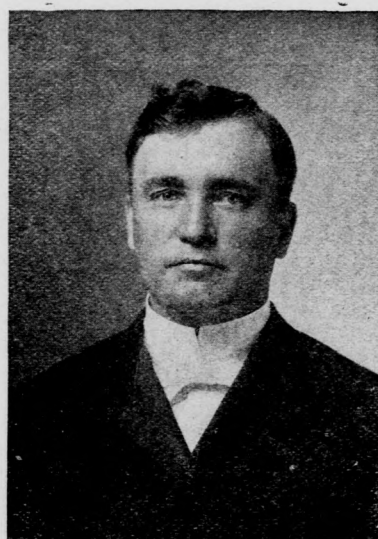
This stock has for years earned and received cash dividends of 2 per cent. quarterly (and the taxes are paid by the company.)

For further information call on or address the company at its office in Grand Rapids
E. B. FISHER, SECRETARY

Relation the Credit Man Should Bear To the Salesman.*

A quarter of a century ago the commercial traveler did not stand on the high plane he enjoys to-day. This was due largely to the condition of the trade at that time. It was the custom before the buyer and the salesman could do business, they had to have a few high-balls, and it was not strange if sometimes they both took a little more than was good for them. Thus the traveler was given a name not of the highest moral standard.

A quarter of a century ago the wife of a commercial traveler was looked upon as a subject of sympathy; her friends referred to her as having married a "drummer," but competition has entered with such force that the merchant or buyer needs a clear brain, and all of them,



to meet the situation to-day. And so the salesman must be at his best to meet and withstand the fierce competition he is compelled to face. Thus both have risen to a high standard until the commercial traveler stands a peer among his fellow men.

The commercial traveler is constantly coming in contact with the brightest minds of the age. For who are our bright men? It is the buyer or, more often, the merchant himself.

The buyer of any institution is not the dull boy or man—he is the brightest man the institution affords. And by the commercial traveler constantly coming in contact with these bright men he must, of necessity, like the axe held to the grindstone, take on the edge.

Now that the commercial traveler has risen to this high standard—and I might say right here that it is such organization as the United Commercial Travelers, of which my brother, Jackson, has the honor of being secretary, has largely helped in the commercial traveler's elevation—the wise credit man is fast turning to him for counsel and help. The credit man who fails to work in conjunction with the salesman is fast giving away, or learning the errors of his ways. Many is the account that has been lost by the short-sighted policy of the credit man. A

*Paper read at monthly meeting Grand Rapids Credit Men's Association by Wilbur S. Burns.

wise firm will not keep salesmen in their employ that they have no confidence in, and the credit man who has not the confidence of the salesman and does not work in conjunction with him had better seek other employment.

I liken this business to a wagon; the house or factory is the axle, the salesman the hub, the credit man the spokes, and the customers the rim. The wagon can not run without the axle or the hub or the rim, but can get along if a few spokes are missing. To prove this statement, I may cite the case of a large manufacturing institution in Detroit which does a million and a half business a year which has no credit man. Each salesman is his own credit man and the losses have been less since it adopted this system. Last year the losses were only one-eighth of one per cent., showing conclusively that the commercial traveler to-day is not only the salesman, but is capable of being the credit man as well. It is true that many salesmen are too anxious to do business and may over-reach, but it is equally true that many have been the heavy losses sustained by a firm which would not have occurred had the credit man taken the commercial traveler's advice.

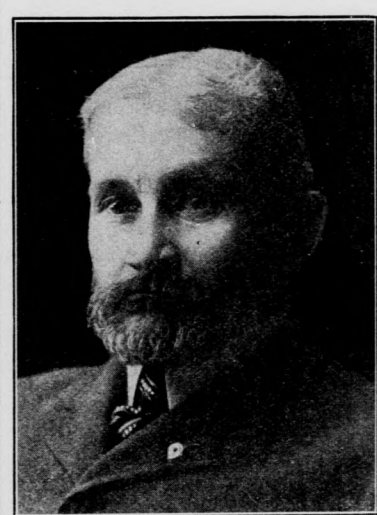
I have in mind now a credit man whom many of you know, who was sent to a near-by city to close an account on the recommendation of the salesman for this house. This credit man, I am glad to say, was very religious. The merchant, knowing his religious views, invited him to his home, where they had prayer together. The credit man, on returning to his house, reported the brother so-and-so as all right. In a few days the dear brother "went broke," and the firm lost the account.

Gowans & Sons, soap manufacturers, whom I have represented for nearly ten years, are one of the oldest firms in the United States to-day, having been established in 1834, and the third generation are now active managers. Mr. Gowans early learned to depend largely on the report of the salesman, and many is the account I have opened. The buyers, in many instances, are young men, formerly clerks just branching into business. Knowing them to be young men of character, I have felt safe in recommending them to my factory.

A good character, with only a small capital, sometimes makes a safer account than a larger capital without character behind it. I believe that character is one of the greatest assets a man can have, be it in public or private life, and especially is this true in business. The day has gone by when a man can prosper long, except that he builds on a solid foundation of honesty and integrity. I believe the credit man should work with the salesman. With what information he can obtain through the commercial agency and the traveler, he is able to form a reasonably correct conclusion as to the basis of credit.

Why the Credit Man and Traveler Should Co-operate.*

Gentlemen, this is an unexpected pleasure, and I assure you it is highly appreciated, for I, in all my years as a traveling man, never for one moment entertained the thought that I would ever have an opportunity to talk to more than one credit man at a time, but now I have the honor to speak to a whole bunch of you together, and by invitation at that. I wish I was feeling well physically, but I am not, as I have not yet fully recovered from a severe attack of sickness, and I feel very much like the young lawyer did when he started to deliver his first Fourth of July oration. When he arose he started off something like this: "Fellow citizens, ladies and gentlemen: The great and glorious George Washington, the father of this country, is



dead; the beloved Abraham Lincoln, the saviour and redeemer of this great country of ours, is also dead—and I don't feel very well myself." That is about my condition to-night. but, gentlemen, you have invited me to say something about the credit man from the standpoint of the traveling salesman and, like the Irishman who had eaten the soup, this is the opportunity of my life. In looking at this subject there are just two conditions to consider: First, the calibre of the credit man and, second, the quality of the salesman on the road. If the credit man happens to be the son of the president or some other member of the firm, with no knowledge of business but that gained in the school or college from which he has but recently graduated, he generally considers himself the whole thing, and, in fact, he thinks he is it with a capital I and does not care for advice from any one, much less from the fellow who has to travel with the samples or catalogue; and with this fellow we can do no business, and life is too short for us to try. Good men are scarce and we must be careful of ourselves as we will wear out quick enough under the best of conditions. On the other hand, if the credit man is a business man who has risen from the ranks or who, perhaps, has gained his knowledge of business from

*Paper read at monthly meeting of the Grand Rapids Credit Men's Association by O. F. Jackson.

having stood behind the counter or at the bench in the shop or factory, then from him we can expect better things.

We now come to the second condition in our subject—the quality of the traveling man. If the salesman starts out with the idea that the volume of his sales is the paramount issue—and I have known many of this kind—then the traveling man is of very little use to the credit man and, in fact, sometimes furnishes him extra labor in looking after this fellow's customers. Now, let us consider the salesman who packs his samples or grabs his grip and starts out with a firm determination to sell what goods he can with a profit and to those who will pay for them. Such a man can generally find out about a customer if he is so disposed more than can the credit man in his easy chair pouring over the pages of Bradstreet or Dun. Let me say to you, gentlemen, that the closer you let your traveling salesman get into your confidence and the more heart-to-heart talks you can have with him about the customers he calls upon, the greater will be the success of the business, for he is the one who hears the little things about them; he it is who listens to their tales of woe; he it is who learns of their habits and peculiarities and you can know them as well if you will let him tell them to you. Before closing, I wish to add that I think the traveling man should be educated to the fact and in turn should educate the customer that upon the prompt payment of bills rests the whole structure of success, but let the traveling man do the greatest share of it, for the customer will stand much more from the salesman who calls on him frequently than he will from your pen or typewriter.

A Ludington correspondent writes as follows: Jas. Murray, our former grocer, has succeeded Chas. Camp as traveling salesman for a large Chicago grocery house. Mr. Murray started on his duties Monday, making Scottville his first town on the route. He will be in Ludington every two weeks. Mr. Murray's friends are congratulating him on the excellence of his position and predict for him a successful career in his new field.

M. K. Walton, formerly on the road for Foster, Stevens & Co., has opened a brokerage office at 3 North Ionia street. He will handle lines of twines, cordage, woodenware and hardware specialties.

Harry Rindge (Rindge, Kalmbach, Logie & Co., Ltd.) has gone South for five or six weeks on his semi-annual trip in the interest of the river shoe department of his house.

All arrangements have been made for the annual entertainment of Grand Rapids Council, No. 131, U. C. T., which will be held on the evening of March 3.

M. L. Elgin (National Grocer Co.) will probably return from his trip to California the latter part of next week.



Michigan Board of Pharmacy.
 President—Harry Helm, 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. Schlotterbeck, Ann Arbor.

First Vice-President—John L. Wallace, Kalamazoo.

Second Vice-President—G. W. Stevens, Detroit.

Third Vice-President—Frank L. Shiley, Reading.

Secretary—E. E. Calkins, Ann Arbor.

Treasurer—H. G. Spring, Unionville.

Executive Committee—John D. Muir, Grand Rapids; F. N. Maus, Kalamazoo;

D. A. Hagans, Monroe; L. A. Seltzer, Detroit; S. A. Erwin, Battle Creek.

Trades Interest Committee—H. G. Colman, Kalamazoo; Charles F. Mann, Detroit; W. A. Hall, Detroit.

The Law as Regards Patented Remedies.

It is hoped that every druggist will take careful note of the fact that the patent on aristol has expired and will also note carefully the fact that any exclusive right to the use of the word aristol that the manufacturers of that chemical may have possessed expired with the expiration of the patent. The decision of the United States Court of Appeals in the celebrated Castoria case is conclusive on this point, the paragraph covering which we quote in full because of its present importance:

"The patent gave no right to any particular name, but simply to the exclusive manufacture and sale. All such rights expired in 1885 (year when patent expired), and from that time forth any party has had a right to manufacture and sell that particular compound, and also a right to manufacture and sell it under the name by which it has become generally known to the public, and if to that public the article has become generally known only by a single name, that name must be considered as descriptive of the thing manufactured and not of the manufacturer. It is true that during the life of a patent the name of the thing may also be indicative of the manufacturer, because the thing can then be manufactured only by the single person, but when the right to manufacture and sell become universal, the right to the use of the name by which the thing is known becomes equally universal. It matters not that the inventor coined the word by which the thing has become known. It is enough that the public has accepted that word as the name of the thing, for thereby the word has become incorporated as a noun into the English language and the common property of all. * * * The result, then, of the American, the English and the French doctrine universally upheld is this, that where, during the life of a monopoly created by a patent, a name, whether it be arbitrary or be that of the inventor, has become, by his consent, either express or tacit, the identifying and generic name of

the thing patented, this name passes to the public with the cessation of the monopoly which the patent created."

This decision by a federal court of final appeal must be held to govern all cases involving the right to the use of the name of any patent-expired preparation or commodity and must directly govern in the case of aristol and also in the case of phenacetin the patent on which will expire early next year.

Formulas for Violet Ammonia and Violet Witch Hazel.

An odor somewhat like that of violets may be given to ammonia water by macerating in it a little powdered orris root. The orris imparts also a purple color to the ammonia, and the liquid, even after close filtering, is not bright.

Ammonia water may also be perfumed by the addition of violet extract as prepared for the handkerchief. About a dram to the pint is sufficient. The admixture renders the ammonia slightly opalescent. This method is rather too expensive, and the mixture is usually cheapened, we believe, by using ionone, an artificial substance having an odor resembling that of the violet. According to the manufacturers, about 1 dram of the 10 per cent. solution of this substance (this solution is the form in which it is furnished) in 1 pint of deodorized alcohol yields a spirit of as strong a violet odor as is exhibited by the customary "triple extract." At the price charged for ionone, the spirit so made would cost about \$1.50 or \$1.60 per pint, very much less than the real violet. The ionone spirit would perhaps be satisfactory alone in ammonia; for use in the ordinary way it requires sweetening with jasmine, etc.

A green color may be imparted to ammonia water by the addition of water-soluble chlorophyll as found in the market. On standing for some time, say several months, a precipitate occurs, but the solution still retains a considerable amount of color. We have observed the same precipitate in a proprietary green-colored ammonia, which would indicate that the same agent had been used, and from this it may be inferred that no better has been found, as manufacturers of specialties usually make special efforts to perfect their preparations. A purple-blue tint may be given to ammonia by adding to it an aqueous solution of litmus.

J. Morley.

Gold Ink.

The best gold ink is made by rubbing up gold leaf as thoroughly as possible with a little honey. The honey is then washed away with water, and the finely-powdered gold leaf left is mixed to the consistency of a writing ink with weak gum water. Everything depends upon the fineness of the gold powder, i. e., upon the diligence with which it has been worked with the honey. Precipitated gold is finer than can be got by any rubbing, but its color is wrong, being dark brown. The above gold ink should be used with a quill pen.

Push Your Own Preparations.

In these days of department store aggressiveness and dispensing doctors it behooves the druggist to "look well to his hearth."

With his shelves filled with nostrums at close margins, often none, and the prescription case with half-used ethical remedies for the doctor's use upstairs, and his sundries marked down to nothing by a neighboring dry goods firm, he longs for the good old days when the apothecary was king on per cent. making.

New things occasionally show up for a brief period of prosperity only to be snatched up as a leader for the dry goods man or the merciless cutter.

Let the druggist do his own money-making and advertising all in one.

Make a line of remedies nobody can ruin to-morrow. Put up something of real merit. Put the value into the goods. They will sell themselves.

A nice hand lotion is used by every one in the more severe weather. Push your own to the front when the frost turns the leaves and keep it up until time to introduce the anti-freckle and sunburn cure for summer.

Competition in cough syrups is particularly keen. In view of the poor pharmacy of the proprietary remedy and the proneness of the physician to prescribe a ready-made preparation, it is not difficult for the alert pharmacist to manufacture a first-class meritorious cough cure that will displace both to his own advantage. The public are not slow to understand. Fill the window with the cough syrup. Place a few cards around, stating the price and usefulness. When a customer comes in do not hesitate to show and talk your own goods. Quietly, persistently, politely let them learn of your preparations. A polite explanation of an article's usefulness will gain many a sale and, better still, a pleased customer.

People will walk blocks to buy your preparations, past the dry goods man and the defiant cutter, to obtain a nice pharmaceutical product of an upright pharmacist.

What is true of one article is true of another. Trade and confidence are gained by persistent sales of reliable products.

The magazine agitations of nostrums are loosening public confidence. Anchor it to your bark and sell your own goods. Prescription advertising is risky. The public may not understand and the doctor sees immense profits.

Keep the product of your maturer thought in plain view on the counter; and never neglect an opportunity.

The public will respect such a druggist as one worthy of his calling. Lastly, never give up the fight.

The Drug Market.

Opium—Is dull and weak and shows a further decline of 5c per pound.

Morphine—Is unchanged.

Quinine—Is very firm and another small advance is expected.

Carbolic Acid—Is in very small supply and is advancing. Higher prices are looked for.

Citric Acid—Is in a very firm position on account of the higher cost for raw material in the primary markets. Higher prices are looked for.

Alcohol—Shows a decline.

Bromides of Potassium, Soda and Ammonia—Are unsettled.

Cod Liver Oil, Norwegian—A large catch is expected this year and the price will be lower later on.

Wahoo and Sarsaparilla Bark—Both remain high on account of scarcity.

Juniper Berries—Are in better supply and the price shows a fractional decline.

Oil Peppermint—Reports of damage to the plants have been confirmed and prices rule high. A very short crop is expected this year.

Gum Camphor—Is very firm. Very little crude is coming forward and shipments of Japanese refined are slow.

Buchu Leaves—Are quite firm and tending higher.

Pink Root—Is very scarce and has been advanced.

Gum Shellac—Is very firm and tending upward.

Linseed Oil—Has declined.

Be Careful in Prescribing.

The Commissioner on Internal Revenue has ruled that a pharmacist has a perfect right to dispense a prescription for glycerin, rock candy and whisky in any proportion whatsoever. The pharmacist also has a right to put up a similar mixture for a customer, provided it is done in good faith, in the belief that the customer is really sick. This throws the burden of proof upon the druggist, who must determine the condition of the patient. A fever thermometer might answer the purpose, but it is not entirely reliable, as we have seen whisky-thirsty customers worked up to a fever heat. This is especially true in prohibition towns. The Commissioner's ruling specially states that a druggist can not keep rock, rye and glycerin in stock to be dispensed whenever called for; that is, unless the druggist is ready to pay the internal revenue license.

For His Stomach's Sake.

"On what grounds do you expect to get a divorce from your wife?" asked the friend.

"Incompatibility of temper," replied the dissatisfied husband. "She is always quarreling with the cook, and I can't afford to lose the cook."

Don't do a thing till you see our new lines

Hammocks, Fishing Tackle, Base Ball Supplies, Fireworks and Celebration Goods, Stationery and School Supplies.

Complete lines at right prices.

The boys will see you soon with full lines of samples.

FRED BRUNDAGE

Wholesale Druggist

32 and 34 Western Ave., Muskegon, Mich.

WHOLESALE DRUG PRICE CURRENT

Table of drug prices under 'Advanced-Declined' section. Includes categories like Acidum, Ammonia, Balsamum, Cortex, Extractum, Flora, Folia, Gummi, Magnesia, Oleum, and Syrupus with various sub-items and prices.

Table of drug prices under 'Liquor Arsen et Hydrarg Iod' section. Lists various chemical and medicinal products such as Salacin, Magnesia Sulph, Sapo, and Rubia Tinctorum with prices.

Large advertisement for 'Drugs' featuring the word 'Drugs' in a large serif font. Below it, text reads: 'We are Importers and Jobbers of Drugs, Chemicals and Patent Medicines. We are dealers in Paints, Oils and Varnishes. We have a full line of Staple Druggists' Sundries. We are the sole proprietors of Weatherly's Michigan Catarrh Remedy. We always have in stock a full line of Whiskies, Brandies, Gins, Wines and Rums for medical purposes only. We give our personal attention to mail orders and guarantee satisfaction. All orders shipped and invoiced the same day received. Send a trial order.' At the bottom, 'Hazeltine & Perkins Drug Co. Grand Rapids, Mich.' is printed.

GROCERY PRICE CURRENT

These quotations are carefully corrected weekly, within six hours of mailing, and are intended to be correct at time of going to press. Prices, however, are liable to change at any time, and country merchants will have their orders filled at market prices at date of purchase.

Table with 2 columns: ADVANCED and DECLINED. Lists various grocery items and their prices.

Index to Markets By Columns

Index to Markets table listing categories like Groceries, Dried Fruits, etc., and corresponding column numbers (A, B, C, D, F, G, H, I, J, L, N, O, P, R, S, T, V, W, Y).

Main price list for columns 1 and 2, including items like Arctic Ammonia, Peas, Marrowfat, and various oils.

Price list for columns 3 and 4, including items like Best Pepsin, Chicory, Chocolate, and Cocoa.

Price list for column 4, including items like Jersey Lunch, Kalamata Gingers, and various biscuits.

Price list for column 5, including items like Hominy, Flour, and various types of meal.



READY

Our Big Spring Catalogue—For Merchants Only and to Them

FREE

This book lays before you—in your own store—the complete spring and summer lines of the foremost jobbing house in America.

The things that sell—in more than fifty departments—are shown by means of truthful pictures and exact descriptions.

For every item there is a net guaranteed price—IN PRINT—and as for SNAPS—

You could tramp the markets for weeks and not begin to find snaps in number, kind and variety equal to the Yellow Page Items in our big spring catalogue.

To every actual merchant we send any issue of our monthly catalogue free for the asking.

But the demand for our big spring book is sometimes even larger than the immense edition we always print.

Make sure of YOUR copy. Write NOW for catalogue No. J568.

BUTLER BROTHERS New York, Chicago,
St. Louis

Wholesalers of Everything—By Catalogue Only

Special Price Current

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.

AXLE GREASE
MICA AXLE GREASE
MICA XLE GR
INDARD OIL
Mica tin boxes .75 9 00
Paragon55 6 00

BAKING POWDER
JAXON
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 80
1/4 lb cans 1 35
6oz. cans 1 90
1/2 lb cans 2 50
3/4 lb cans 3 75
1 lb cans 4 80
3 lb cans 13 00
5 lb cans 21 50

BLUING
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.

CIGARS
S.E.W.
G. J. Johnson Cigar Co.'s bd
Less than 500.32
500 or more33
1,000 or more31
Worden Grocer Co. brand
Ben Hur
Perfection35
Perfection Extras35
Londres35
Londres Grand.35
Standard35
Puritans35
Panatellas, Finas.35
Panatellas, Beck35
Jeckey Club.35

COCOANUT
Baker's Brazil Shredded
70 1/2 lb pkg, per case 2 60
35 1/2 lb pkg, per case 2 60
32 1/2 lb pkg, per case 2 60
16 1/2 lb pkg, per case 3 60

FRESH MEATS
Beef
Carcass5 @ 7 1/2
Hindquarters6 @ 8 1/2
Loins7 @ 16
Ribs7 @ 13
Rounds5 1/2 @ 6 1/2
Tripe4 @ 8
Plates@ 3
Livers@ 3
Pork
Loins@ 9
Dressed@ 7
Boston Butts@ 8
Shoulders@ 7 1/2
Leaf Lard@ 8 1/4

Mutton
Carcass@ 9
Lambs@ 13
Veal
Carcass7 @ 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
120ft. 6 thread, extra..
Jute
60ft.75
72ft.90
90ft.1 05
120ft.1 50

Cotton Victor
50ft.1 10
60ft.1 85
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
MOCHA AND JAVA
DWINELL-WRIGHT CO.
BOSTON, MASS.

White House, 1lb
White House, 2lb
Excelstor, M & J, 1lb ..
Excelstor, M & J, 2lb. .
Tip Top, M & J, 1lb ..
Royal Java
Royal Java and Mocha..
Java and Mocha Blend..
Boston Combination ...
Distributed by Judson
Grocer Co., Grand Rapids;
National Grocer Co., De-
troit and Jackson; F. Saun-
ders & Co., Port Huron;
Symons Bros. & Co., Sagin-
aw; Melsel & Goeschel,
Bay City; Godsmark, Du-
rand & Co., Battle Creek;
Fielbach Co., Toledo.

CONDENSED MILK
4 doz. in case
Gall Borden Eagle 6 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 1/2 to 2 in 7
1 1/4 to 2 in 9
1 1/2 to 2 in 11
3 in 15

Cotton Lines
No. 1, 10 feet 5
No. 2, 15 feet 7
No. 3, 15 feet 9
No. 4, 15 feet 10
No. 5, 15 feet 11
No. 6, 15 feet 12
No. 7, 15 feet 15
No. 8, 15 feet 18
No. 9, 15 feet 20

Linen Lines
Small20
Medium25
Large34

Poles
Bamboo, 14 ft., per doz. 56
Bamboo, 16 ft., per doz. 60
Bamboo, 18 ft., per doz. 80

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 Rock.1 25

SAFES
Full line of fire and burglar proof safes kept in stock by the Tradesman Company. Twenty different sizes on hand at all times—twice as many safes as are carried by any other house in the State. If you are unable to visit Grand Rapids and inspect the line personally, write for quotations.

SOAP
Beaver Soap Co.'s Brands
GRAND RAPIDS
WONDER SOAP
100 cakes, large size...6 50
50 cakes, large size...3 25
100 cakes, small size...3 85
50 cakes, small size...1 95

BLACK HAWK SOAP
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.

TABLE SAUCES
Halford, large3 75
Halford, small2 25

Use
Tradesman
Coupon
Books

BUSINESS CHANCES.

- Only bakery and restaurant in county seat of 3,000. In good condition. Last year's business, \$7,500. P. H. Likes, Morrison, Ill. 451
For Rent—Hotel in Flint, Mich., located on main street; bar in connection; present owner doing big business, but must sell on account of sickness; a bright prospect for someone. Woolfit & Macomber, The Dryden, Flint, Mich. 449
For Sale—My general stock, consisting of groceries, dry goods, shoes, paints, drugs, hardware, hay, grain, feed, some farm implements, store and fixtures, living rooms attached, 22x40 frame barn. About \$4,000 stock. Business about \$10,000 a year. Practically no expense. Reason for selling, wish to engage in business with brother in California. Address C. W. Samis, Chase, Mich. 447
For Rent—Brick store building 44x90, living rooms above, furnace and lighting plant in store. Model front, show windows enclosed, shelving and counters, good cellar, ware room 24x24 feet. See F. H. Bacon, Sunfield, or L. H. Roosa (owner), 609 Chestnut St., South Lansing, Mich. 448
For Sale—Four stores, 2 suites living rooms that will pay 10% income on \$8,000—might accept a farm worth \$3,000—and a general stock of merchandise worth \$7,500. Trade \$900 cash per week. Rent \$50 per month. Also 7-chair barber shop with bath parlors, tobacco, cigars and fixtures. Also at bargain, 82 feet on N. Ottawa street, that pays good rent. All above are located in Grand Rapids. Michigan Store & Office Fixtures Co., 519 N. Ottawa St., Citizens, 1846. 450
For Sale or exchange for merchandise or farm, a 500bl. flour mill in Northern Central Indiana, price \$6,000. T. M. Warne, Amboy, Ind. 446
Cash Store. Party with successful experience managing cash store and with capital of \$5,000 or more, can find good opening in the flat belt of North Dakota by addressing No. 445, care Michigan Tradesman. 445
I can sell or exchange your farms, merchandise, hardware, groceries, buildings, hotels or residences. Write me about yours. Small commission. E. Grigsby, Blandinsville, Ill. 441
For Rent—Fine store, 20x100. Very best location on Canal street for any business. Enquire at once, James H. Fox Co., 26 Canal St., Grand Rapids, Mich. 442
New and effective special sales plan. No newspapers, no long and tiresome circulars. This plan strikes the people with force, brings effective and direct results. Very thing for special sales. Copyright applied for. Will send the plan to any address upon receipt of \$1. In remitting please send postoffice or express money order. Personal check can not be accepted. H. G. Lenhardt, Lamar, Ark. 435
For Sale—A good clean stock of hardware, stoves, tinware, queensware and farm implements. Also tinshop in building. Located in a good farming community in Eastern Iowa. Will sell all or retain implement business. Good reason for selling. Address No. 436, care Michigan Tradesman. 436
Partner wanted for sheet metal jobbing shop. Established 15 years. Doing a business of \$6,000 to \$7,000 per year. Must be plumber. Steam and hot water. Man a hustler and reliable. Address No. 437, care Michigan Tradesman. 437
For Sale—Grocery and general store in great university school and church town; clean stock and business; cash trade. Address A. Vedstiad, Valparaiso, Ind. 439
For Sale—Clean stock of drugs and fixtures. Centrally located in hustling town Southern Michigan. Cheap rent, doing good business. Reason for selling, ill health. Will sell at a bargain. Address No. 438, care Michigan Tradesman. 438
A number of improved Manitoba farms for sale, ranging in price from ten to forty per acre. Also wild land with rail facilities from five to fifteen. Easy terms. Apply Hurt's Agency, Carberry, Man. 443
An opportunity to invest \$800 and double your money in 12 months. For particulars and references, address H. E. Thompson, Box 1217, Oklahoma City, Okla. 397
For Sale—Suburban drug store in city. Doing between \$6,000 and \$7,000 business yearly. Invoices \$2,300. Will accept half down. Balance on easy payments. Address "Suburban," care Michigan Tradesman. 444
- Bakery—Will sell at a bargain for cash; with or without buildings. This will bear investigation. Do not write unless you mean business. Dietzen's Steam Bakery, Anderson, Ind. 434
For Rent—in one of the best towns in Northern Illinois one story brick and basement, 40x66, east from corner, plate glass windows, Matthews' gasoline gas lighting plant, furnace heat, equipped with counters and shelving; established reputation twenty-five years; successful general merchandising; close investigation given and desired. Address J. J. White, Stillman Valley, Ill. 431
Make Money—We offer our 60 bbl. flouring mill, with all accessories complete; doing good business with fine profits and 18 miles to nearest mill. Making money but want to retire. Will sell right or might consider good farm or merchandise. Medaryville Milling Co., Medaryville, Ind. 429
Do you want to exchange your equity in small farm, house and lot, store building or anything for a \$900 stock of ladies' and gents' shoes? If so, write No. 428, care Michigan Tradesman. 428
Wanted to buy clothing or general merchandise business. Give full details in first letter. Becker, care Wm. Kalbfleisch, Balgonie, Sask, Canada. 425
Cash for Stocks—We pay liberal prices for goods on a spot cash basis; give us estimates and lowest cash per cent. on the dollar. Address American Brokerage Co., Sigourney, Iowa. 424
Agents Wanted—Harness makers or butchers in every town to represent our custom tanning department for tanning hides and furs for robes and rugs, or making coats. For prices and discounts write for catalog. Albert Lea Hide & Fur Co., Albert Lea, Minn. 423
For Rent—New up-to-date store room with basement 44x100, fitted for general stock; best room in town, on main business street; population of town about 4,000; principal market for two counties and only three general stocks. E. S. Ellsworth, Iowa Falls, Iowa. 422
Money will buy in lots to suit, 5,000 up-to-date names of investors in the United States. Address H. T. Mead, Box 382, Manchester, N. H. 421
To reduce stock, we offer our \$12 foot power hand bean pickers with grading cylinder, for only \$7, cash. Miller Bros., Rochester, Mich. 420
For Sale—A good paying drug store; \$5,500 in town of 11,000; good reasons. Roy Bonebrake, Stockton, Kan. 419
For Sale—A first-class confectionery, wholesale and retail ice cream business; no opposition; in a growing city of 7,000; ideal location; ideal climate. Write E. Lutes, Grand Junction, Colo. 418
For Sale—First-class creamery and two skimming stations in Western New York on railroad and trolley. Good farming country. Portville Creamery & Storage Co., Portville, N. Y. 411
For Sale or Exchange—40 bbl. never-failing water power roller reel sifter mill. Buckwheat and chaffed buhrs. 12 acres good land. 7 room house and other buildings. H. G. Rinkel, Orland, Ind. 416
To Rent—Store room and basement 25x75, with suitable counters and shelving for dry goods and gent's furnishings. Equipped with electric lights and hot water. Wisconsin Central R. R. shops and Chicago and Northwestern shops are located here. Average payroll of \$85,000 per month. Call on or address Seth Stone, No. Fond du Lac, Wis. 414
For Sale—A meat market in a good town. Fixtures new and up-to-date. A bargain if taken soon. If interested write Frank G. Simpson, Hartford, Mich. 417
For Sale—Who wants to buy H. Jacobson's drug store in Hurley, Wis., at a bargain? Wish to retire from business. Clean stock. Best location in city. Oldest stand near P. O. 346
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—140 acres, 9 room dwelling, other buildings, 2,800 fruit trees young and thrifty, near station, price \$5,800, terms liberal. 124 acres, 8 room dwelling, other buildings, fruit and timber near station, price \$4,700. Terms liberal. Fine climate, fine land, good markets. Catalogue free, J. R. McGoigal, Dover, Del. 399

Want Ads. continued on next page.

BUTTER OR OLEO.

Pure Food Department Placed in Dubious Position.

Detroit, Feb. 20—When the experts disagree how is the ordinary citizen going to know whether he is eating real butter or oleomargarine?

H. E. Peters, 342 Sixth street, bought five pounds of what the layman calls butter at the White Front creamery, 168 Michigan avenue. When the special revenue inspectors visited the place and seized the goods he became curious as to whether the stuff he had purchased was genuine, so he asked Frank Mortimer, a boarder, and, by the way, a butter-maker, to send a sample to the Dairy and Food Department at Lansing for analysis. Mortimer says he did as requested, and that in a short time he received a reply from the Dairy and Food Commissioner in answer to his communication as follows:

Michigan Dairy and Food Department, Lansing.

A. C. Bird, Commissioner; C. C. Lillie, Deputy Commissioner; Floyd W. Robison, State Analyst.

February 15, 1906.

Frank Mortimer, Detroit, Mich.:

Dear Sir—In reply to your letter of Feb. 12, accompanying a sample of butter which you desired tested by this Department, I would say that the result of the laboratory analysis shows the sample to be pure butter, but of an inferior quality.

Very truly yours,

A. C. Bird,

State Dairy and Food Com'r.

Now A. L. Hart, proprietor of the "White Front" creamery, declares that the "butter" sold Peters was not butter at all, but oleomargarine.

In reply to the letter sent Mortimer by the Dairy and Food Commissioner, he makes the following statement:

To whom it may concern:

The butter purchased from me by H. E. Peters, 342 Sixth street, was oleomargarine. I am sure of this because I know Mr. Peters well by sight, and am positive that all butter bought by him at my place has been oleomargarine.

A. L. Hart.

Mortimer says that the sample he sent away had all the marks of the genuine article. In the ordinary tests he made it sputtered and popped when melted like real butter does. He says that he did not think it smooth enough to be butterine.

Peters is positive that he bought the "butter" at Hart's place. His wife says that she always thought herself a good judge of butter, and that when she used the butter from which the sample was sent, she thought she was handling the genuine article.

An air of mystery surrounds the investigation by the Special Revenue Inspectors and the officials of the State Dairy and Food Department into the recent oleomargarine exposure. Food Commissioner Bird arrived from Lansing last night, but disappeared early this morning with his inspectors.

According to new figures given out by Chief Deputy Collector of Internal Revenue Cooke the extent of the

oleomargarine frauds has been greatly overestimated. When the warrant was first issued for John Hart it was claimed that for several months over 100,000 pounds of the colored oleo had been sold at retail monthly as genuine creamery butter. Instead of 700,000 pounds Mr. Cooke says that the amount of uncolored oleo received by the dealers under suspicion which, it is claimed, was worked over, was 272,000 pounds from July 1 to Feb. 1. He says that five dealers in the city and one in the State are suspected by the Government of having committed the frauds. Of these one man is known to have received 158,000 pounds of uncolored oleo, and another 61,000 pounds. The dealer receiving the larger amount is estimated to have sold 1,000 pounds of this lot per day in the colored form.

Commissioner Bird says he will stand by the report of the Department's Chemist.

"If our Chemist reports that he had analyzed a sample of butter, and said that it was pure butter, I will stand by his statement," declared the Commissioner.

Mr. Bird arrived in the city Tuesday night to see what had been accomplished in the oleo investigation. While here he investigated the charges that Deputy E. C. Schultz had "tipped" off the raid on the Winder street house.

"There is absolutely no foundation for the stories circulated regarding Mr. Schultz," said Mr. Bird. "Col. Bowen assures me that they never suspected Mr. Schultz of having given out information."

Next Meeting of the Master Bakers.

Lowell, Feb. 20—The semi-annual meeting of the Michigan Association of Master Bakers will be held at the American House, Kalamazoo, on March 14, at 1:30 p. m.

It is the desire of this Association to enroll all the master bakers in Michigan as members. Do not think you are too small. We want you all, no matter whether you employ any help or not. If you run a bakery come and join us and get acquainted with the bakers from other parts of the State. You will enjoy a day or two spent in this way. You will receive benefits from comparing notes with others in your line of business. We all profit by it.

These are the times when all lines of business are organizing for mutual benefits. The master bakers have made a splendid start. Our meetings are becoming more enjoyable and profitable.

Remember the place and time, Kalamazoo, March 14. We want you to come whether you are a member or not. Come and spend a day with us. This means you.

Weldon Smith, Sec'y.

Butter, Eggs, Poultry, Beans and Potatoes at Buffalo.

Buffalo, Feb. 21—Creamery, 23@28c; dairy, fresh, 17@21c; poor, 14@16c; roll, 17@20c.

Potatoes—50@60c per bushel.

Live Poultry—Fowls, 13@14c; chickens, 13½@14½c; ducks, 16@17c; geese, 13@14c; old cox, 9@10c.

Dressed Poultry—Chickens, 14@15½c; fowls, 14@14½c; turkeys, 18@22c; ducks, 16@18c; geese, 12@13c.

Eggs—Fresh, candled, 14c; storage, 11@12c. Rea & Witzig.

A kindly word costs nothing and goes a long way.

BUSINESS CHANCES.

For Sale—Clean stock dry goods, men's furnishings, groceries, crockery and fixtures. Will invoice \$4,000. No dead stock, every day selling goods. Modern brick store, plate glass fronts, electric or gas lights. Rent reasonable, best location in town of 800, Southern Michigan. Good town to live and do business in. Trade well established. Stock will stand investigating. Address No. 452, care Tradesman. 452

For Sale—Nice clean stock of hardware in good Michigan town. Will inventory about \$5,000. Tinshop and plumbing in connection. Address No. 453, care Michigan Tradesman. 453

For Sale—General merchandise business, long established. Clean stock, about \$6,000. Finest location. Farming country. Favorable cash terms. Compelled to attend to other business. Box 135, Osceola, Wis. 454

California Lumber Company, owning saw mill in redwoods, capacity 30,000 feet daily, steam donkey, logging outfit, lumber yard in county seat town (all running), wants party with \$25,000 to \$150,000 to join them, purchase land, add box factory, another mill in sugar pine belt and enlarge business. Address C. A. Macomber, 916 Market St., San Francisco, California. 455

Store to Rent—27x100 feet, with basement. Best location in town \$75 per month. The Globe Store, Traverse City, Mich. 456

Best cash prices paid for coffee sacks, sugar sacks, flour sacks, burlap in pieces, etc. William Ross & Co., 59 S Water St., Chicago, Ill. 457

Little Rock is the center of the timber districts of Arkansas, Yellow Pine, Oak, Hickory, Ash, Gum and other timbers, and is surrounded by cotton fields, producing the finest grade of cotton. Three systems of railroads center here and the Arkansas River insures cheap rates. A city of 60,000 insures good labor, and a mild climate reduces the expense of manufacturing. As healthy as any city in the United States. We want all kinds of wood-working factories and cotton mills. Timber from one to three dollars per thousand stumpage. Will give proper inducements to responsible parties. Business Men's League, Little Rock, Ark. 427

A Profitable Investment—For the next thirty days a limited number of shares of capital stock of an organization that has done nearly \$1,000,000 worth of business in three years, is offered for sale. For particulars address H. E. Thompson, Box 1217, Oklahoma City, Okla. 396

For Sale—Drug store, clean stock and fixtures. Doing good business. Reason for selling, have other business to look after. Address J. E. Bower, Greenland, Mich. Ontonagon Co. 395

Wanted—To buy for cash, general stock clothing or shoes. Address L. A. Bortel, No. 11 7th St., No. Minneapolis, Minn. 333

For Sale—A clean stock of general merchandise; stock invoices at \$9,000, cash sales \$26,000 for 1905, can be increased to \$40,000 per annum with little effort. Situated in good farming country, eight miles south of Petoskey, Mich., on the Pere Marquette R. R. Store building, 30x100 feet with \$2,000 worth of fixtures that can be rented cheap. The stock of goods can be bought at discount. For full information enquire of the Elk Cement & Lime Co., Petoskey, Mich. 403

15 Cents for \$1.00 Shares—Is the opening price for the Illinois-Mexican Copper Company stock. Permanent citizens of Springfield, who have been very successful in Mexican mines, are the officers and directors. Five years ago not a pick was working in the district. Now six different companies, controlled by Illinois capital, are energetically pushing developments. One of these, the La Providencia Mining Co., of Mount Sterling, Ill., has just paid its first dividend of 10 cents per share. Miners' wages are only 37½ cents a day, against \$3 in the U. S. That is one of the reasons why Mexico is the second largest copper-producing country in the world. No ice; no snow; perfect climate. Treasury stock is now offered at 15 cents a share. 100 shares cost \$15; 1,000 shares cost \$150. Cash or monthly payments. For prospectus write the Illinois-Mexican Copper Co., Springfield, Ill. 381

Wanted—General stock of merchandise in exchange for desirable farm property. Box 5, Midland, Mich. 409

If you want to sell your entire stock of merchandise, for cash, we buy them. Address The United Purchase Company, 76 Euclid Ave., Cleveland, Ohio. 401

For Sale—\$950 stock of gents' furnishings and fixtures in booming town of Muskegon. Enquire Lemire & Co., Muskegon, Mich. 343

For Sale—For cash, \$4,000 stock of general merchandise. Good location, established trade. Also dwelling. Good reasons for selling. The Peoples Store, Calumet, Okla. 378

For Sale—One of the best drug and grocery stores in Indiana. Building 85x25, fixtures fine, average daily sales for 1905, \$65.35. Only drug store in town. Terms to suit purchaser. Address F. E. Abrams, Ray, Ind. 379

For Sale—Good stock hardware and small stock of implements, invoicing about \$3,500. Good brick building \$1,600. Will sell or rent. Annual sales about \$10,000. Located in small town in one of the best farming districts in Central Michigan, on Grand Trunk R. R. Good reasons for selling. Address all enquiries to F. C. H., care Michigan Tradesman. 394

For Sale—Drug store, \$2,600. Profitable, established. All cash business with small expenses. Bargain. R. E. Innis, Muncie, Ind. 375

For Sale—Entire creamery outfit. Cheap if sold at once. C. E. Dilts, Thornville, Ohio. 372

For Sale—Drug store in the city. Doing a good paying business. Pleasant location. Reasonable rent. Address No. 363, care Michigan Tradesman. 363

Wanted—To buy a clean stock of general merchandise. Address Chapin, care Michigan Tradesman. 266

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

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 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

For Sale—Well-established shoe business in city in Central Pennsylvania. Sales during 1905, \$54,000. Must be sold to settle estate. Address Central Trust Co., Altoona, Pa. 398

For Sale—Cheap, our North Dorr cheese factory. Address No. 433, care Michigan Tradesman. 433

For Sale—Cheap, 1 steel gang press, 10-15x6 Galvanized cheese hoops, 45-12x6 Tinned cheese hoops, 1,500 new Kell 15½x6 cheese boxes, 1,000 15x6 seamless cheese bandages, 1,500 12x6 seamless cheese bandages, 2 new style No. 32 Sharples turbine cream separator in first-class condition. Address No. 432, care Michigan Tradesman. 432

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 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—The only hotel in a hustling town of 1,500 inhabitants, within forty-five miles of Grand Rapids. Fairly well furnished. Good transient trade. A bargain if taken soon. For information address E. C. B., care Michigan Tradesman. 388

POSITIONS WANTED

Wanted—Position in general store or with produce company. Several years experience, age 35, married, can give reference. Address No. 440, care Michigan Tradesman. 440

Wanted—Situation on road by man of large experience in agricultural implement business. Not particular as to territory. Will travel anywhere in United States of Canada. Best of references furnished. Address No. 385, care Michigan Tradesman. 385

HELP WANTED.

Wanted—An experienced cigar salesman who is thoroughly acquainted in Lower Michigan, to represent a cigar jobbing house, who enjoys a well established trade in that territory on popular brands. Give full particulars. Address No. 400, care Michigan Tradesman. 400

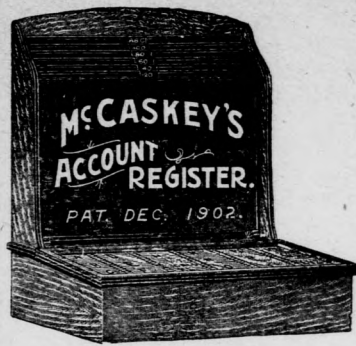
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They use one-half less ice than other makes and give better results



They will keep your **Butter, Cheese, Lard, Fruits, Pickles, Etc., etc.** sweet and pure

A good refrigerator like the Leonard Cleanable will increase your sales because the people will appreciate the fact that you can keep your perishable merchandise in a perfectly wholesome and palatable condition and it will also prevent a lot of waste.

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Do you handle Our Most Popular Broom "The Winner"



It's the broom with the red polished handle and a great favorite with the ladies everywhere. They last **twice as long** as any common broom made and any woman who has once used "The Winner" will want to buy it again. We are using only the very best of

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and every whisp used in "The Winner" brooms is especially selected for its **fineness, evenness and color.**

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