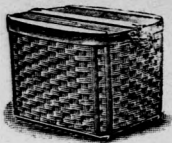


Was It You?

Somebody did a golden deed;
Somebody proved a friend in need;
Somebody sang a beautiful song;
Somebody smiled the whole day long;
Somebody thought, "'tis sweet to live;"
Somebody thought, "I'm glad to give;"
Somebody fought a valiant fight;
Somebody lived to shield the right;
Was that somebody you?



COAL BASKET



LAUNDRY BASKET

Are you aware of the fact that spring is coming and that you are going to need a new supply of baskets? You know where to get them. It is a well-known fact that

Ballou Baskets are Best

Our baskets are used in large quantities by Uncle Sam. Also by the largest individual consumers. Our Pounded Ash

baskets are the best on

on the market. We

can please you.

Try us.



CLOTHES BASKET



DELIVERY BASKET

BALLOU BASKET WORKS, Belding, Mich.

ENGRAVERS BY ALL THE LEADING PROCESSES

PORTRAITS, BUILDINGS,
MACHINERY,
STATIONERY HEADINGS
EVERYTHING.

HALF-TONE
ZINC-ETCHING
WOOD ENGRAVING

TRADESMAN COMPANY
GRAND RAPIDS, MICHIGAN.



Tell Us How To Do It

Tell us how we can supply you with a better quality cigar for the money than the well-known and well-liked

S. C. W.

5c Cigar

without loss and we'll do it. You know very well that we must make some money or go out of business, but we are content with a fair margin. Hence the low price—5 cents—for such a fine cigar.

G. J. JOHNSON CIGAR CO., Makers

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

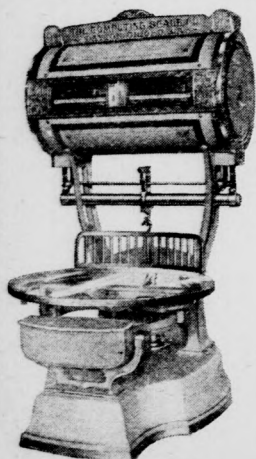
will weigh out 100 per cent. of the weight you paid for when you bought the goods. *No other scales* will do this.

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

Twenty-Third Year

GRAND RAPIDS, WEDNESDAY, MARCH 7, 1906

Number 1172

Collection Department

R. G. DUN & CO.

Mich. Trust Building, Grand Rapids

Collection delinquent accounts; cheap, efficient, responsible; direct demand system. Collections made every where for every trader.
O. E. McGRONE, 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 Advices, and Collections

OFFICES

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

GRAND RAPIDS FIRE INSURANCE AGENCY

W. FRED McBAIN, President

Grand Rapids, Mich. The Leading Agency

ELLIOT O. GROSVENOR

Late State Food Commissioner

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

2321 Majestic Building, Detroit, Mich.

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

Resolutions of Respect Over the Deceased.

At a meeting of Grand Rapids Council, No. 131, U. C. T., the following resolutions were unanimously adopted:

Whereas—It was the will of the Almighty God and Supreme Counselor of the Universe to take from the home and fireside of our esteemed Brother Junior Counselor John Handorp his dearly beloved son; therefore be it

Resolved—That we as a council and as individuals extend to him and his family our most sincere and heartfelt sympathy in their hour of great sorrow and sad bereavement, hoping that we may help to brighten their desolation by a warmer grasp of a friendly and brotherly hand and contribute by some word or deed some ray of light and comfort to them in this darkest hour.

Resolved—That a copy of these resolutions be sent to our esteemed brother, to the Sample Case and the Michigan Tradesman, and the same transcribed on the records of our Council.

F. B. Ewing,
H. L. Gregory,
W. B. Holden,
Committee.

At a meeting of Grand Rapids Council, No. 131, U. C. T., the following resolutions were unanimously adopted:

Whereas—It was the will of the Almighty God and Supreme Ruler of the Universe to take from his home and fireside our esteemed comrade, John M. Hurst; therefore be it Resolved—That we as brother commercial travelers extend to his wife and family our heartfelt sympathy in their hour of sad bereavement, hoping that we may be able to contribute by some word or deed some ray of light and comfort to them in this their darkest hour.

Resolved—That a copy of these resolutions be sent to his wife and family and to the Michigan Tradesman, and the same transcribed on the records of the Council.

W. B. Holden,
S. H. Simmons,
Henry Snitseler,
Committee.

No Better Citizen Than the Traveling Man.*

I had intended to be seen and not heard at this gathering, as there are so many greater intellects fairly aching to be let loose upon this unsuspecting crowd of traveling men, but your chairman has willed it otherwise. I am so full of enthusiasm for the order of United Commercial Travelers, and especially for Grand

*Address delivered at annual banquet of Grand Rapids Council, No. 131, United Commercial Travelers, by O. F. Jackson.

Rapids Council, No. 131, I could not be expected to talk upon any other subject. As your Secretary and Treasurer, I have in the year just closing handled about \$4,500 of your money, have written 423 letters pertaining to the business and welfare of the order, have forwarded claims to the Supreme Secretary for injuries received by sixteen members of our Council and received the checks for the same, amounting to \$1,396.29, all of which you will notice has made some work for your Secretary, but as there is no royal road to learning neither is there any way to success without labor and earnest effort. All good results are attained only through intense application and by hard work. It is the same with the successful salesman on the road. He requires a thorough preparation for the vocation, then he must start out with a determined resolve, backed by a strong will power to do and be one of the best in his line of trade. The commercial traveler who expects to reach this position finds he has many a weary road to travel, yet along the rugged highway of his course are many objects of interest to cheer the weary wanderer. The association with brothers of the order is a wellspring of happiness, and the commendation of his employer gives good cheer to the commercial pilgrim. The loved ones at home await his coming, ready by word of encouragement to assist him in his honorable career. No one can fail when inspired by these motives, keeping in mind the three great principles of our order, "Unity, Charity and Temperance," and the assurance that right always prevails when backed up by persistent hard work. The goal is worth all the effort it costs to reach it and there is no better citizen than the traveling man who, after many years of honest labor, reaches a position where he can rest on his laurels and contemplate the blessings of a well-spent life.

In Appreciation of the Late James Edgar.

In the death of James Edgar, of Detroit, Michigan has lost its greatest merchant. For more than forty years he was engaged in the sugar, molasses and syrup trade, and was well known to practically every merchant of this and the other states of the Middle West.

During the past decade his house has transacted a tremendous volume of business, amounting to many million dollars annually, and it can be truly said that his vast business transactions were guided by high principle, governed by the "Golden Rule."

My acquaintance with Mr. Edgar covered a period of about twenty-five years, and I can say that his fine

presence, his lovable disposition, his grand personality and generous treatment toward all endeared him to a very wide circle of personal and business friends, all of whom will feel his passing as a personal loss.

Mr. Edgar's ideals in all the walks of life were lofty. He represented the highest type of American citizenship and to his family and business associates he leaves that priceless legacy, "a good name."

Samuel M. Lemon.

Lamp Factory to Locate at Charlotte.

Charlotte, March 7—It is proposed to hold a special election on March 19, to vote on the question of bonding the city for \$9,000 to secure the plant of the Standard Lamp Co., of Chicago. When the concern first submitted its proposition it wanted \$10,000 to locate here, but finally dropped to \$9,000, providing the money could be raised by February 27. A subscription was circulated but only \$6,000 was pledged, it being the general consensus of opinion that the entire city should pay for the benefit and not individuals. Mr. App, treasurer of the company, when informed of the situation, at once extended the time to March 20. Since leaving Charlotte last week Mr. App said that his company had received a better offer from Tuscola, Ill., but that it preferred to locate in Michigan in order to be in close touch with the many automobile and carriage manufacturing concerns in this State.

Substitute for Rubber in Filling Joints.

Owosso, March 6—A new business institution is being organized in this city, the stockholders of which are the stockholders in the Owosso Casket Co. and Jesse Darling, of this city. The company will manufacture paste packing for use in steam joints, joints in all kinds of engines and kindred work. The packing has the consistency of putty and can be applied easier and quicker than the rubber packing now in general use. It lasts longer and is more economical than the rubber packing.

The Zimmerman Baseball Bat Co. has shipped vaulting poles to Yale, Cornell, Princeton and the University of Pennsylvania. The company manufactures the poles, besides bats and other athletic appliances.

Butter, Eggs, Poultry, Beans and Potatoes at Buffalo.

Buffalo, Mar. 7—Creamery, fresh, 23@28c; creamery, cold storage, 20@22c; dairy, fresh, 17@21c; poor, 14@16c; roll, 17@20c.

Potatoes—50@55c per bushel.
Live Poultry — Fowls, 12 1/2@13c; chickens, 12 1/2@14c; ducks, 16@17c; geese, 13@14c; old cox, 9@10c.

Eggs—Fresh, 16c. Rea & Witzig.

THE NEW REGIME.

How It Has Manifested Itself in Kalamazoo.*

When I received a copy of the programme to be observed this evening I noted that the Mayor of Kalamazoo was down for "Remarks;" later on I learned that the President of your organization had been assigned to make "Remarks," and so on through. I saw your volatile Mr. Schaberg and your energetic and entertaining Mr. Hipp also booked for "Remarks."

Accordingly, when I read that I was given a specific topic, while I appreciated the courtesy, my natural aversion to partiality and to the process of gaining an advantage without effort; of obtaining something to which I was not entitled, caused me to rebel. And so I notified your Committee that I would not discuss the topic they had given me but, instead, would make some "Remarks."

There is an advantage one has when he is licensed to merely make "Remarks"—when one demands, as did Shakespeare's "Touchstone:" "I must have liberty withal, as large a charter as the wind, to blow on whom I please."

For example, your serene and hard-headed Mayor has peculiar ideas on the subject of franchises, but he has good practical views as to the need there is in this city for a new city hall, a new jail and engine house and he knows how to make "Remarks" on the subject. He is by habit and profession on the very inside of the sub-basement of real estate values in your city, and knows that your present jail occupies, inappropriately and at too great a cost to your city, a beautiful site which should be the home of your city hall; he knows a nearby and very practical location for your police and fire headquarters and for your jail, and he probably knows three or four of your public-spirited citizens who would gladly contribute from \$30,000 to \$40,000 for the site and odorous old rookery so long dignified by use as a city hall. Mr. Taylor can readily remark on these things and most entertainingly and effectually—and that, too, without being charged with seeking a renomination.

Then there is your President. Think of the remarks he might make—if he wished—on how to run a Common Council; or our friend Schaberg on how to make a success of the annual excursion of your Association; or Mr. Hipp on how—with a proper partner—to win a three-legged race. I merely refer to these matters to bring home to you how easy it is to make remarks, and so I want to make a few remarks on "The New Regime."

You and I have lived to see and wonder at the development of the electric light, the telephone, the phonograph, the electric railway, the automobile, the gasoline engine and the motor vehicle and are waiting calmly for the perfection of wireless telegraphy, the air ship and any old thing that is wonderful. We view

*Address delivered by E. A. Stowe at annual banquet of the Kalamazoo Retail Grocers' Association.

these things in tranquility, say they are marvelous and wonder what's next, but it seems to me we do not appreciate adequately the presence of the new regime.

Less than a score of years ago the people of Kalamazoo, while they would not openly admit the fact, envied the city I come from, envied the villages of Plainwell, Otsego and Allegan, and a whole lot of other Michigan towns because they had great water powers at their doors. What has the new regime done for Kalamazoo? It has made of this beautiful city, nestled here between the hills, as good a point for manufacturing enterprises as there is anywhere. It has done more—and therein lies the potency of the new regime—it has conferred the same great facility upon every village and hamlet within reach of transmitted electrical power.

The new regime puts every community on the same basis. It is just as feasible, so far as power is concerned, to manufacture stoves or machinery or buggies or anything else in Schoolcraft or Oshtemo as it is in Kalamazoo or Detroit. It is just as easy, so far as power enters into the problem, to do these things in Kalamazoo as it is in Grand Rapids, Detroit or Chicago.

And this new resource puts every city so plainly on a level that he who runs may read.

Any city, every city must necessarily become exactly what its citizens declare it shall be. And when I use the expression "declare," I give it its fullest sense. You must not only declare but you must do! Your actions must support and carry your declaration to fulfillment. The new regime demands the doing of things and the community which fails to heed this demand will get left in the strenuous contest just so sure as Fate.

Your city, any city, is but an individual amplified so many thousand fold, and its progress will be in exact accord with the spirit of united individuality which you give to it. If it is loyal, strong, energetic, generous, courageous and confident, you will achieve; if it is otherwise you will feel the result sorely.

No man, no partnership, no corporation can do business Yesterday. The new regime which so impresses us as wonderful is more than a mere curio; more than an interesting lot of things we do not understand. The new regime says loudly: "Look ahead, buckle your belts more tightly and keep up with the procession." Yesterday is History, To-day is a Fact. This must be constantly kept in mind in order to keep up with the procession.

And the new regime spells its way in display type into the business of the retail grocer. Mail order houses, department stores and chain stores are the logical outgrowth of the new regime and they are here to stay. There is but one way for the retail grocer to meet these terrors, but there is a way: Till the field you occupy to the very last limit of your ability, but do so in an absolutely upright and businesslike way. Don't try trickery, don't lose confidence in

Why Don't You Lead?

If you are not a leader in the flour line in your town, why are you not?

Don't you want to be?

Isn't it a fact that the one who leads gets the best of the profits and the best of competition?

Most assuredly.

Does he get the lead by sitting still?

Or by thinking?

No!

He gets it by thinking and acting.

The poet has grand thoughts but he never does anything. He thinks and writes about what the other fellow does.

No doubt you've thought more or less about LILY WHITE, "the flour the best cooks use," and you've thought it would be a good idea to put some of it in, sometime.

Yes, and while you've been thinking others have been acting and the flour you might have sold is going out of their stores and the money you might have made is going into their tills.

Also the customers you might have had are going into their stores, and, by the same token, some of the customers you did have are going into their stores.

Get on the aggressive quick.

Don't let another minute pass before you have your order in for Lily White. Get the windows washed for a good display, pick out the place for a sign, buy space in the local paper, be enthusiastic and never let up ONE MINUTE until every man, woman and child in your town knows instinctively that

YOU ARE THE REAL LEADER
and all others are cheap imitations.

You can do it if you will.

Valley City Milling Co.
Grand Rapids, Mich.

yourself or your patrons or your city. Don't spend a minute of time or a wave of thought scolding conditions or governments, either municipal, state or general. The retail grocer is on the ground, he is personally acquainted with his patrons, knows their tastes and practices. If he is just exactly the judge of human nature we would all like to be he will have their idiosyncrasies, their temperament and their eccentricities down pat and will, by square dealing, suavity, patience, sociability and promptness, succeed in meeting such factors to his profit.

Of course all retail grocers are not diplomats, are not philosophers, are not psychologists; but they must be if they are to compete successfully with the new regime, clear headed, industrious, prudent but not penurious, energetic and thorough as to methods. Cleanliness of person, of store, of stock and of methods is a most necessary aid to success, and accuracy and promptness are absolute factors.

Jealousy is born of fear, and such an offspring born of such a parent is at once a confession that some competitor is doing things you forget to do, neglect to do or would like to do, and deplorable degradation for the one who permits such a weakness to possess his nature.

Jealousy never won a fight in all history and every hour of time given to its consideration is forever and absolutely lost time. The way to meet all troubles is not by rehearsing them to your patrons or your competitors, but by sincere, careful and thorough study of all facts connected therewith; then formulate your way out and then act promptly, confidently and with all your force. Chief of our troubles are those which never happen and they are costly because of the hours and hours of time and misery we devote to anticipating them.

It is an easy matter for me to tell you: "Don't worry," but it is just as easy to add that there are successful retail grocers who never worry, and the chief reason they do not worry is that their business does not run them; they run their business.

And that is the entire secret. They know their trade; they know what other grocers in other cities do to win success; they know just what of these methods will suit their business and just how to utilize them; they invent plans and methods of their own from suggestions gained by study and observation; they know prices, buying and selling every day and in a dozen or more cities similar to their own. In brief, they keep posted and are never slow to recognize and utilize an idea which fits their case. Do such merchants ever make mistakes? Assuredly they do. But one mistake or a dozen of them are wiped out by a score or two of victories. A man in any line of business, and especially you retail grocers, must err once in awhile, and those who win in spite of such faults are the men who, reviewing their acts carefully and without prejudice, do not, because of a blunder now and

then, lose confidence in their own judgment, their own rectitude, their own industry and care and the neighborhoods to which they cater.

Speaking of neighborhoods reminds me of the mail order house, the department store and the chain store. Carefully compiled estimates show that less than 10 per cent. of the people in any city above 10,000 population patronize the mail order house, while, on the other hand, fully 25 per cent. of the rural or country population are regular customers of such institutions. Just what proportion of a city's population patronizes the department store has not been estimated and it is just as well, perhaps, because, as the late Premier of England, Mr. Disraeli, put it: "There are three kinds of lies: Lies, damned lies and statistics."

The point is this: Mail order houses, department stores and chain stores are here to stay, and the surest way to meet such competition is to meet their prices if you can and whenever you can. When you can not—either because you haven't the same kind of goods or because, having the goods, you can not at a profit—sell at the same price. Use your best judgment in the matter at all times, however, and remember that it frequently happens that a sale or two, when you know your customer as you should know him, even at a loss may bring to you a permanent steady patron.

And this, also, I ask you to bear in mind: Once having a good trade established in any neighborhood of American citizens, either native or foreign birth, it is, in almost every instance the retailer's own fault if he loses any considerable portion of that trade to the mail order houses.

The Madi Gras.

I'm going to the Mardi Gras,
Way down in New Orleans,
To mingle with its merry throngs
And view its mirthful scenes,
Where Folly with her cap and bells
Is mistress of the hours
And all the balmy air is sweet
With white magnolia flowers.

I'm going to the Mardi Gras,
Where Comus holds his court
And monsters from a hasheesh dream
In wild procession sport;
Where knights in golden armor clad
Ride gallantly along,
And lovely darkeyed maidens dance
To minstrelsy and song.

A trace to sordid toil and care!
I'll take the Book of Time
And turn its yellow pages back
To old romance and rhyme,
And tread a measure light and gay
With troubadours and queens—
I'm going to the Mardi Gras,
Way down in New Orleans.
C. D. Crittenden.

Be entertaining to your husband, or some other woman will.

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. In hurry, telegraph or phone at our expense.

Deal With Firm That Deals Facts.

Office Furniture

At a saving of one-third if you buy it at Michigan's Greatest Desk House.



Only \$6.00
No 1578
for this high grade tilting Desk chair, adjustable to any height. Made of selected quartered oak throughout, finished a rich golden shade and highly rubbed and polished. Furnished in a rich mahogany finish at same price, and fitted with easy running casters. Wood or cane seat. Retail value \$9.50.

We also carry a complete line of Desks, Directors' Tables, Filing Systems, etc.

The Sherm-Hardy Supply Co.
Office Outfitters
5 and 7 So. Ionia St., Grand Rapids, Mich.
Mention the "Tradesman" when writing.

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

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.

HATS At Wholesale

For Ladies, Misses and Children
Corl, Knott & Co., Ltd.
20, 22, 24, 26 N. Div. St., Grand Rapids.

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.

MAKE MONEY ON YOUR NEW POTATOES THIS YEAR
No need to turn your fingers into "paws" or "potato diggers." Get a **Hocking Hand Scoop**. A mighty neat and quick way of handling peck and 1/2-peck quantities. It picks up the small potatoes with large ones, and two scoops fills the measure. Price 65c. Order one or more of your jobber or **W. C. HOCKING & CO., 242-248 So. Water St., Chicago.**



No. 5

Dear Mr. Dealer--

You **must** have had calls for "20 MULE TEAM" BORAX and "20 MULE TEAM" BORAX SOAP.

Surely a sufficient number of calls to have sold them all had you put in a trial order when we first requested you to favor us through your jobber.

If you haven't kept tabs on the calls ask your man—he will tell you that

"20 MULE TEAM" BORAX and "20 MULE TEAM" BORAX SOAP will be **SELLERS**—

That you ought to have them in stock and when you **do** get them

You should **PUSH** them.

If you **do** push them, your customers will come back for them—they must—they're too good.

THEY DO THE WORK OF ALL THE HOUSEHOLD

Cheaper, Quicker, Better and with Less Labor than any

article you can sell them for the purpose at any price.

"20 MULE TEAM" BORAX and "20 MULE TEAM" BORAX SOAP

will **get and keep** your trade and increase it.

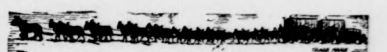
May we not hear from you with an order through your jobber?

Yours anticipatingly,

Pacific Coast Borax Co.
New York Chicago San Francisco

We have other goods, too, to tell you about later.

The Only Animated Trade-Mark in the World.



The Trade-mark of Profit to You.



Movements of Merchants.

Mendon—A new grocery will soon be opened by L. J. Lowe.

Ludington—John Larson & Co. have opened a new grocery store.

Port Huron—Ballentine & Wilson will soon open a drug store here.

Luther—H. S. Schreiner, formerly of Lowell, has started a new harness shop.

Northville—Louis Strauss has opened a clothing and furnishing store.

Needmore—Ed. Davis has purchased the grocery stock of Gilbert & Pease.

Muskegon—J. P. Hansen has sold a half interest in his clothing stock to Geo. Rasmussen, of Brunswick.

Brookfield—Harry Lewis, recently with J. H. Bryan, Charlotte, has opened a drug store at this place.

Eaton Rapids—D. D. Wheeler has closed out his grocery stock and will retire from business for the present.

Jackson—T. O. Freeman has sold his stock of groceries to Herbert L. Reasner, who will conduct the business hereafter.

Kalamazoo—The remainder of the clothing stock of H. Stern & Co. is being shipped to Hastings, where a store will soon be opened.

Kalamazoo—Geo. W. Parker, who has conducted a meat market here for the past thirty-five years, has sold his stock and retired from trade.

Jackson—E. R. Warner, who has been engaged in the hardware business here for the past thirty-five years, has decided to retire from trade.

Charlotte—Wm. Kinsman, of Kinsman Bros., druggists, who recently sold their stock to H. A. Blackmar, succeeds Harry Lewis with Jas. H. Bryan.

Berlin—W. A. Thomas will retire from trade, having sold his stock of general merchandise to Geo. Burch, who will take possession April 1.

Grand Ledge—The dry goods and millinery business formerly conducted by S. Stanton & Son will be continued in future under the new style of Stanton's.

Vermontville—C. E. Folter has sold his interest in the Vermontville Produce Co. to N. E. McLaughlin, who will continue the business under the same style.

Northville—A new clothing and furnishing store has been opened here by Will Gorton, formerly of this place, but of late employed by Mabley & Co., of Toledo.

Bay City—J. S. Lesperance has taken the position of manager of the drapery department at H. G. Wendland & Co.'s. He formerly occupied a similar position for a Detroit concern.

Marshall—Orley R. Ashcraft, formerly with J. R. Jones & Son, of Kalamazoo, is making preparations to open a new dry goods store here

and expects to be ready for business March 10.

Freeport—George J. Nagler, general merchandise and produce dealer, has taken his son, Roy E. Nagler, into the business, which will be conducted in future under the style of Geo. J. Nagler & Son.

Hancock—J. Fred Johnson has resigned his position as manager of the Finnish Trading Co. and with his brother, William, will open a general store at the Delaware location in Keweenaw county.

Allen—S. Claire VanFleet is closing out his stock of clothing and furnishings and will remove to Hartford, where he will enter into a co-partnership with Arthur Z. Perry to conduct a clothing store.

Dowagiac—The dry goods, carpet and shoe business formerly conducted by Burgette L. Dewey will be continued under the style of B. L. Dewey & Son, Mr. Dewey having recently taken his son, Fred, into partnership with him.

Boyne City—Fred Cook, who has been employed by A. T. Johnson for the last year, has purchased the grocery stock of his employer and will continue the business. Mr. Johnson will devote his entire time to his shoe department.

Grass Lake—The Foster Babcock Co. has been incorporated for the purpose of conducting a general merchandise business, with an authorized capital stock of \$10,000, of which amount \$8,000 has been subscribed, \$7,000 being paid in in cash and \$1,000 in property.

Bay City—The business formerly conducted by C. R. Hawley & Co. has been merged into a stock company under the style of the Hawley Dry Goods Co. The business will be conducted under the management of S. C. Musial, who has been connected with the house for the past twenty-one years.

Bay City—Frank Buell has interested Detroit and Chicago capitalists in a proposition to erect a chemical plant at this city to utilize the waste from hardwoods in the manufacture of wood alcohol, coal tar products and other by-products from hardwood refuse. It is proposed to erect a plant at an outlay of \$150,000.

Bay Shore—The general merchandise business formerly conducted by A. C. Stauffer & Co. has been merged into a stock company under the style of the Bay Shore Mercantile Co. The company has an authorized capital stock of \$10,000, of which amount \$6,000 has been subscribed, \$1,000 being paid in in cash and \$5,000 in property.

Gould City—The general merchandise and lumber business formerly conducted by Lyman & Ferguson has been merged into a stock company under the style of the Lyman & Ferguson Co. The corporation has an authorized capital stock of \$15,000, of which amount \$11,000 has been subscribed, \$100 being paid in in cash and \$10,900 in property.

Kalamazoo—Jacob Weickgenant, of Battle Creek, and Joseph D. Riede, of Otsego, have formed a copartnership under the style of Weickgenant & Riede and will open a dry goods

store about April 1. Mr. Riede will close out his stock in Otsego and assume active management of the new store, while Mr. Weickgenant will continue the management of his store in Battle Creek.

Stanton—George W. McLean, of Edmore, who opened a wholesale produce store here about a month ago for the Empire Produce Co., of Port Huron, is in the toils of the law charged with false pretenses. The Central Produce Co., of Alma, made the complaint, alleging that McLean represented to the company that he was a retail dealer here and sold him several hundred pounds of butter. McLean was arrested in Grand Rapids. He was arraigned and bail fixed at \$250, which he failed to furnish. He has let down the dealers in our neighboring towns several hundred dollars, at least it looks that way, because the Empire Produce Co. refuses payment of purchases made by him, claiming that he was not in the employ of the company.

Manufacturing Matters.

Detroit—The Palmer Manufacturing Co., which manufactures library tables, has increased its capital stock from \$25,000 to \$50,000.

Weidman—The Holmes Milling Co. has been incorporated for the purpose of conducting a milling business. The new company has an authorized capital stock of \$15,000, of which amount \$14,000 has been subscribed and paid in in cash.

Montgomery—A new corporation has been formed to make cheese under the style of the Montgomery Cheese Co. The new company has an authorized capital stock of \$3,500, of which amount \$2,100 has been subscribed and \$1,000 paid in in cash.

Escanaba—A new corporation has been formed under the style of the Northern Engineering & Construction Co. for the purpose of constructing highways. The authorized capital stock of the new company is \$20,000, all of which has been subscribed and \$10,000 paid in in cash.

Detroit—A new corporation has been formed under the style of the Lavigne Manufacturing Co. to manufacture brass goods with an authorized capital stock of \$50,000, of which amount \$30,000 has been subscribed, \$8,125 being paid in in cash and \$15,000 in property.

Menominee—The lumber manufacturing business which has been conducted by the J. W. Wells Lumber Co. in the past has been merged into a stock company under the style of the White Pine Lumber Co., with an authorized capital stock of \$125,000, all of which has been subscribed and \$81,000 paid in in cash.

Hart—The lumber business formerly conducted by W. C. Bennett & Co. has been merged into a stock company under the style of the Bennett Lumber & Manufacturing Co. The authorized capital stock of the new company is \$15,000 common and \$10,000 preferred, of which amount \$21,000 has been subscribed and \$15,000 paid in in property.

Alpena—Extensive improvements are being made to the lumber mill of F. W. Gilchrist. A boiler house

of brick is in course of erection and nearly completed. The old battery of nine boilers, some of which have been done service since 1867, and others used in the Oliver mill at Ossineke many years ago, have been consigned to the scrap heap and their place is taken by a modern battery of four boilers with the latest furnace appliances. The old smokestack has been removed and a new one 120 feet tall is going up.

Bay City—John J. Flood, who is cutting hardwood logs for W. D. Young & Co. and is to manufacture a lot for Salling, Hanson & Co., of Grayling, has contracted to cut about 100,000 feet of mahogany logs for E. Germain. These logs are imported from South Africa by Mr. Germain, or at least he gets them through agents and they come via Quebec. They are sawed into boards and then into veneer for the finishing of pianos, in the manufacture of which Mr. Germain is engaged extensively. This is the third or fourth invoice of mahogany logs he has brought from South Africa. He finds the African product better suited to his needs than that grown in the West Indies.

Bay City—The territory traversed by the Michigan Central's Mackinaw division, between Bay City and Cheboygan, has been for years one of the most important lumbering districts in the Lower Peninsula and at this time is doubtless the most important one in point of production. For something like thirty years the mill firms on the line of this road and its branches have produced annually an average of considerably over 100,000,000 feet of lumber, besides shingles, lath and cedar products. Aside from these products it is the chief source of supply of logs for the mills on the Saginaw River, having furnished an average of 125,000,000 feet for about twenty-six years; more than 3,000,000,000 feet of logs since 1880. Immense quantities of cedar, wood and tanbark also are furnished by the territory drained by this line. In 1905 was manufactured on the line of this road (not including Cheboygan) a total of 141,472,418 feet of lumber, 45,367,000 shingles and 24,385 lath. This product is all shipped by rail to market through this city. While the pine is almost gone enough hemlock and hardwoods are held by the large concerns to keep them going fifteen years yet.

The Fargo Shoe Manufacturing Co. moved its plant from Chicago a year ago last December to the busy manufacturing city of Belding on account of trouble in obtaining the labor required on its grade of goods. W. H. Fargo, the President of the company, was in the jobbing and manufacturing business in Chicago for over thirty years. G. B. Fargo, his son, has grown up in the factory. They have made a specialty of their comfort shoes, known many years as Fargo's Aunt Ruth. Many of the leading jobbers of the West carry this line. Mr. Fargo's theory is that Western leathers should be made up in the West and sold here in place of going East and back. Why not?



The Produce Market.

Apples—There is a scarcity of good fruit and the demand continues steady. Nearly all apples show an advance of 50c per barrel since last week and there are indications that they may go still higher. Quotations range from \$4.50@5.50 per bbl.

Bananas—\$1.25 for small bunches, \$1.50 for large and \$2 for Jumbos. The market is very strong, with a large supply of excellent fruit moving easily. According to the opinion of many well posted men in the trade the tendency is upward.

Butter—Creamery is strong at 27c for choice and 28c for extras. Dairy grades are active at 20@21c for No. 1 and 14c for packing stock. Renovated is in fair demand at 21c. The situation is practically the same as that of last week. Extra creameries are firm and in good, steady demand and there are only moderate receipts. There has been a decline of one cent since last week in many of the lower grades, which are dragging. The wide spreads between the top grades and the other grades are a good indication of the condition of the market. Much of the butter shipped in is shipped as extras, but in the present condition of the market fails to secure the grade and is not so easily disposed of. The market for the lower grades all over the country, is weak and a great deal of poor stuff is coming in.

Cabbage—75c per doz.

Carrots—\$1.20 per bbl.

Celery—30c per bunch for Michigan and 75c for California.

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—Californias command \$3.50 per box and Messinas fetch \$3.25.

Lettuce—15c per lb. for hot house.

Onions—Local dealers hold their quotations on red and yellow at 50c and white at 65c. Spanish are in moderate demand at \$1.75 per crate.

Oranges—Floridas are steady at \$3.50 and fancy Redlands command \$3@3.25. Some fine fruit is being received from day to day and is being picked up rapidly at full quotations. Unfavorable reports from California saying that heavy rains have injured the crop somewhat are held responsible for the firm tone of the market.

Parsley—40c per doz. bunches.

Parsnips—\$1.75 per bbl.

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

Potatoes—Country dealers generally pay 30@35c, which brings the selling price up to about 50c in Grand Rapids. The situation is about the same. Receipts continue steady and the buying is largely from hand to mouth, although there is a good consumptive demand in town for table potatoes. Stocks are light at all Michigan markets.

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

The Grain Market.

The general tendency of the market the past week has been decidedly lower, May options closing at a loss of about 3c per bushel and July about 2c per bushel. The demand for both wheat and flour has been very light, except at greatly reduced prices, buyers anticipating a still further decline. There has been some talk of crop damage from freezing and thawing in some sections of the winter wheat belt, but it is generally believed the damage, if any, is light, as the weather thus far has not been severe, the cold snaps, as a rule, having been preceded by plenty of moisture. Bradstreet's world's available supply showed an increase of 4,392,000 bushels, as compared with a decrease for the same week last year of 3,842,000 bushels; in fact, all news has been of a bearish nature. A cable from Argentine reads, "Market offers no encouragement; farmers holding back, with every prospect of continuing some days." Continental crop advices were generally favorable, particularly those from Russia, and mail advices from London report the flour trade as being the dullest in ten years. The decline has been quite severe, and it would seem that we are just about due for a slight reaction at least. Millstuffs continue in good demand and prices are firm, so that millers are inclined to keep running and pile up a little flour if necessary in order to take care of the feed trade, looking for a reaction to help out with the flour.

Corn has shown very little action, the cash market is strong and the demand for spot corn is quite brisk. With soft weather approaching care should be taken in buying and to insist on good sound stock. Corn and oat feeds are now selling below millstuffs, and while they will not take the place of bran and middlings for dairymen, there is a tendency to mix more or less corn and oat feeds and thus cheapen the feeding.

Oats continue in good demand, with a lower tendency, the price being largely affected by the weakness in wheat. Local oats are weaker in comparison with Western offers; the quality considered the price is about equal.

The report of the visible supply of grain as compared with the previous week showed the following changes: Increases of 381,000 bushels wheat, 651,000 bushels corn, 43,000 bushels rye and a decrease of 632,000 bushels oats and 141,000 bushels barley.

L. Fred Peabody.

Attention is directed to the advertisement of the John Timmer general stock, which will be sold at bankrupt sale at Fremont, March 20. The stock is in good shape and the store is in the enjoyment of a good trade. There will be no postponement of the sale beyond the date originally set.

D. S. Hatfield, 643 Madison avenue, traveling salesman for Hecht & Zumbach, is confined to his home with severe illness.

The Grocery Market.

Sugar—Prices have been marked up 10 points during the past week. The strength is principally due to the increased disposition shown in Cuba and elsewhere to carry sugars until the prices obtainable in the United States are more on a parity with those ruling for beets in Europe. For a time it looked as if part at least of this disparity might disappear through a decline in the latter, but instead of this beets have exhibited surprising strength and last week's difference of 31c between the importing cost of beets and the prices ruling here for cane sugars has been increased this week to 34c. Naturally Cuba and other cane sugar countries have gathered courage from the firmness of European prices and from an exhibition of strength in a quarter from which they feared a possible show of weakness, owing to the enormous supplies and the lack of relief afforded by predictions of only slightly diminished sowings.

Tea—The market has a decidedly firm tone and Ceylons show especial strength. Low grades and Japs are scarce and medium grades comparatively easy, while siftings and dust, as usual at this season, are hard to get, even at full quotations. Importers still refrain from pressing sales and there is no demand of consequence in the Eastern markets. The distributing business is fairly good, with indications favoring improvement.

Coffee—Brazilian grades have advanced 3/8c during the past week. This is due to the consummation of the Brazilian valorization plan, coupled with the steady improvement in the statistical position. The figures covering deliveries of coffee to interior supply prove the bull speculative contention that the invisible supply of coffee is smaller than for years. Advance estimates of the decrease in the world's visible supply for February again show that the falling off is greater than during February, 1905, and as a result of all these strong conditions there are not lacking prophecies that the market for Rio and Santos coffee may advance 2@3c per pound during the coming spring. The demand for coffee is at present very good. Milds are strong and show a slight hardening for the week. Java and Mocha coffees are steady and in moderate demand.

Canned Goods—There has been a very heavy demand for the cheaper grades of corn and these and the cheaper grades of pears are now pretty well cleaned up. Jobbers still maintain an indifferent attitude regarding corn and are not influenced by the offerings of concession from the opening prices, which are said on good authority to be made from some quarters. According to some reports one reason why the jobbers are not more enthusiastic is that they still have on hand a considerable part of their purchases of the 1905 Maine pack, the cost of which was 12 1/2 per cent. higher than that of the 1906 pack will be on an outside calculation, and the lower prices named on the latter will compel them to sell their

balance of 1906 goods at a loss. The Baltimore combine still holds the price of tomatoes up and they say they are going to maintain it until June. Baltimore advices say that future tomatoes are active and the buying orders continue to come from the same sections that have been the heaviest buyers during the past month. Salmon is quiet but the market is said to be in excellent shape and with the opening of the spring trade higher prices are expected on most if not all descriptions. Cannerymen in Southwestern Alaska are making preparations for one of the largest salmon runs that has been seen there for several years and it is believed that this year will be a banner season. A number of the canneries which suspended operations two years ago will open this spring. Puget Sound cannerymen are predicting an opening price for the 1906 sockeye salmon pack that almost reaches the highest figure ever attained by the sockeye salmon in the history of the industry on the sound. There are said to be less than 200,000 cases of sockeye salmon in first hands and these are not held because of lack of demand but for the raise that it is believed is bound to come between this and the placing of the 1906 pack on the market.

Dried Fruits—Peaches are quiet and unchanged, but very firm. Apricots are slightly stiffer and are going to clean up. Currants are unchanged and fairly active. There seems to be no chance of any lower prices soon. Raisins are dull and without change in price, either seeded or loose. Apples are firm and fairly active. Prunes are doing fairly well. The coast market is unchanged, and all Eastern markets are still quoted somewhat below the coast parity. The market has been somewhat influenced by the fact that Germany, always a large consumer of California prunes, has put a tariff on the fruit. This has made it necessary to resell in this country several large lots which had been set aside for exportation to Germany.

Syrups and Molasses—Aside from a lack of selling pressure there is little of interest in the market. Some of the more desirable grades are hard to get. Receipts at New Orleans have been very light since the crop was over. Syrups in tins are in good demand and are quiet and steady at full prices.

Fish—Cod, hake and haddock are dull and heavy. The market is weak. Sardines are in fair demand at unchanged prices. Salmon is steady to firm, with a good demand for the lower grades. Herring are dull and easy. The warm winter has dealt the holders of fish a heavy blow. Mackerel is in quiet demand and on most lines the market is well maintained. Here and there some under grades are offered below the market, but Norways are scarce and very strong.

Show Cases Cheap.

We have in our store a number of second-hand show cases, which we offer for sale at very small prices. W. Millard Palmer Company, 20 and 22 Monroe street, Grand Rapids, Mich.

WINDOW TRIMMING

Ladies' Hats To Be Fearfully and Wonderfully Made.

Although all the merchants dealing in dry goods have shown and are showing handsome advance sorts of thin summer stuffs, those stores carrying headwear for the ladies are chary of displaying the styles of the new season in their line. A few "tailor-mades" have put in an appearance, but there was absolutely nothing attractive in their make-up. The materials employed were homely and there wasn't a chic hat in any of the groups. There are some very beautiful "creations" in the new books, but some of the alleged hats are enough to make gods and men weep! Their like was never before seen in "the earth beneath."

The style books, however, wax exceeding eloquent over these strange chapeaux. Listen to this one:

"It is bonny spring millinery we see. Its dainty beauty inspires with the same spirit of joyousness as that aroused by the delicate loveliness of apple blossoms when they are wafting their perfume on balmy spring breezes. How can one be other than happy-hearted when the new spring bonnet is announcing the passing of winter, while the melodious note of the robin heralds the coming of spring?"

"These are fashioned of materials of such delicate charm one is lost in wonderment at the art and cunning which can produce millinery merchandise of such wondrous beauty. Historically speaking, fashions are a revival of those of the Empire Period. This is noticed in tiny hats, bright colors and even plaid effects.

"So far millinery is ruled by the 'cornet' plateau and beret. The 'cornet' is the most pronounced feature of new millinery. Its shape is that of the cornet, or better described as a cornucopia. * * * Its possibility for manipulation can not be realized until one actually handles it and sees how a few deft touches convert it into a draped toque of fascinating lines or a cunning small hat, as fancy may desire. It is really an outcome of mushroom plateaux of last season exaggerated until it has arrived at its present conical shape. Without a doubt this unique idea is destined to receive flattering attention from the milliner everywhere."

The leghorn is referred to in the following encomiums:

"The leghorn hat is an unusual subject for this time of year, but its exceeding popularity for immediate wear is a matter of comment. Still more surprising is to see the unexpected forms in which it is presented. It comes in small fancy shapes, in flat and butterfly plateaux, in flats and all sorts of crowns. The natural leghorns which are to be manipulated like the soft body hats, have bell crowns, round crowns and flat crowns. These are bent and

twisted into tiny draped hats until they make a typical spring hat."

This in regard to the use of flowers:

"Roses reign supreme, of all sizes and colors, although 'they do say' the small rose is the favorite. In fact, most flowers and foliage are on the diminutive order. Single strings and strands of tiny buds and blossoms encircle crowns like a necklace about the throat.

"As to ribbons they vie with flowers in point of popularity. Immense quantities are used; the exaggerated bow is the fashion. On small hats heavily beribboned back and side bandeaux are exceedingly stylish.

"When ornaments are used they are exceptionally handsome. Gold with shining stones has returned to favor.

"The range of exquisite colors in which all materials are produced is one of the happiest features of present-day millinery. The shades are now so perfectly matched to the entire costume that the tout ensemble is in highest taste. The most carefully modulated lavenders, prunes, cactus shades, amethyst tints and raspberry colorings are shown."

"The above excerpt is from one of the most eminent authorities in America, and may be accepted as absolutely what we may anticipate seeing in the millinery windows when gentle spring is abroad in the land. The first few March days do not count, but the time is not far distant when the Fair Sex may feast their eyes on the wonderful effects to obtain. Hats are no longer "just hats." If they come from the hand of an expert they are as carefully "composed" as an artist prearranges his lights and shades, his colors and tints of colors, and the finished product is then to find its rightful owner—which, sad the day, does not happen in far too many instances.

* * *

The Grand Rapids window trimming fraternity is to lose one of its members. Mr. Arthur A. Haines, of Foster, Stevens & Co.'s working force, is to go into the general hardware business for himself at St. Louis, Mich., in conjunction with Fred B. Ensley, formerly in the hardware business at Howard City, who sold out last fall and has since been looking for a favorable location. The firm will put in a \$3,000 stock, adding thereto as trade increases. They will go into a brand new building in the best business section of the town, and look for success if hard work, push and advertising will bring it. Mr. Haines carries to the future firm a degree of energy that has made his window trimming at Foster, Stevens & Co.'s famous. Picking up that line of effort at random, stepping into the shoes of his predecessor "at a pinch," the footwear soon became comfortable and fitted the new man like a glove, an example of what a person can accomplish in an unknown position when circumstances—and Fate—suddenly place him there. Mr. Haines will do the windows in the St. Louis store, as well as attend to other detail work.

Glass and Paint Lore

"The Shrewd Buyer Makes the Successful Merchant"

Glass will surely advance this month. This will be a banner year from the building standpoint and you will need the glass.

Order now for spring and summer while the price is right.

New Era Paint "Every Atom Pure"

There is nothing manufactured like the "Acme quality" goods, either in paints or specialties. We are Western Michigan distributors for the Acme White Lead & Color Works, of Detroit, and have put in an enormous stock, so that shipments will go forward without delay.

We carry a full line of Varnishes, Brushes, Specialties and Painters' Supplies.

VALLEY CITY GLASS & PAINT CO.

Successors to G. R. Glass & Bending Co.

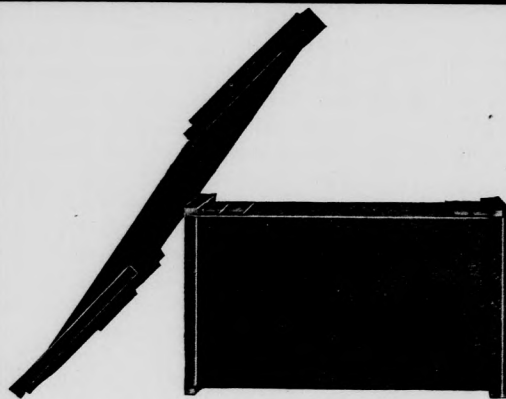
30-32 Ellsworth Ave., Corner Island St.

Two Blocks from Union Depot on Holland Interurban Car Line

Bent Glass Factory, Godfrey Ave. and P. M. Tracks.

This cut shows our

Folding Egg Cases



(Patent applied for)

berry boxes, bushel crates, write us, or enquire of the jobbers everywhere.

JOHN F. BUTCHER & CO., Mt. Pleasant, Mich.

complete with fillers and folded. For the shipping and storage of eggs, this is the most economical package on the market. Why maintain a box factory at the shipping point when you can buy the folding egg cases that meet the requirements at a merely nominal cost? No loss of profits in breakage, and if you handle your customers right you egg cases cost you nothing. Let us tell how. Also, if you are in the market for 32 quart

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

The new company will be known as Ensley & Haines.

Last Saturday night Mr. H. was told to "quit work" somewhat sooner than ordinarily, and when he reached home he found out the reason therefor. About forty neighbors and other friends took possession of his house at 8:30, capturing the family completely by surprise, the occasion being no less enjoyable on that account.

Mr. Haines has been with his old employers for twenty years, coming to them when little more than a boy. He expects to leave for his new field of labor to-morrow. The Tradesman wishes him all manner of success in his new commercial venture.

Storage Eggs Should Be Bought at Eight Cents.

New York, March 6—The egg producing season for 1906 is now well commenced and will soon be at its flush.

The commercial value of this great product of the farm will depend very largely upon the quantity that will be produced. Supply and demand regulate the market value of all commodities, and to establish prices early in the season on a basis that will be reasonably remunerative to the producer and fairly safe for the purchaser is a matter that should be seriously considered. In determining the value of the egg product there are many vital points to consider. In the first place you will bear in mind that the egg is a perishable article and that a season's crop, no matter how large, must be consumed within its own season or go to waste. There is no export outlet and, therefore, they must all be disposed of in our country. For the past five years prices have steadily advanced at the farm and, as a result, production has increased enormously.

There is no doubt that the production during 1906 will far exceed that of any year in the history of the egg trade. Well, what is going to be done with this enormous crop? Shall we pile up the surplus in cold storage at high prices, as we did last year, and lose millions of dollars, or shall we pursue a more conservative course and store our eggs at a price that will be reasonably safe?

I do not wish to advocate that the farmer shall produce eggs for nothing. Neither do I believe all should be given to him. The consumer is entitled to some consideration. I believe in a happy medium that will be beneficial to all interested. We must remember that the storage egg is consumed very largely by a class that consult, not their palate, but their pocket book. When eggs were a luxury and out of the reach of the great consuming class, heavy holdings could not be disposed of promptly, but now we witness the sad spectacle of large quantities being disposed of at less than half the original cost. I consider eight cents a good remunerative price at the farm, and this would make storage stock about 12@13c at Chicago and a corresponding price, adding freight, at seaboard points. At these prices the consump-

tion next fall would be large, and it must be large to take care of the great crop of 1906, and the parties who furnish the capital for carrying the goods would have some assurance that they would have at least a new dollar returned for an old one. E. Cornell.

New Factories Being Erected at Holland.

Holland, March 6—Never before in the history of the city were business prospects better than at present. Contractors and carpenters declare they are deluged with requests for estimates and plans for dwelling houses, blocks and factories, and they all predict that there will be the greatest activity in the building line ever witnessed here.

Indications are that a more expensive class of dwellings will be constructed this year. The demand for modern dwellings is far beyond the supply this spring on account of so many people moving here to work in the new factories.

The Bush & Lane piano factory has been completed and will begin operations to-morrow. The company is getting experienced men here from Chicago.

The Bay View Furniture Co. has secured the exclusive right to manufacture a new patent extension table, of which J. W. Lindow, of Marine City, is the inventor. Mr. Lindow will enter the employ of the Bay View Furniture Co. and bring thirty families with him to this city.

The Masonic fraternity of this city is organizing a stock company to erect a temple in the very near future, costing about \$45,000. The building will include stores, theater, offices, assembly hall and lodge rooms.

Salt Output Given a New Impetus.

Saginaw, March 6—Saginaw county was once one of the leading salt producing centers of America, but the decline of the lumber industry here has put most of the old-time salt blocks out of commission. The salt blocks, having been merely subsidiary to the sawmills, were closed down when there were no more logs here to feed the hungry saws.

In consequence the salt output of this place has greatly diminished the past few years. It is to be given a new impetus, however. The Saginaw Plate Glass Co. is now building on its premises an immense salt block, grainer building and warehouse, and expects in a few months to have this plant in operation and turning out from 600 to 900 barrels of salt per day. The company has three salt wells down and a fourth has reached a depth of 500 feet. Brine of 95 per cent. strength was struck at a depth of 910 feet. With this new salt plant in operation the Saginaw district will attain a much higher place in salt production than it now occupies.

Happy Days.

Estelle—Clarence, just think of it! Five weeks from to-day and we will be married.


Clarence—Well, let's be happy while we may.

WILL NOT SMOKE OR BURN OFF-A BEAUTIFUL BLACK

USE THE

ROYAL ENAMEL
 ANTI RUST
 FOR GAS STOVES-PIPES-RANGES-FURNACES ETC.
 CLARK.RUTKA.WEAVER CO-DISTRIBUTERS-GRAND RAPIDS MICH.


FOOTE & JENKS
 MAKERS OF PURE VANILLA EXTRACTS
 AND OF THE GENUINE, ORIGINAL, SOLUBLE,
 TERPENELESS EXTRACT OF LEMON
 Sold only in bottles bearing our address

JAXON Foote & Jenks
 Highest Grade Extracts. JACKSON, 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



The Quaker Family

The Standard of Standards

Quaker Corn

It has the value inside the can.
 It's always the same high grade.
 It pleases the customer.
 It pays a profit.

What more can you ask?

WORDEN GROCER COMPANY
 (Private Brand)
 GRAND RAPIDS, MICH.



DEVOTED TO THE BEST INTERESTS OF BUSINESS MEN.

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

Entered at the Grand Rapids Postoffice.

E. A. STOWE, Editor.

Wednesday, March 7, 1906

THE POWER OF WEALTH.

It has become a common reproach that is thrown constantly in the faces of the American people, that commerciality and the desire to get money exert more influence over them than can be said of any other race nationality.

From the point of view occupied by most outside observers, this charge is true, and yet when the fact is fully examined it develops features that are not so heinous and condemnable as would seem at the first glance to be the case. Certainly there is among the wealthy persons in the United States no undue proportion of misers who worship money for its own sake. On the contrary, there is a larger percentage of spendthrifts, and as a rule the rich men of our country and race are apt to be generous givers.

There is not at the bottom of the American money-grabbing any wholly base motive. On the contrary, there is something that is more or less excusable, if not admirable, in it. The American struggle for money grows to a great extent from the desire to gain power, influence, social position and general personal advancement. There are, of course, those who seek public and personal distinction in the military and learned professions.

It is a matter of universal note that the men who have reached in every age the highest places in the attention of their fellows have been the successful soldiers. More monuments are erected to them than to all other classes taken together. More has been written about them, and they fill more pages in history than do all the others whose names are mentioned. But the military field offers opportunities for celebrity only in time of war, while during the long periods of peace other roads to fame must be tried.

Statesmanship, politics, religion, philanthropy, science and art are the other avenues open to the seekers after distinction, but to the great masses these roads are more or less inaccessible. It is not strange, then, that great numbers put their trust in the power of money and devote themselves to acquiring it. Not all are actuated by worthy motives, but possibly some are, and doubtless it will

be found that the men engaged in commercial and financial pursuits are as honest and worthy as a class as are the soldiers, lawyers, physicians, litterateurs and artists.

The great Republic of the Western Hemisphere is the only country of importance on the globe in which there is no privileged or titled class possessing by law or ancient custom social precedence.

When the American states achieved their independence and established the republican form of government under which they now exist, they had been living for more than half a century under the monarchical rule of England and under the social conditions that necessarily grew out of the institution of a titled nobility possessing special privileges and class rights of precedence and domination.

When the new nation was formed, although there had been no experience in the world of political equality and an entire absence of class precedence, chiefly through the influence of Thomas Jefferson, it was written in the National Constitution that there should be no orders or titles of nobility and that public officials vested with executive and legislative power should be chosen only for short terms of service, so as to prevent the growing up of any ruling and dominant class.

Thus it is that we have no privileged class maintained by law or custom, for when the highest public official is retired, as sooner or later he will be, from a position of public authority, he becomes a private citizen, with no more power to control or to lead than may reside in his individual talents and personal popularity, and thus the American people who may cherish a laudable desire for social advancement and prominence, believing they can attain it through the possession of wealth, enter into the game of money-grabbing with all the energy and zeal they may possess.

When we see the power of money in controlling the making and executing of the laws; when we see the general deference and even the servile toadying of so many people to the very wealthy; when we see the multimillionaires marrying their daughters to the more or less worthy scions of a foreign nobility; when we see the extraordinary degree of luxury and indulgence in which such wealthy persons are able to live, it is not strange that they should be objects both of envy and of imitation.

The requirements of the American Constitution deprive the American people of all opportunity to build up a special and powerful class, except with the instrumentality of wealth, and it is to be expected that this only means will be used to the utmost. France, although it is a republic, has not abolished or prohibited the titles of nobility that have come down from the eras of royal and imperial control, and they still exist and are recognized.

The ancient Roman republic had no titled nobility, but it had a noble and privileged class in the "Patricians." They were the descendants of the first founders of the Roman

state, and their class was perpetuated by inheritance and adoption. For centuries its greatest warriors, statesmen and others of distinction were patricians exclusively, and all the senators and high officials were of that class. Finally under the rule of the emperors titles and privileges of nobility were conferred by the monarchs upon their friends and favorites and of those who enjoyed these favors to the greatest extent were the wealthy classes, because they could be of the greatest use to the tyrants.

Wealth is a poor basis upon which to found a socially privileged and dominant class, but in spite of all we can do, it seems to be the only resource of a democratic republic like ours. In the small republics of Greece, great public services, excellence in science, art and letters, and high personal qualities and attainments were the bases of all social distinction, but in a population of 80,000,000, or, as it soon will be, 100,000,000, there are forces that require some more strenuous influences than personal endowments.

In the case of our own Republic, view the matter as we will, money is going to be the greatest power in the country. There may come first, as it did in Rome, a revolution of the poorer classes against the wealthy, and there may be a brief period of domination by the populace, but order is the fundamental law of the universe, and public order and protection for private property and rights are so necessary in any political and social state that it can not exist without a dominant force to quell disorder and establish and maintain internal peace and security. In every such consummation the power of wealth will not only be conspicuous but indispensable, and it will be potential in the re-establishing of stable government whenever capable leaders shall be found to wield it.

GOOD CROPS, GOOD TIMES.

It is the very generally entertained theory, borne out by history, that about once in so often—say ten or twelve years—there are what are called hard times in this country. After the stress and strain business begins to pick up again and improve until it reaches high water mark, stays there for a little while and then again descends. It is said by some who have studied the situation that every other one of these hard time periods is comparatively slight and that every other one is decidedly severe. The hard times affect everybody, rich and poor. Some of the rich are ruined and made bankrupt, while many of the poor find it hard to get work and suffer accordingly. One of the reasons advanced is that in good times there is confidence which begets boldness, which in turn begets venturesome recklessness. People come to the habit of thinking that all investments must be good and because some doubtful ones succeed, they determine to take larger and longer chances. Some of the ventures being foolish on their face turn out disastrously, making failures with big losses which affect other concerns and embarrass them, and as

the row of standing bricks falls from the impetus given by the first one, so numerous business concerns topple over and thereupon confidence gives way to suspicion. It is an old saying that the only thing which is more timid than a dollar is two dollars. With loss of confidence, financial hardships are reasonably sure to follow.

The times in this country have been good for a much longer than the usual period. There was a little stringency a few years ago, but it did not much affect this section, whose industries and banks are well managed. Because of this continued prosperity there is often discussion as to the length and liability of its continuance. A prominent Grand Rapids business man in a conversation along these lines the other day advanced and advocated the idea that it is entirely a crop proposition and that when the agricultural crops in the great farming districts of the country are good, money is sure to be plenty and business brisk. There are good arguments in support of this theory. Suppose, for instance, some year a long time hence there should be a crop failure big enough to be worthy the name. Then the farmers would have very much less money, but the influence by no means stops there. The railroads would have but little grain to carry and correspondingly reduced freight revenues, and the scarcity of funds would also affect the passenger business. The transportation corporations would then delay projected improvements and extensions and cancel orders for rails and structural steel. This would affect the iron business and lessen the work and wages of hundreds of thousands. They in turn would have less money to buy other products, whose manufacturers in turn would suffer, and with them the retail dealers. The depression would be widespread and felt in practically every branch of business. The result then would be hard times and hard times are more quickly reached than recovered from in this or any other country. Whether or no it is wholly a crop proposition, the fact remains that good or bad crops have a great deal to do with good or bad times.

It is a very nice thing for a large city to have a first-class orchestra playing none but the best classical music. It is urged that it is an uplift and possessed of substantial educational value in any community. It is well enough to remember, however, that big orchestras of this class come high. Pittsburg was ambitious to follow Chicago's lead in this respect, and although its first season is not yet ended, it is confronted with a \$40,000 deficit and there is talk that the organization must be disbanded. The manager assigns as a reason that Pittsburg people are paying more attention to bridge whist than they are to music, and probably he has made a correct diagnosis. That is not the only city which apparently has gone bridge whist crazy. Down at the foot of an alphabetical list of such Utica could be printed in big letters.

THE MAIL ORDER GROCERY.

Mr. Blank's Argument With Its Representative.

Written for the Tradesman.

We are told that history repeats itself. One farmer in particular felt this to be a not unwise saw when, not long since, he was confronted by a grocery drummer from an Ohio house and gravely informed that he had come to rescue our farmer friend from the clutches of the robbing local stores.

Mr. Blank, the farmer, stated that he was wholly satisfied with the present status of his grocery dealings and preferred to deal with his local store.

"Now, my friend," said the drummer, in his blandest tones, "if I can show you that you can save from 10 to 20 per cent. on everything you buy would it not be an object for you to trade with us?"

Mr. Blank was not sure about that. He was willing to be enlightened, however, and the agent went on to tell of the wonderful bargains his firm offered to the farmers.

"There's no use talking," said he, "the small retail stores are making 25 to 30 per cent. off you fellows and you sit calmly down and let them do it. It's time for the bone and sinew of the land to throw off the yoke and assert itself. Let me show you some samples."

Mr. Blank was willing and the drummer opened his case and displayed his goods—teas that were first crop, from first pickings, such as the ordinary country stores could not get, and the price was but a trifle above what the local dealer asked for an inferior article! The argument seemed good and the ignorant agriculturalist encouraged the drummer to proceed with his better-than-Coin-Harvey school of instruction.

"We run a strictly wholesale house, you understand. We cater only to the farm trade and sell at a very close figure. Do you know the local stores are making a profit out of your hard work, Mr. Blank?"

"Why, yes," said the awed tiller of the soil, "I suppose the storekeeper makes a profit—I wouldn't ask him to work for nothing and board himself."

"No, of course not, but he makes treble what he should. I repeat, you are being robbed. Now, see here, here is an article of nutmeg. You pay 10 cents an ounce for that, while I sell for 7, and a far better article."

All of this the farmer thought might be true, since his wife had not bought any nutmeg in several years. The drummer was glib of tongue and rattled on for some time before Mr. Blank could get in a word edgewise. At length, during a pause in the tongue-rattling, the farmer asked how it was in the matter of sugar.

"Oh, well, we don't care to sell sugar unless the customer insists," said he. "You see, sugar is a commodity that nobody can make a cent on anyhow; it doesn't cut much of a figure anyway."

"I think it cuts a large figure—in fruit time at least," returned Mr. Blank. "And then may I ask what you pay for butter and eggs? You know they are the dependence of the

housewife, with which most of our groceries are purchased."

"There are butter and egg men; we ain't in that line."

"No? Well, how are we to dispose of our butter and eggs when the mail order groceries drive out the local stores?" queried Mr. Blank.

"That'll be attended to by men who make a specialty of such things. Grocers have no business to deal in butter and eggs anyhow. As soon as these pestiferous robbing local stores are out then the butter and egg men will step in."

"And pay the cash for our hen fruit and butter, and this we can send down to Ohio and buy groceries with? Mighty handy that would be, wouldn't it?"

"But think of what you would save—"

"Possibly. Now there's another thing—"

"Yes," a trifle nervously.

"We have a fine growing town on the railroad a few miles from here. Of course, if we farmers buy all our supplies from you the stores would go out and the town would die. How pleasant it would be to live no nearer than a hundred miles of any town bigger than a flag station. Wouldn't our farms increase in value, though! I confess your picture of prosperity makes me anxious to snub my local dealer and hurry up the good time coming. Why, do you know, your plan is older than you are, young fellow?"

"I don't know what you are talking about."

"Why, don't you know how the Grangers tried that very thing when they first started out? The middleman was a pestiferous robber who must be done away with and they tried to do him. They cut too big a cud for them to masticate, however, and for a good many years the Grange has been a sane and safe institution. Say, ain't going, are you?"

"I don't think you know a good thing when you see it," growled the drummer as he opened the door.

"There's another question I'd like to ask," put in Mr. Blank: "There're dozens of my neighbors, and myself in particular, who have to get credit once in a while—now would you be willing to advance goods and wait sixty days for your pay?"

"We don't do a credit business," growled the mail order representative as he hastened to his buggy and drove away.

"No, I reckon you don't," chuckled Mr. Blank. "You may fool some farmers who imagine the storekeeper is their enemy, but in the long run every tiller of the soil will come to realize that his local dealer, nine times out of ten, is his best friend."

Afterward Mr. Blank learned that he could buy an ounce of nutmeg for a nickel while the mail order man was almost giving them away at seven cents the ounce.

Some people are never satisfied. They are forever imagining that the merchant is seeking to get the better of them—in fact, lying awake nights planning new ways of robbery. If farmers would use a little common sense they would know that their

local dealer has nothing to gain by skinning his customers and that they ought to be the best of friends.

J. M. M.

The Cost of Woman.

Had Adam known that his rib was to be taken and turned into a woman, would he have consented?

The woman of to-day, like Pandora of old, is bound to pry into things and turn loose upon the world a lot of troubles.

It is a question raised by a woman at a Cleveland missionary society meeting and left open to conflicting opinion.

That stolen rib of Adam's was supposed to be a closed incident. The borrowed member was long since restored to man. For countless generations he has had the rib as well as the woman close to his heart. Man wasn't worrying over the rib affair at all. He had all but forgotten it.

But woman, womanlike, must, of course, prod him out of his complacent forgetfulness and demand that he tell her whether or not he is sorry that she is in existence.

To be sure, she has confidence in his gallantry and expects a complimentary reply. The modern Eve would have the modern Adam lie, if necessary, to gratify her vanity. Which goes to show that woman has not changed much.

Adam has left no evidence of his feeling on the subject, and we can only guess at this late date whether he would willingly have exchanged a rib for a woman or not. You may guess either way and feel confident that your position can not be disproved.

But this much may be said with certainty. Adam would have been at a disadvantage. He would have been trading in the dark. It would have been impossible for him to comprehend in advance what a woman would be like. Indeed, even to-day, man can not make her out, and does not unanimously know whether she is a good thing or not. So Adam might very reasonably have balked at giving up one of his royal good, sound ribs, that he could not very well spare, for a "pig in a poke" that might prove an intolerable nuisance to him.

But, after all, the profitable and vital question at this late time is not as to what Adam in his ignorance might have done had choice been his,

but what the man of to-day is willing to give up in exchange for woman and the fullness of her blessings.

To-day, as in Adam's time, man must sacrifice in order to be worthy of and to win the rich treasures of womanhood.

Man to-day, as always, must supply the material to make the woman who is really his own. She is more exacting now than she was. She requires more than a rib. It may be a temper he must curb, a disposition he must train, habits he must conquer, appetites he must restrain, pet vices he must give up, to cultivate the love and faith and trust and sympathy that make a woman truly his.

Keep Good Books.

The merchant who starts with the determination to get more of his business into intelligent figures has planned well. The great weakness of seven out of ten retail stores is that the proprietor can not tell where he is at financially.

He begins in January and winds up in December, takes what he calls an inventory and guesses at the results. If he has confidence in the figures he rarely knows in what part of the business he has made his money.

He can not intelligently go out into his own store and put his finger on the weak places. But until he can do that he is not a merchant. Yes, some fellow says, but there is So-and-So, who has made money without system of any kind.

Ten to one this Mr. So-and-So is an old timer, who has made money on the long-profit-never-can-lose basis, and could not make a cent were he obliged to fight it out under fierce competition. What has been and what is to be are two different propositions in the retail business.

Keep good books. Make the books tell their story of progress or the other thing from day to day. If you can not put in the system of book-keeping you need to hire some one to do it for you. It will pay so big that you will never regret the expense. The money you will save through knowing your own business thoroughly will amount to a good sum in the year. The money you have lost through ignorance of your business has amounted to a large sum.

H. M. R.

Asphalt Granite Surfaced

Ready Roofings

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

All Ready to Lay

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

Established 1868

NEW YORK MARKET

Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, Mar. 3—The week in the coffee market has been quiet so far as actual demand is concerned. Buyers take small lots and are not inclined to load up. On the other hand sellers are not apparently eager to part with holdings and the range of quotations is firmly adhered to. No. 7 Rio is worth 8 $\frac{3}{8}$ c. In store here and afloat there are 4,131,068 bags, against 4,277,184 bags at the same time last year. Mild grades are quiet, but there is still a steady out-go and the situation is encouraging. Good Cucutas are held at 9 $\frac{1}{2}$ @9 $\frac{3}{4}$ c and washed Bogotas at 9 $\frac{3}{4}$ @11 $\frac{3}{4}$ c. There is no change in East Indias.

The raw sugar market is very strong, and this, of course, has had its effect on the refined article, which has advanced. Buyers are loath to place new orders and most of the business has been as usual in withdrawals under previous contracts.

There is not much doing in teas. Most of the business is in country greens. Pingsueys are scarce and strong. About a month ago the Indian Tea Commissioner arrived here carrying in his inside pocket a hundred thousand in good money, to be devoted to advertising. He went into "the seclusion which the cabin grants" and even his best friends were unable for a long time to connect him with the outer world. But had he all this time eluded the advertising solicitor? Nixy. They had been camping on his trail day and night, and the poor fellow must have wished himself back in "Injy." It is understood that a good part of the dough-bag has been turned over to some of the big magazines; some to advertising agencies, and we are now holding our breaths as we contemplate the outcome of this campaign. The magazine solicitor will make a pretty penny, as he ought, and we all hope the sale of teas will be greatly increased so that next year \$200,000 will be divided.

Holders of rice are quite firm in their views as to the values of this staple; but they are not having any very active exercise in filling the orders coming in. Buyers take the smallest possible quantities and are unwilling to pursue any other course. They seem to think that later on they will obtain better prices—that is, lower prices; but it is doubtful if it will pay them to wait.

Jobbers report a fairly satisfactory call for spices and the market generally is pretty well sustained on the recent basis of quotations. Holders are very firm in their views.

Molasses is very firm, especially for grocery grades of New Orleans. The demand has been sufficiently active to keep the market well cleaned up and holders will make no concessions from prevailing rates. Good centrifugal is worth 16 @18c and prime stock from 20c through every

fraction to 28c. Ponce is steady at from 32@36c. Syrups are firm but the demand is not especially active.

Lent sees a greater demand for canned goods and the movement to consumers is very satisfactory. Prices on tomatoes remain about as last noted, but the tone is rather easier and good stock is obtainable at \$1.05 f. o. b. or \$1.10 here. Good corn is in good request if the quantity offered is cheap enough. A ready market can be found for New York State at 55@57 $\frac{1}{2}$ c. Other goods are about unchanged. The new prices on Hickmott's California asparagus were given out yesterday and range from \$3.45 for white 3 $\frac{1}{2}$ pound Mammoth Signature to \$3.10 for Mammoth Green, and down to \$2.50 for Golden Crescent. The entire pack of California asparagus this year is said to be not much, if any, over 200,000 cases.

There is more than an ample supply of old butter here, and the whole market lacks strength. Best creamery, 27@27 $\frac{1}{2}$ c; seconds to firsts, 23@26 $\frac{1}{2}$ c; held stock, 17@22c; Western imitation creamery, 18@21c; factory, 14 $\frac{1}{2}$ @16 $\frac{1}{2}$ c; renovated, 15 $\frac{1}{2}$ @18 $\frac{1}{2}$ c.

Cheese moves along in the same old rut, and the market shows no variation whatever. Supplies, of course, are becoming pretty well reduced, but there is plenty to last until new goods arrive. The rate of 14 $\frac{1}{2}$ c for full cream New York State stock still prevails.

Eggs showed a firmer feeling at the beginning of the week, but later a reaction set in owing to larger supplies. The market is well filled up now and not over 21c can be quoted for even near-by stock. Northern Ohio sold at 15 $\frac{1}{2}$ c; seconds, 14 $\frac{1}{2}$ @15c; refrigerator stock, 8@13c.

Music a Powerful Tonic.

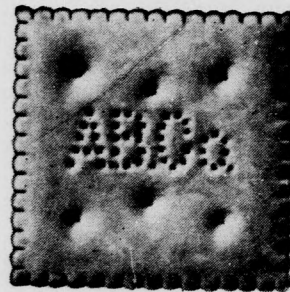
Good music is a powerful tonic to many people, especially those suffering from melancholia. It lifts them out of their solemn moods, dispels gloom and despondency, kills discouraged feelings and gives new hope, new life and new vigor. It seems to put a great many people into proper tune. It gives them the keynote of truth and beauty, strikes the chords of harmony, dispels discord from the life, scatters clouds and brings sunshine.

All good music is a character builder, because its constant suggestion of harmony, order and beauty puts the mind into a normal attitude. Music clears the cobwebs out of many minds, so that they can think better, act better and live better. Some writers are dependent upon music for their inspiration and their moods. Somehow it brings the muse to them. It adds brilliancy to the brain and facility to the pen which they can not seem to get in any other way.

Good music seems to give us a touch of the divine and to put us in contact with divinity. It drives out evil thoughts, making us ashamed of them. It lifts us above petty annoyances and little worries of life and gives us a glimpse of the ideal which the actual is constantly obscuring.

What sort of men are always above board? Chessmen.

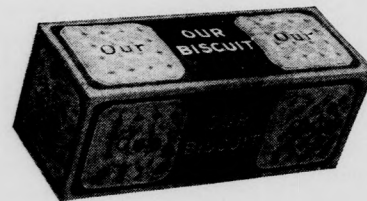
Quality, Price and Fair Dealing Is Our Doctrine



Trade

Mark

Best
5c
Package



Soda
Wafer
put up

Manufactured in Michigan by us Only



We have the most substantial and modern independent cracker factory that can be found.

Our line of crackers and sweet goods is complete and we guarantee our goods the best.

Give us a trial.

AIKMAN BAKERY CO.

Port Huron, Mich.

Clever Tricks That Save Dollars.

Are you getting all the help possible out of that force called system? Enough has been said of its value to the captains of industry—just to show that it isn't the property of the trusts, notice these instances in which it has served ordinary people:

One is that of a man whose work takes him every day into crowded cars and streets, and who used to have his pockets picked probably once a year, not to count the losses from his own carelessness in handling keys, knives and memoranda. He noticed that if he carried an article, his purse, say, in the same pocket for a week at a time he acquired a "feeling" for it, so that if he changed his clothes and left the pocketbook in the discarded suit a sense of something wanting warned him of the oversight. This sixth sense was as good as a pair of eyes for each pocket, and several times in the last few years he has noticed something wrong with the weight or outline of one of them in time to prevent a sneak thief from making a successful "touch."

A second instance concerns a young drug clerk who possesses considerable artistic ability. It seemed hopeless to try to master the technique of drawing in the few hours he had scattered over the course of the week, particularly as his two small brothers seemed to feel an irresistible longing to experiment with his instruments and paper. As often as he tried to use the spare noon moments an extensive search for material consumed the time. In a moment of inspiration he bought a desk, well protected by buttonhook proof locks, with ample drawer room for paper, pencils, brushes and paints. The spare moments saved by this plan were invaluable in fitting him for the work he loved.

A Chicago physician who makes a specialty of nervous and mental diseases was consulted by a well dressed but nervous business man.

"Doctor," said this individual, "I am losing my mind."

He went into details, from which the physician constructed the truth. This man had prospered financially for several years, but as his business grew he had tried to keep in his mind all the details necessary to its welfare. As his memory could not expand with the business, it soon reached the point where one fact was forgotten to make room for another. The doctor's prescription contained the address of a firm who dealt in systematizing devices, with directions to make use of such as were fitted to the patient's business. Recovery was rapid and complete.

Paul Triem.

Character as an Asset.

One of the most successful Wall Street bank presidents was invited upon one occasion to become a partner in a private banking firm. The opportunities for money making were very great. He thought it over and was favorably disposed toward the proposition. He consulted a friend. "But," said the friend, "a man of your character could not get along

with (mentioning a member of the firm). Why? He's tricky." The banker rejected the offer. Two years later the firm in question dissolved, and the tricky partner retired, but he had impaired the standing of the house. The same banker was offered \$25,000 to become a director of an industrial company that appeared to be, and was, financially sound. "Your duties," said the lawyer making the offer, "will be only nominal. We simply want your name." The banker concluded that he could not afford to be associated with the other men of the Board. Surely the character of this man is a very tangible asset.

In a little Southern health resort town last winter I met a young merchant who did a business of \$35,000 a year on borrowed capital of \$3,000. "How did you do it and how did you get the credit?" "I turn my stock over ten times a year," he replied. "But the banks here know me, and they know that I am a man of my word, and they knew my father before me. When I say that I will be at the bank to-morrow at 11 o'clock with \$1,000 they know that I will be there at 10:55. I am part of this town. I was born here; my wife and children are here; and I expect to die here. The man I bought this business from was not as honest as he might be. I worked for him, and at the same time I protected the two banks with which we did business."

I made a few enquiries, and the country banker made this explanation: "The man who owns the business now worked for another man who owed us \$2,500. The present owner knew that the money was in another bank, and promised us that it would be delivered to us at a certain time. The old owner drew out the money and went off on a spree. The present owner, rather than not make good his word, borrowed the money on his own note, and paid us off. When the business came on the market we helped him get it, and we are glad to do business with him. We only wish that we could get more like him."—World's Work.

Never Touched Him.

"William," said the young man, with the preternaturally solemn countenance, seating himself at the table in the farthest corner of the restaurant, "all I want to-day is a horse-radish salad, a pineapple pie and a bowl of cocoanut milk."

"Yes, suh," answered William, without the lifting of an eyebrow, "in a few minutes, suh." And he went away to fill the order.

He was gone a long time, but at last he reappeared, bearing a tray containing several dishes.

"Heah's de hossreddish salad an' de cokernut milk, suh," he said, depositing the dishes on the table, "and de pineapple pie's in de oven. Hit'll be along in about ten minutes, nice an' hot."

Promptly at the expiration of that time came the pie, steaming hot, accompanied by the check for the meal.

It called for \$2.50—and the young man with the solemn countenance never tried to have fun with William again.

The Worden Grocer Co.

offers to the retail grocery trade—such trade as may fully appreciate the advantages of carrying goods of superior intrinsic value—

The Quaker Brand COFFEES AND SPICES

These goods are perfect in quality and condition.

Grand Rapids, Mich.



The representative of
"Seal of
Minnesota"
Flour

"The Great Flour of the Great Flour State."

has called on many buyers in your state recently. His proposition is a good one. Many buyers are enjoying results of his visit. Give him your attention when he calls on you.

New Prague Flouring Mill Company
New Prague, Minn.

Capacity 3000 Barrels

MUSSELMAN GROCER CO., Distributors, Grand Rapids, Mich

BUTTER AND EGGS

Observations of a Gotham Egg Man.

It is evident that during the past ten days a much larger consumptive movement has been established. The heavy fall in wholesale values that occurred recently, and the strong pressure to unload remaining stocks of refrigerator eggs almost regardless of price, finally resulted in a material lowering of retail prices in all parts of the city. Our local egg retailers conduct their business on rather a singular plan: they will hold prices for big profits during the winter season, and are very slow to reduce them then, even when wholesale values fall considerably, but when they get the impression that prices are down to about the spring basis to stay, they enter a wild scramble to see who can give the most eggs for a quarter and for weeks many of them will sell eggs practically at cost as a "drawing card" for other trade.

We seem to have entered this stage of the game during the past week. Placards all over the city have been advertising all the way from twenty to twenty-five eggs for a quarter, and while many refrigerator goods were used in order to sell cheap the effect upon the total consumptive demand has been very noticeable.

Since the market fell to 14c last Tuesday the demand for eggs in the wholesale market has been very active; part of the trading while the market was subsequently advancing was of a speculative character, but to a large extent it was based upon an actual increase in the needs of the trade, and from now on we must calculate upon a very heavy consumptive requirement, which will probably not be very much affected by moderate changes of wholesale value.

The tone of the market at the close is quite strong; this is based upon the following considerations: first, the large increase in consumptive needs; second, the reduction in storage stock of good quality; third, the evidence that reserve accumulations of fresh gathered eggs are reducing under the increased requirements, and fourth, the indications that current shipments this way are not yet large enough to alone supply the increased consumptive needs.

But it is generally believed that a considerable accumulation of eggs may still be held back in the interior as a result of the very low prices lately ruling, and that many of these may be started forward by the late advance. Production is undoubtedly free, taking the country as a whole, and it is probably only a question of a short time before the receipts will exceed any possible consumptive capacity and throw the support of values entirely upon the disposition to put the later surplus in storage for permanent holding. What this point of permanent speculative support will be it is useless to predict, but there is a general impression that it will be below the present level of prices.

Some idea of our consumptive outlets here may be gained from the statistics for February. There are now in local cold storage houses about 38,000 cases; the stock outside of cold storage in receivers' hands is uncertain but may be estimated at about 20,000 cases, making a total of 58,000 cases, against about 137,000 cases on February 1; this indicates a reduction for February of 79,000 cases, which, added to the February receipts (those for the 28th being guessed at) makes a total apparent output of 338,000 cases. This is equal to an average of 84,500 cases a week, against 65,000 cases a week in January. But the stock in jobbers' and retailers' hands is now much larger than it was on February 1, so that the actual consumption and out-of-town trade for the month have been less than indicated; on the other hand the consumption is now greater than the average for February; perhaps it may be considered somewhere in the neighborhood of 80,000 cases a week. —N. Y. Produce Review.

Essential Requirements of a Cold Storage.

Cold storage, as we know it, is a very considerable factor in the economic development of the United States, the value of perishable products stored amounting to over two hundred millions of dollars annually. Many millions of dollars are now invested in the preservation by artificial temperatures of fruits, eggs, butter and meats, and every year large additions to the available space for this purpose are being added in all parts of the country.

Until a few years ago cold storage as applied to food products was obtained entirely by the use of ice, and if the warehouses were properly constructed the results at certain seasons of the year and for moderate temperatures were much more desirable than in many of the warehouses operated with mechanical refrigeration of to-day. They at least, by the melting of the ice, absorbed the objectionable odors and created a circulation and humidity of the air that are absent in air tight rooms of to-day. Unless cold storage rooms are equipped with the means to properly regulate the humidity and remove the impure air and gases that accumulate in large quantities dependent on the nature of the goods stored, a modern cold storage can not expect to obtain best results.

But with the development of mechanical refrigeration came the ability to obtain much lower temperatures than with ice, and the tendency of our customers has been each year to demand the extreme low degree our plants can furnish. This, too, without any willingness to pay for the service, until now we are giving zero and below for less money than ten years ago we were able to charge for 25 and 30 deg. I do not believe it necessary or desirable to carry butter or meats at a temperature much below zero if the air and humidity can be properly regulated, and the reason of the demand for the lowest possible temperatures and the better results shown by goods held

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.

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.

at very low temperatures has been that quick freezing does not permit the goods to be so susceptible to the air of the room.

Perishable food products that are usually placed in cold storage can be divided into two classes, those having life, such as fresh fruits and eggs, stored at moderate temperatures and those not having life, such as cheese, butter and meats. The former are live organisms and require fresh air for their preservation, just as much as animals and human beings. Fruit and eggs breathe, and if the carbon dioxide thrown off by them is not removed and a fresh sweet air with plenty of oxygen in its composition given in its place the goods have to absorb again their own impurities. As a result they deteriorate and lose their keeping qualities. In the renewal of air in a warehouse, especially if bunker rooms are used, great care should be exercised in removing all impurities and odors before it is admitted. Excessive moisture either in the rooms or hallways must be absolutely avoided. Nothing will injure the keeping qualities of cold storage products so quickly as dampness. Dead matter, such as butter, poultry and meats, does not require the frequent renewal of the air as do fruits and eggs, but the proper degree of humidity is just as important to its keeping qualities.

Certain kinds of food products are directly benefited by being placed in cold storage, while others are not improved by their exposure to cold temperatures. Eggs, fish, butter and some varieties of small fruits are always at their best when perfectly fresh. I have experimented with eggs and have carried them for twenty-three months without showing any appreciable change except a shrinkage in their contents of about 25 per cent. Poultry and meats are improved by exposure to cold temperatures, and cheese when fresh made can be better ripened if placed in a cold room, but the latter article when it has reached its maturity is not improved by cold storage.

Experiments made by the experts of the United States Department of Agriculture during the last two years have proved that quick freezing is the proper method for preserving meats, poultry and butter, while for eggs and green fruits the nearer the freezing point they are held without the danger of being frozen the better will be the results.

A very important question, and one that every warehouseman must carefully study and watch, is the condition and history of the goods placed in his care, for no matter how perfect his service might be, if the contents of the packages are not in proper order for storage his efforts

will be of no avail. If, for example, the fruit has not been properly picked at the right degree of ripeness, or after packing has been too long delayed before being placed in store, or has been grown in a section of the country where the conditions of soil and climate will not furnish the best keeping qualities, the results can not be satisfactory. Again, if the animal heat is not withdrawn from meats and poultry before delivery to store and they are not properly packed, quick freezing will injure the goods, the outside freezing and the inside retaining its animal heat until decay sets in.

The style and size of the package are also important factors. Quick ripening fruits should be packed in shallow crates or baskets with plenty of open work for ventilation. Meats and poultry should also be stored in shallow packages, so that the cold air can quickly penetrate into every part. On the contrary, butter stored in bulk in solid packages retains its flavor and gives much better results than if in the form of prints in shallow packages. W. T. Robinson.

Canes and Coffee Displaced by Bananas.

The Collector-General of Jamaica has just published his annual report for 1904-5, which contains much that is of interest to Americans. In discussing the land under cultivation, he says:

"The area of banana culture has extended no less than 11,014 acres, or 33 per cent.; cacao cultivation shows an advance of 883 acres, or 19 per cent.; ground provisions, 4,430 acres, or 4 per cent., while the acreage in canes, coffee and cocoanuts continues to dwindle. It is a matter for regret that the more enduring if less profitable staples should be allowed to run in arrears, especially as there is no valid reason why an extension of area in canes and coffee should not keep pace with the extension of fruit cultivation. It is not necessary to abandon cane to take up fruit, nor to neglect coffee because yams are required on the Panama Canal Zone. Concerning the experimental culture of cotton in Clarendon and St. Catherine, eighteen acres are now in cultivation."

Explained.

"This explains everything," says the man with the set jaws, looking into the glass case wherein are displayed Washington's false teeth.

"What do you mean?" asks his wife.

"Why, if a man had to make a set of teeth like those fit his mouth it would make him so mad he could go out and lick four or five British armies in a week's time just to ease his feelings."

**We want competent
Apple and Potato Buyers
to correspond with us.
H. ELMER MOSELEY & CO.
504, 506, 508 Wm. Alden Smith Bldg.
GRANDRAPIDS, MICH.**

Kiln Dried Malt
The greatest milk and cream producer. Cheap as bran.
C. L. Behnke, Grand Rapids
64 Coldbrook St. Citizens Phone 5112

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.

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

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

SEEDS
Quality the best and prices as low as any reputable house in the seed trade.
ALFRED J. BROWN SEED CO., GRAND RAPIDS, MICH.

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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

Money to burn—but you hate to see the smoke. Not so with
Noiseless-Tips
To get your money's worth just say, "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

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.

Gray Goods—Trading in sheetings and drills with the home trade has been on a smaller scale, it must be admitted, due to the increased conservatism of buyers, although this has not effected any change in the price situation. The heavier grades of goods are not being considered at all, while sheetings of 4 yard and lighter weight are in fair request. In ducks, osnaburgs, ticks and special drills for the manufacturing trade the usual amount of business continues, as most buyers have been restricted in their deliveries for months past. The bag trade are particularly hungry for goods. Converters are looking to their fall wants more largely and are picking up light sheetings and lining convertibles, as well as fine goods. Print cloths have been somewhat weaker, due to cotton market conditions. The demand for 4 yard sheetings and above has shown considerable increase of late, especially, owing to the comparatively high prices demanded for heavier weights. Print cloth yarn goods are being moved in a moderate way, but there does not appear to be any snap to the demand.

Ginghams—The gingham situation grows more pressing each week. Mills are practically snowed in with orders, some of which have been on the books for months. Backward deliveries are complained of everywhere and some mills are in a very embarrassing position. Jobbers, as a rule, are very short of goods. Ginghams that were held over from last season and slightly soiled are being taken without a murmur. Jobbers report that more business has been done in all wash goods at this early date than in any previous year.

Hosiery—The deliveries in hosiery, so long retarded, are now moving briskly and many of the mills are working overtime. The lateness in getting out all the orders for the previous season has kept them from taking up the spring orders until very recently, and has been a cause of much anxiety to manufacturers. Although the ordering has been very firm the season has been most backward and unsatisfactory in other ways. Many of the values offered have been rather poor, especially among the cheaper grades, where the profits were generally gained by sacrificing weight and finish. This condition was wholly the fault of the buyers in putting price above quality.

Three-Quarter Goods—Conditions in the carpet market are the same as have prevailed since the opening of the spring lines. There is remarkably strong demand for $\frac{3}{4}$ goods. In a measure the high prices of the raw materials are responsible, as jobbers and retailers are not afraid to carry good sized stocks. If the raw materials were to show any weakness, buyers would be clamoring

for lower prices and cancelling orders, but there is not a sign of weakness in either the wool or jute market. On the contrary, everything indicates that raw materials will remain firm at their present level, with a tendency to go higher. Under present conditions the buyers realize that carpets are a safe investment and are taking them liberally. The demand for Brussels is better than it has been for a number of years. Manufacturers of Wilton, Axminster and tapestry velvets are very busy in filling orders and nearly all report new orders booked during the week. Printed tapestry goods are selling freely in the high and medium grades, but there is very little demand for the cheaper grades. At present consumers do not want cheap quality goods at any price. A good share of the orders for tapestry came from the West.

Ingrains—The general situation in standard woolen ingrains remains practically unchanged. There is a fair demand for high class goods, principally from the West and South. Considerable quantities of cheap grades are also being taken and manufacturers who have been trying to restore ingrains to their old place as the standard medium-priced floor covering fear the effects of the cheap goods. Cotton ingrains show some improvements since yarn prices have begun to decline. But even at the present level yarn prices are too high to enable the manufacturer to do business at a living profit. Not over 60 per cent. of the cotton ingrain looms are in constant operation, but a further decline in yarn prices to a level that would enable the manufacturers to do business at a profit would probably see all the looms in operation, as there is always a demand for these goods at a price.

Where She Scores.

Prof. Chamberlain, of Clark University, Worcester, Mass., has promulgated the following findings concerning woman as compared with man:

As an actor she has greater ability and more frequently shows it.

She is noticeably better in adaptability.

She is much more charitable—in money matters.

Under reasonable opportunities she is more gifted at diplomacy.

She has greater genius in politics.

She more commonly has executive ability.

Her hearing is more acute.

Her imagination is greater.

Her intuitions are greater.

Her memory is better.

Her patience is greater.

Her perceptions are more rapid.

She has greater religious devotion.

Her instinct of sacrifice is greater.

She bears pain more heroically.

Her sympathy is greater.

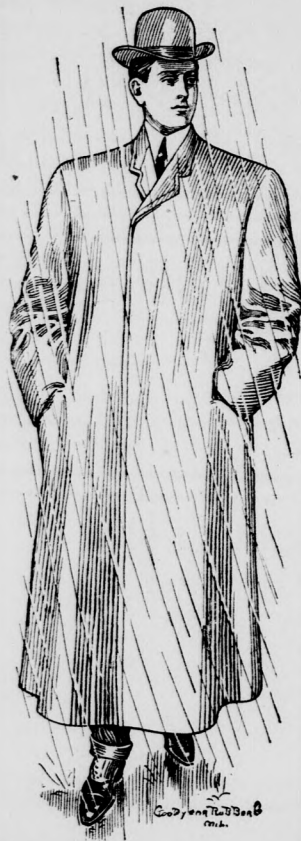
She has greater tact.

She has more acute taste.

She has greater vitality.

She has more fluency in the lower forms of speech.

When does a ship tell a falsehood?
When she lies at the wharf.



Rain Coats

Made from the Genuine
Priestley Cravenette Treated
Fabrics

The Original and Best
Treatment

Fit
Right } Finish
Fabrics

Large and Carefully
Selected Line of Patterns,
Shades and Fabrics

To dealers: May we mail you Sample
Swatches?

Goodyear Rubber Co., Milwaukee

382-384 East Water St.

Walter W. Wallis, Manager

NOTIONS



We desire to call your special
attention to our line of fancy
and staple articles in this line.

We always aim to carry the
latest novelties on the market
that are considered saleable.

Give us a trial in this depart-
ment. WE ARE EXCLU-
SIVELY WHOLESALE.

Grand Rapids Dry Goods Co.

Grand Rapids, Mich.

Success Is the Discovery of What People Want.

Everybody knows that success is something that can not be expressed in dollars and cents; that it is not the richest man that is the most successful man, if one view the matter properly; that while success often attracts wealth, it is not necessary that they should go hand in hand.

This, of course, is the ideal view of the matter, but, unfortunately for the ethical side of the question, it is not the view that is held by the general run of individuals. So far as they are concerned they seem to be quite willing to take the wealth and permit the idealist to escape with the glory.

There are so many persons who take this view of the matter that it is really somewhat surprising that more of them do not "succeed." It is true that there are more men and women of wealth to-day than there have been at any other time in the world, and yet the surprising thing about it is that the number should not be vastly greater, especially when one discovers what a short, straight road it is that leads to that goal.

You may think that success is something that is due to luck; you may think that it is a sort of fate that determines the matter, or that it is a matter of special education, or training, or effort. From the idealist's standpoint such special effort might be necessary, but, speaking of success as a purely financial matter, you don't have to be trained for it. To be able to "get on" in a commercial sense there are no arts to be mastered, unless we except the art of discovering what people want and the art of knowing how to give it to them.

That is the entire secret of success.

If you once discover what it is that people want they will be eager to pay you your own price.

There is no road that could be much easier to follow. The only difficult thing about it is to find out at what point the road begins. Once found, the direction will not matter. When you have once gotten well under way you have only to loll back, serenely confident that those who follow will do the hard work for you.

There are some persons who hold to the theory that the public may be made to take anything, whether they want it or not, providing it has been proeprly pushed. There may be some truth in the theory, but it is a longer and harder road to success than that which has just been indicated. Fortunes have been lost in trying to persuade people to think they wanted something which they didn't want. Fortunes are made by finding out what the people want and in giving it to them.

This rule of life, however, does not apply alone to the merchant. It is true that in buying and selling goods he has a wider opportunity to put its principles into practice, but the principles, such as they are, do not confine their application to his case. If you are employed by another per-

son—and still have the desire to "get on"—the very best thing that you can do is to discover the same road and follow it. Find out what your employer wants and then give it to him, and you will be surprised to see how quickly he will appreciate your value.

It is the same everywhere—in every walk of life. People are always wanting something, and they usually want these things so badly that they are willing to pay almost any price for them. The only thing necessary is to find out what it is that they do want. If you can do this you will have no need to worry about that fortune which you want to accumulate. The people you serve will attend to that detail for you.

Graham Hood.

A Successful Man

Believes that strict integrity is the foundation of all legitimate business success.

Places no limit to his ambition, since the field is free to all and work the price of progress.

Pushes for more business in busy seasons, and if customers are scarce still pursues.

Depends upon his own exertions, and abilities, and they reward his confidence.

Practices strict business economy, but does not condescend to penuriosness.

Has an eye open constantly for improvements, and accepts valuable ideas regardless of their source.

Realizes that the prime object of business is to make money, and he therefore refrains from extreme competition in prices.

Is not bounded by his surroundings, and if they prove too meager he seeks wider fields for his operations.

Prefers to be original in his methods and leads rather than follows.

Stands on the happy medium plane, between commercial timidity on the one hand, and ill-digested schemes on the other.

Is not utterly defeated by defeat, nor careless from success.

Is aware of the changes which are almost imperceptibly creeping around his business and sets his sail to catch the breezes.

Is honest, not only from policy, but from principle; he considers success, lacking self-approbation, as failure in disguise.

Pays promptly, and collects as he pays, rather than pays as he collects.

Is courteous in manner and appreciates the commercial value of cordiality.

Thinks first and deeply; and speaks last and concisely.

Keeps his hand on "to-day," but his eye on "to-morrow," and works in the present while scrutinizing the future.

Possesses executive ability in a degree which renders him appreciative of the valuable points of his employes.

Seeks education, both inside and outside of business, and widens his horizon of ideas by a healthy interest in the interests of the world.

The Market Conditions Demand Your Closest Attention

If you would buy well; if you would buy to get the best assortments; to make the most money on your purchases,

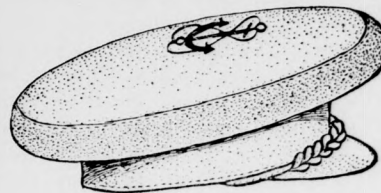
Buy Now

We are keeping close watch of the conditions governing the cotton goods trade and note a steady advance in price and slow deliveries as the mills are heavily oversold. We have been especially fortunate, however, in getting forward our entire lines of

Colored Wash Goods and White Goods

and we invite and urge you to come to Saginaw now. We were never better prepared to show you white goods and colored wash goods of all kinds that will enable you to make up satisfactory assortments for your trade. Every merchant should go to market at this season. In visiting in person our salesrooms you can pick up many special lines which our travelers will not have to show you.

THE WM. BARIE DRY GOODS CO.
Wholesale Dry Goods Saginaw, Michigan



Hats and Caps

A big line of Men's and Boys' Hats and Caps. All styles.

Men's Hats from	\$4.50 to \$18.00
Boys' Hats from	2.25 to 4.50
Men's Caps from	2.25 to 9.00
Boys' Caps from	2.25 to 4.50

Come in and inspect our line.

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

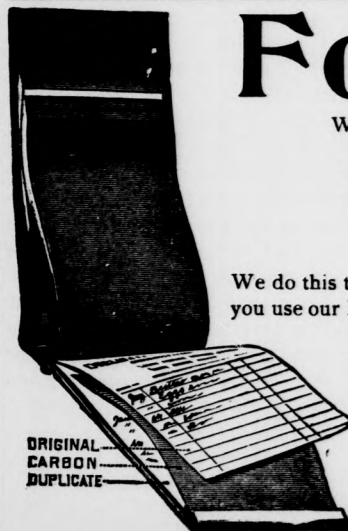
For \$4.00

We will send you printed and complete

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

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

A. H. Morrill & Co.,
105 Ottawa Street,
Grand Rapids, Michigan





The Parcels Post Bill Now Before Congress.

Merchants do not want a parcels post. The public do not agitate it nor do the farmers, but the latter would accept it like any other package properly labeled and free of cost.

It is the public that would be compelled to make up a postal deficiency should this law, if enacted, be non-supporting, and if this were generally known, I believe there would be much more opposition to the bill from the public than there is at this time. The farmer is the one who will be principally benefited by the enactment of this bill into a federal law, and it is he who but a few years ago was almost entirely dependent upon the retail merchants for his livelihood, and now that several years of prosperity have come to him we find the farmer of today one that is indulging in various luxuries and generally successful.

We believe that the prosperity of the farmers is largely due to the merchants and retailers of the country, who have helped them on their feet at times of distress, but on the other hand there are a majority of them who insist upon sending their money to retail catalog houses. What have retail catalog houses done for the farmer or what have they done for the country in general? If they ever favored any person, no doubt they would want their money attached to the favor. I want to present a few figures which I have carefully prepared:

Possibly a few figures might be of interest showing which side the profit would be on in establishing parcels post in the United States. We have a population of 76 millions; and according to the population of Germany which handles 150 million packages a year, the United States would handle 228 million packages, and at the English rate of postage the Department would receive \$50,160,000.

The cost of transportation would be 55 per cent., or \$27,588,000. This would leave 45 per cent. or \$22,572,000 from which to deduct the increased cost and the balance would be clear profit. But unless our rates of pay to the railroads for carrying mails are greatly reduced there will be instead of about 45 per cent. profit an enormous annual loss in transportation alone.

According to the reports of the P. O. Department the estimated weight of mail carried in 1905 was 900 million pounds. And according to the second assistant postmaster general the total cost of transporting the domestic mails for that year was \$70,618,723, from which the railroads received about \$46,000,000, thus giving us the average cost of transporting the mail approximately 8 cents per pound. Now taking the 228,000,000 packages carried in 1905, averaging 9 pounds each, transported at a cost of 8 cents a pound would apparently cost \$118,160,000 for transportation alone, to say nothing of collection and distribution. This would leave a

net loss of \$138,000,000 per annum on the parcels post business counting only the cost of transportation.

In other words, on that basis, the postal deficit for 1905, instead of being \$14,500,000, would have been something like \$152,000,000 had we enjoyed the parcels post.

It might be said that with this vastly increased tonnage the compensation paid per pound to the railroads for carrying it would be considerably reduced and on the sliding scale, by which rates are reduced as weights increase, this is true and probably something should be deducted on that account. That is the only "fixed charge" of transportation however that would be seriously affected by the increased volume of mail; on the other hand, the salaries of additional post office clerks and letter carriers required to handle the 1,176,000 tons of parcels, before and after transportation, would largely offset the gain, and, all allowances duly made, the fact remains, that on our present basis of transportation, an enormous deficit would confront us on the parcels post from the day it started.

The parcels post in England has been taken up by some of the strong advocates as an example for the United States to follow, but conditions are very different. In England the packages are carried on slow freight trains, in cheap cars packed to their utmost limit, just as our freights are transported. While in the United States all classes of mail, merchandise parcels included, are carried on our fast mail trains running 40 or 50 miles an hour, and all classes pay a uniform rate for transportation. Moreover, the British postal administration has a special contract with the railroads on its parcels post business. The roads receive 55 per cent. of the revenues actually derived from the postage on parcels, the government retaining 45 per cent. for the cost of handling outside the trains, but we have no such arrangement with our railroads, and until we have all such mathematics are fallacious and deceptive.

It is claimed in England that even on this basis the enterprise loses heavily. When it was first established, the department kept a separate account of its parcels post business, as it did of every part of the postal service, with such accuracy that if a man worked in two branches they divided his salary. The first year showed a loss. The eminent gentleman who was the father of the system says: "You cannot expect to make it profitable in one year. This year we will make it profitable."

The deficit more than doubled the second year. "Well," said he, "book-keeping is expensive anyway. Let us discard book-keeping," and since that time the British accountants have kept no books on the parcels post. It would seem the part of wisdom to follow the statement made in the postmaster general's report and not ask congress to establish a parcels post, but rather instruct our representatives that in so doing they would not be carrying out the wishes of the people as a whole.

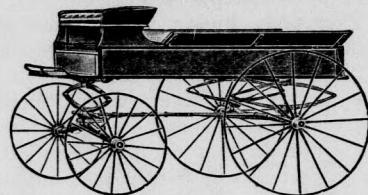
H. W. Kingsbury.

Tans Have Advantages.

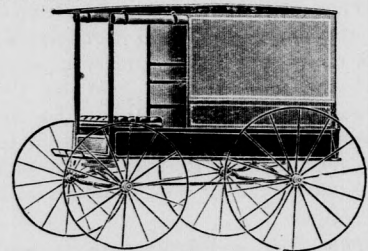
Tan Russia calf shoes are without doubt the most practical ever made

for summer wear. The advantages are so apparent that there is no one in the shoe business who does not know them and has time and again proclaimed them. They are cooler and more comfortable than black leather for the heated season. The public has accepted them, and only in a measure let them "pass up" last summer. When the cause was analyzed it was found that the trouble was not with the tan shoe, but, as is claimed by those who have investigated the matter, the season was backward and tans were late in getting started. Dealers and clerks then became eager to push their holdings. Price cutting and trouble followed. Just as many would have been sold and the public would not have been left with the opinion that the dealer was trying to dispose of old stock if they had been properly handled. A little energy helps in disposing of goods and seldom need there be any sacrifice made unless the season is too far advanced. For summer wear at equal quality and price with the black shoe, the tan has become the popular favorite of the two. This is very much the case in men's oxfords. Price cutting will more quickly than anything else destroy the confidence and sale of the ever comfortable and popular tan shoe.

No. 810. Delivery Wagon. Price complete \$53.50. As good as sells for \$25 more.



No. 815. Top Delivery Wagon. Price complete, \$56.00. As good as sells for \$25 to \$30 more.

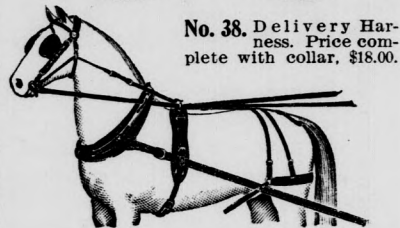
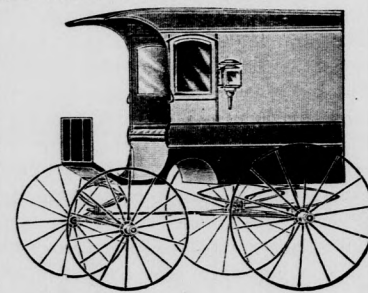


THE RETAIL DEALER

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. 817. Cut-under Top Delivery Wagon with lamps. Price complete \$63.50. As good as sells for \$25 to \$30 more.



No. 38. Delivery Harness. Price complete with collar, \$18.00.

HARNESS

Will you allow us to figure on your next order? We are sure your customers will be better satisfied with our harness and you can make just as much by selling them.

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

Our Improved 1906 "American Beauty"

The Marvel Show Case of the Age

It is Destined to Revolutionize all Present Methods of Display

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

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



"American Beauty" Case No. 400

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

THE GRAND RAPIDS SHOW CASE COMPANY
Grand Rapids, Mich.

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

ONE WAY TO WIN

When a Merchant Has Grit and Capital.

Written for the Tradesman.

"Water, water everywhere and not a drop to drink," wailed "Enoch Arden" as, nearly dead with thirst and despair, the words of "The Ancient Mariner" came to his mind; and that reminds me of the "good" old days when we depended on "the spring," about eighty rods from our house, for drinking water and upon an old pork barrel at one corner of our log house for our rain water. In those days about the only raw material we had to work with were wood and our land, and our tool chest consisted of a chopping ax, an auger, a cross-cut saw, a grub-hoe, a couple of log chains, a shovel, hoe and rake. Oh, yes, we did have a hammer, and it was as precious as is to-day a gasoline engine.

And help was scarce, our chief reliance being Cub and Buck, as steady and intelligent a yoke of oxen as ever breathed. We had to work early and late to get from the earth our food and raiment, so that, under the conditions, we couldn't waste time putting in cisterns and digging wells; then, too, lime was expensive, and if we had it we were required to haul it about thirty miles from our nearest village. Thus it happened that a drought in summer and melting snow in winter for our wash water were serious and troublous contrasts. Such conveniences as wind-mills, pumps, water tanks, gasoline engines, telephones and interurban railways were not even dreamed about.

I thought of all these things when one day last fall I was a visitor at a grocery store in a Michigan village not less than fifty miles away from Grand Rapids. The building was of wood with a plain but substantial brick front and it had two stories. It was located on a corner. At the rear of the store and perhaps 200 feet away arose abruptly a "rise of ground" perhaps 30 feet high. On this knoll was a wind-mill and pump with an accompanying water tank.

From this tank was piped a perfectly pure supply of water, sufficient for the domestic purposes upstairs, where the proprietor of the store resided with his family; an abundance for the stable and for a watering trough on the side street. Then, too, it was possible to sprinkle either street and the lawn as often as necessary. A portion of the back part of the lower floor was fitted up with a large sized waiting room with toilet rooms off and all supplied with water. In front of the store was a low, slanting stand equipped with zinc lined top, which had a drain pipe through one of its legs, and on this stand was a supply of "green stuff" attractively arranged, with running water keeping the goods fresh and beautiful.

I asked the merchant how much money he had in the water works, and he told me that the drive well, wind-mill, tank, piping and drainage system, together with the putting in of a bath room on the upper floor and the waiting room on the lower floor, represented about \$800, "and I

had it put in eight years ago," he added, "and haven't spent to exceed twenty-five dollars for repairs."

"Do you consider it has been a good investment?" I asked, and his reply was that it was one of the best he had ever made.

"You know when I bought this place," he continued, "it wasn't what I had figured on. The building was run down and the business, although it had been established over twenty years, had been permitted to go to the bad. The first year I was here I lost over \$600, although I had the best assorted and largest stock in town. Somehow people didn't seem to give me a call. Of course I was practically a stranger and I realized that I must do something to save my bacon. One of the things our town needed, and still needs, was a water supply, and another was, and still is, an adequate system of sewers. I had money, but I hated to send good cash after money that had vanished. However, it was a question of life or death, and so I put in the brick front, fitted the building with a furnace and steam heater, built the water works, as you call it, and put in a crock drain to the creek. In all I guess I invested about \$2,000, and here I am doing by far the largest business in town and with about 40 per cent. to the good each year on the eight years of business.

"And that waiting room; what a time I had with it at the start. With its radiators and comfortable arm chairs, its toilet rooms and all it was an ideal place in which to loaf, and the country habit so pronounced among a few men who have nothing to do through the winters was upon me before I knew it. Of course I didn't want to offend anyone and yet I couldn't afford to make it a lounging place. And all through that first winter I had to use all the diplomacy and all the firmness at my command to keep the place for those who traded or might trade with me. When I couldn't devote myself to the place my wife acted as 'Reception Committee,' and between us we at last won out. I make no distinction as to farmers' wives and daughters, whether they trade with me or not. We know them all and nearly every day I can specify a new customer who has been making my waiting room headquarters for years. You would be surprised to see how much at home the women are when they get to the room. They meet there by appointment, have goods bought at the other stores sent there against the time they start for home. The men? They never think of hanging around there unless they are accompanied by their wives and daughters. They stand around in the store and sit around and smoke in the office out in the barn. Yes, you know I sell hay, straw, feed, lime, cement, and so on, and I have a good big steam heated office out there in the barn, where they smoke and chat to their hearts' content."

"And have you no competition in this respect?" I asked.

"Not yet, although I've heard a good many threats to start rival accommodations." S. F. Shepherd.

Evolutionary Shopping.

Mrs. Compton looked at her patient but bewildered husband, with an expression of good-natured superiority. "Dear me, George," she said, cheerfully, "I don't see the use of my trying to explain to you, but I'm perfectly willing to do it, of course.

"I did intend, as you say, to buy a kitchen table, and I came home with a hall mirror. But it was an absolutely natural change.

"First, I looked at kitchen tables. Then the clerk called my attention to the kitchen cabinets, with drawers, and everything. Then I said how much they looked like bureaus, except that they had no glass. Then he showed me one with a glass, and then he said he had a pretty bureau if I cared to look at it.

"So I looked at that, and it was pretty, but the glass was rather small. So then he showed me a dressing case, with a good-sized mirror, and I said what nice glass it was. And then he said, 'If you want to see a fine piece of glass, let me show you one of our new hall mirrors.'

"And, of course, George, you can understand that when I saw that beautiful mirror, I had to have it; and you know you don't like me to run up bills in new places, and I hadn't enough to buy a kitchen table, too, so—now isn't it clear?"

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.

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.

Delicious

Buckwheat
Cakes

Are Raised With

Yeast
Foam

Tell Your Customers

THE OFFICE GIRL.

Careless Dressing Was Her Bete Noire.

Written for the Tradesman.

"Some people are born under a lucky star and some under an unlucky one, and I seem to belong in the latter unfortunate category, as regards some things."

The above ambiguous remark was made by a certain little Grand Rapids stenographer.

I had run across her at the Union Depot, where we chanced to be waiting for friends to come in on the same train. There was nothing to be gained by fidgeting over the delay of half an hour, so we had seated ourselves for a little chat.

A queerly dressed woman passing by us probably brought up the following reminiscence to the office girl, for she continued:

"I don't say that I have had catastrophes in my life, for it has been remarkably felicitous, so far; but I mean that ridiculous experiences are always befalling me; I certainly have had my share of them. I recall one especially ludicrous circumstance:

"You remember Sophie Blank, the big bouncing girl who used to be employed in the same office with me? Well, she was one of the guilty duo of perpetrators of a wicked joke on me.

"My chum and myself, one day in the very early spring, had planned on a little buggy ride for the evening. She is a great horsewoman, is my chum, she can handle anything in the way of horseflesh. She was to be my 'beau' for the occasion.

"We went home at 6 for something to eat. I had been having toothache all the afternoon and had been down to my dentist's to have the offending tooth treated. I had been suffering so, I stayed away the half-day from work. My chum thought I'd feel better if I could go out somewhere and forget myself, so she asked to take me out riding in the evening.

"She came for me about 7.

"I had 'dressed up' for the afternoon. I had a green soft-wool dress on with a cream lace yoke. The underskirt was a pink mercerized with a pink silk ruffle on the bottom. When I got home from the dentist's I took off the green skirt and hung it up carefully. I was going to get into some other clothes, but my chum came for me a little early. I told her I wasn't quite ready.

"She bounded up to my room while I was dressing.

"Don't bother to go and fix up," she advised. "Just slip on any old thing over your skirt. Nobody'll see you—you'll be all covered up by the robe, and we won't get out of the buggy."

"How about a possible accident?" I asked. "Supposing we have a runaway—will you take all the blame of my crazy looks?"

"Yes," she cheerfully promised.

"So I did as she said—and even worse: I put on an old short grey wool dress skirt that came up to my knees!

"Thus arrayed I sallied forth to the carriage, the pink skirt much in evi-

dence at my feet. Another item added to my horrible get-up: I hadn't put on a belt.

"Well, we drove around the residence streets for an hour—out Jefferson avenue and back on Madison, then up through Cherry. It was getting somewhat too chilly for comfort, when my chum suggested we go a little farther out on Cherry and stop at the fat girl's boarding place to get warmed up a bit, which motion I heartily seconded.

"I had never been to see the other girl, although she had several times invited me to call on her in the evening. She is the soul of jollity and I like her ever so well, but somehow I had never got around to accept her invitation.

"When I am having a good time I am apt to forget everything else, and this occasion proved no exception to my usual procedure. My clothes never entered my head when I got out of the carriage.

"The horse tied, we climbed the steps to the house, my chum as forgetful of my 'calithumpion' appearance as I.

"We rang the bell, talking and laughing, and in a moment Sophie herself answered the door.

"She seemed tickled to death to see us, and bowed us into the front parlor, first asking us to 'take off our things.'

"No," we said, 'we couldn't stay long enough for that.'

"Well, loosen your wraps, anyway," she urged; 'you won't feel them when you go out and you will take cold.'

"Thus importuned we undid our neck-warmers, and opened up our jackets.

"The lady and gentleman that Sophie boarded with were sitting in the back parlor. She said she'd like to have them meet us. We cordially reciprocated and she called them in.

"Introductions followed, and everything seemed mutually agreeable; but what did that monkey of a Sophie do, in making us acquainted, but speak of me as 'that cute little girl in the office I've told you so much about!'

"You can imagine my embarrassment at the cognomen applied.

"As we sat down again I noticed an unexplainable expression pass between the lady and gentleman, and wondered what it meant. At the same time I detected a wink on the part of Sophie to my chum.

"I soon recovered my equilibrium and entered with zest into the spirit of the occasion.

"Somehow or other, however, the rest seemed to find more to laugh at than I did. I was feeling gay, but their gayety seemed to exceed mine. I thought I must be getting a trifle 'poky' and made an effort to be even more lively.

"They all laughed at my sallies. My levity seemed to please them immensely.

"Pretty soon I intercepted another wink, this time from Sophie to her landlady and the husband. But it didn't strike me as anything unusual, as we all seemed to be in the most vivacious of moods, joking away at a great rate.

Charity Begins At Home

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

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

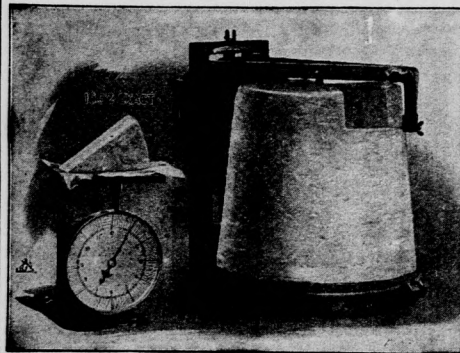
Better than others and sold at half the price.

Sensitive, accurate, and built to last a lifetime.

Standard Computing Scale Co., Ltd.

Detroit, Mich.

SCALE DEP'T FOR INFORMATION.



Bigger Butter Profits

Come to the grocers who get full weight out of every tub they sell, by installing a

Kuttowait Butter Cutter

A simple, practical money making machine that PAYS FOR ITSELF IN ELEVEN WEEKS.

Saves all loss from over weight and driblets. Cuts to exact weight any amount from 1/2 to 10 lbs. Puts out a package as neat as prints, allowing you to sell better butter at a lower price.

LET US SHOW YOU.

Cut out coupon and mail at once.

Kuttowait Butter Cutter Company,

Unity Building, CHICAGO, ILL.

Name.....

Street.....

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

"Bye and bye Sophie took us in her room, across the hall, to show us an enlarged picture of herself, which she had told us about in the office.

"My chum and I greatly admired it. Sophie is a showy blonde with handsome shoulders and arms, and in the picture she had on a pale blue evening waist, looking very beautiful, and her hair was fixed perfectly lovely.

"We talked a good deal about the picture and other things, giggling considerably, as girls will when they get off by themselves, if they are of the hurricane sort.

"Two or three times, though, it appeared to me that our talk didn't seem to warrant so very much merriment as was going on, and I wondered somewhat at the girls' seeing so much to laugh at in several of the remarks I made.

"Soon after returning to the parlor I made a move to go, as I had promised my mother I would be home by 9 o'clock.

"We made our adieus in what I thought was a nice graceful manner, and the gentleman of the house went out to the curbing to unhitch the horse and see us safely in the carriage.

"Bring your 'cute' little friend over again," he laughed, as he said goodbye and we started off.

"My chum snickered so much as we drove along towards my home that I finally became suspicious of so much fun, and exclaimed:

"Why, Kittie, what on earth is the matter with you to-night? You've done nothing but 'cashionate' ever since we stepped into that house!"

"For answer she said nothing, but made a grab for my grey skirt, putting the knee-high hem of it into my hand.

"I could have pounded that girl! There she had let me make a ninny of myself during all that call, and never so much as put out a finger to help me.

"You mean thing! I burst out. 'What did you let me do that for? Why didn't you say something about it?"

"Well, at first," she extenuated, 'I was so paralyzed I couldn't say anything, and then it got so amazingly comical, with you sitting up there so unconscious, doing the 'pretty act'—being so 'cute,' you know—that I simply couldn't resist the temptation to see how long you would continue before you became aware how absurd you looked. You certainly were 'the limit' as you rattled on. Sophie 'tipped me the wink' not to tell you, so I let you go on and on to the bitter end. 'Twas mean in me, I will confess, but I couldn't help it.'

"I suppose I forgave my chum, in time—but I got even with her first by a joke I carried out on her.

"It, of course, must have been very amusing for the rest of the crowd—my airs and my rag-tag-and-bobtail dress. They certainly 'laughed and grew fat' over it. And it did me some good, too, for it taught me two lessons: always to take a parting look at myself before I leave the house, and never to go out unprepared for accidents.

"By the way, I never, of late, hear

that word 'accident' without thinking of a picture that appeared recently in Life. The primest of straight-laced schoolma'ams sits with an open book in her lap, asking, with a piously-severe expression, of the little gamin of a girl standing before her:

"Why should we always be neat and clean?"

"In case of accident,' ignorantly but practically answers unkempt 'little Lizzie!'" Q.

What To Do in Case of Fire.

What proportion of retail shoe trade has ever considered what they would do, or rather what they should do, in case of a discovery of fire in their establishments? A more important question, perhaps, is, "What would the clerks do?"

It is rather doubtful if more than a very small percentage of retailers have given this matter the attention which it deserves and have made suitable provision for such an emergency. Probably most shoe dealers are well prepared, owing to the strict requirements of the fire insurance companies, with suitable mechanical means for fighting fire, but are they and their employes as familiar as they should be with the location and use of the various measures to which to resort in case of fire?

As to the appliances themselves—is that bucket of water handy so that it can be put into instantaneous use upon occasion, or would it be necessary to run all the way to the rear of the store, and perhaps even unlock and open a door or two and then push aside a number of shipping cases before it can be reached, or perhaps it is down in the cellar somewhere—meanwhile the fire rapidly spreading and reaching proportions beyond the control of a bucket or two of water?

Again, is the bucket always full of

water, or do loose methods permit of its being used for various purposes upon occasion, such as scrubbing the floor, washing windows, etc., and is the pail then allowed to remain empty for some time until someone happens to notice its condition—or until it is urgently required to quench a small fire?

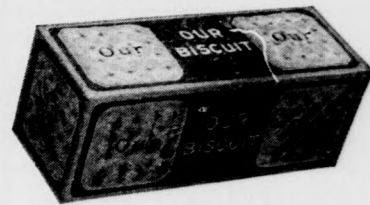
As to more modern hand appliances for checking a small fire, usually containing chemicals, are they conveniently located or are they as inaccessible as the fire bucket may be? Are the employes familiar with the use of the devices? Do they know if the apparatus should be opened and the contents thrown on the fire, and, if so, are means of opening provided or will it be necessary to run out of the store and procure a cobble stone for the purpose? Or should the apparatus be turned upside down, and a stream of water issuing therefrom directed on the fire?

Referring again to the clerks: they should be carefully instructed as to their duties in case of fire, and they should be thoroughly familiar with the devices provided for checking the flames. Fire is usually discovered with a shock and the disastrous possibilities being comprehended suddenly, unless the emergency has been carefully prepared for, each individual will act upon his own impulse, which may be helpful or otherwise, while at best that concerted action, which would be most effective and which careful previous instruction would have ensured, will be lacking.

Prompt and intelligent action directed against a fire in its incipency often will succeed in minimizing the possible results, while the same blaze, if not properly handled with dispatch, may have disastrous consequences.—Shoe Trade Journal.

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

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Guaranteed the best 5c package soda wafer made.

Manufactured by

Aikman Bakery Co.
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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

IT WILL BE YOUR BEST CUSTOMERS,

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

HAND SAPOLIO

Always supply it and you will keep their good will.

HAND SAPOLIO is a special toilet soap—superior to any other in countless ways—delicate enough for the baby's skin, and capable of removing any stain. Costs the dealer the same as regular SAPOLIO, but should be sold at 10 cents per cake.



Love Dies in Most Cases of Its Own Fierceness.

Undoubtedly with most persons the power of loving is exhausted sooner or later; excepting when the love is mutual and there is magnetic influence between the two who love, an influence which continually renews the light in the seven branched candlestick upon the altar of affection. Otherwise the cases in which love is permanent are so rare as to be wellnigh anomalous.

Whether it be the grand passion which Jerome K. Jerome describes when he says: "We never sicken with love twice," a man's heart is a firework that once in its time flashes heavenward. Meteorlike it blazes for a moment, and lights with its glory the whole world beneath. Then the night of our sordid, commonplace life closes in around it, and the burnt out case, falling back to earth, lies useless and uncared for, slowly smoldering into ashes; whether it be a succession of little blazes which must be industriously fanned and fed to be kept alive, and which flicker and die out when left for a moment alone, most hearts of men and of women grow to be immune after a time.

Usually it is the fickle heart which retains the power of loving the longest; a heart which loves, as it were, upon the installment plan; the object of devotion changes, but the fount of love is forever upon tap, ready to gush its little best when the power is applied.

It is greatly to be doubted whether any man or woman ever experiences more than one grand, absorbing passion in a lifetime. To the vast majority such a passion, which "gives and gives all," which is ready to count all loss gain, and that gladly, for the sake of the beloved, which knows no heaven without, no hell with, its object, never comes at all; which is well, since it is only when the love is mutual, and both lovers are worthy above the worth of common clay, that such love brings happiness. Once in a while such love meets its affinity, is given back measure, meets no check, no disappointment; it loves and is loved even unto the grave, perhaps beyond, who knows? For, as love is the one thing which we bring into the world when we enter it, may it not be also that it is the one thing which we shall carry out?

It is an old, old saying that even as no two men eat exactly alike, so no two can be found who make love in precisely the same fashion. With all the exciting stories told of "doubles," of cases of mistaken identity, there is always some essential difference to be noted between man and man, woman and woman, however closely they may resemble one another. No two human beings are exact duplicates in person, still less in character. One man goes mad for the sake of a woman, sacrificing soul and body, honor and fair fame, for his mess of red pottage; while another, perhaps his brother in blood, jogs his even way through life unmoved by the love of woman.

There are learned men who hold that love is a disease, and the theory holds in some respects. Like the grip, the malady of love fastens upon the weakest spot and exhibits different symptoms with different patients. With some it is like unto measles or scarlet fever, one has it once, severely, and is therefore immune; with others it is like hay fever, of yearly recurrence. However, one cannot always tell; people have been known to experience a second attack of measles, while sufferers from hay fever sometimes escape the periodical visitation. In whatever light one views love, it is as queer as radium, and as potent, when it really takes hold.

Probably not one in 10,000 of the couples who marry madly, desperately in love with each other, are able to keep the pace. Neither would it be well with them if they could. There are few hearts big enough and strong enough to feed that fierce, devouring passion throughout a long lifetime. The part of wisdom is, ere the torch burns out, to use it as kindling for the cozy fire of affection upon the hearth of home, a fire which will continue to burn cheerily night and day, nor suffer the ashes of passion upon which it is built to grow cold and desolate. Affection is a fire which may be fed from day to day, and be heaped higher and brighter when storms rage without, and the winter is bleak and cold; a fire at which one may warm heart and body, and sit in peace and comfort, as old age draws nigh; a fire whose magic glow, shining upon the dear home faces, brightens and beautifies them even unto the end of time.

As for those who experience what is technically known as a "disappointment in love," their stories are as different as are the people themselves. With many it is the vanity rather than the heart which is wounded, and, while such wounds are sharp, they are seldom enduring. With some there is a period of bitter chagrin, perhaps of keen regret, a few days or weeks when life is all out of gear, and jar and fret rule supreme, when the lees of the spilled wine poison one's cup of joy. Then, little by little, things go smoothly once more, and the disappointed lover finds himself in the attitude of the small boy who, having stopped to smile in the midst of his tears, is at a loss to recall the cause of his weeping. With such men any woman whom they admire is the one woman in the world until another fair face smiles upon them, dimming the image of the old one. Every man thinks the only woman a paragon until he has been surfeited with too many only ones.

But there are others. With some love is a consuming flame which scorches and sears, so that henceforth neither leaf nor blossom shall be found upon the blighted tree, and since the blight fell when life was at its flushing no shoots may arise from the root to replace it.

Many men and most women make the mistake of expecting too much love. All things earthly demand periods of rest and quiet, and love is rarely an exception to the rule. Transports may be delicious, but they are usually exhausting. A musical instrument, kept at concert pitch, soon becomes out of

tune, and excess of motion, although pleasurable, is deleterious to the nervous system. Moreover, as one grows older one is apt to lose enthusiasm, to take all things in a minor key. One grows blasé and comes to regard the dreams of youth with contemptuous amusement.

Still, as already said, people differ. There be men and women under 30 years of age who have grown quiet and weary, with all their illusions flown; there are others of three score, perhaps nearing the "and ten," who keep the "dew of their youth" in their hearts. Mature love may lack the undisciplined fervor of earlier days, but it will go deeper and last longer. Another respect in which love may be likened to measles is that the older the patient the more serious the disease is apt to be. Taken late in life it usually strikes in. Youth is prone to regard love as a joke and plaything; it is later on, as Brigadier Gerard says, "one understands that it is the molder of one's life, the most solemn and sacred of all things." Dorothy Dix.

A Nice Distinction.

Aunt Rhody was very proud of the achievement of her daughter, who attended the public school, and one day confided to her mistress that Rosanna had learned to write, and had actually written a letter to Vicksburg. The lady was so interested that, about a month later, she enquired again concerning Rosanna's progress. Aune Rhody beamed.

"Lawsee, Mis' Polly! Rosanna is 'way erhaider what she was last mont.' She kin write er letter ter New York now."

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101 MICHIGAN TRUST BLDG.
GRAND RAPIDS, MICHIGAN

BANKERS LIFE ASSOCIATION of Des Moines, Ia.

What more is needed than pure life insurance in a good company at a moderate cost? This is exactly what the Bankers Life stands for. At age of forty in 28 years cost has not exceeded \$10 per year per 1,000—other ages in proportion. Invest your own money and buy your insurance with the Bankers Life.

E. W. NOTHSTINE, General Agent
406 Fourth Nat'l Bank Bldg.
GRAND RAPIDS, MICHIGAN

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

GOOD WILL.

The Only Stable Foundation on Which To Build.

A trade mark, or a trade name, is the symbol, or the word, or the combination of both, which represents that intangible thing known as "good will"—the most vital element of any ordinary business enterprise.

The retail merchant creates "good will" for his establishment by keeping his store and his stock in clean, attractive condition, by supplying to the community good articles at fair prices, by insuring courteous, intelligent salesmanship, and by honest, judicious advertising.

Perhaps we can say that the first three qualifications form the foundation of a successful retail business, while advertising represents the superstructure.

Good storekeepers, with good stocks and good salesmanship, have been known to succeed with very little or no advertising, but the "good will" built up in such a manner is often short-lived, depending almost entirely on the personality of the merchant to maintain it.

Every merchant of middle age remembers the time when his business was built practically on his personal acquaintance. Then Mrs. Jones traded at Smith's because Mr. Smith was an elder in her church; and Mr. Jones bought his clothing at Brown's because he and Brown were members of the same lodge.

A business built on such a foundation is valuable just so long as the proprietor is able to spread his personality over the entire community. By and by when the town ceases to be a village and becomes a city, he is unable to know every one by name or to come into frequent contact with a large proportion of his possible trade through social or religious or fraternal methods. Then, too, the energetic, hustling young man who built his business on the personal basis grows older in time, and to his surprise finds that other men—now younger than he—are taking away from him even these old customers, these old personal friends whose trade he instinctively felt he owned. Then he learns that personal good will is a very unstable asset. Unless his business receives an infusion of new blood or new methods it languishes and finally passes away.

Advertising can be looked on as the merchant's business insurance in that it increases the immediate volume of his business, and at the same time builds for his store an impersonal "good will," which is not dependent on his individual effort for maintenance.

The successful merchant of to-day is he who has realized the narrow limitations of personal good will and has built his business on the broader, solid foundation of commercial good will created by good store-keeping and good advertising.

When he is ready to retire from the active management of his business, he can do so without the feeling that his store will suffer because of the elimination of his personal influence. The public does not know him—they

know his store. His advertising has not educated them to a knowledge of his personality—but to a knowledge of his store's personality.

As a rule we do not spend much time in the contemplation of the personality of the various retail establishments with which we are familiar—and yet those personalities are there, just as vital and just as interesting as the personalities of individuals.

Don't you often feel when you go into a store for the first time that you instinctively know what that store represents? Can't you almost feel that you will get a square deal in this place, or that you had better keep your eyes open in the other place? When the clerks treat you courteously and intelligently and you are made to feel that you are welcome, aren't you pretty sure to go out of your road even to trade there?

Well, all that is personality, and we usually speak of it as store policy and store methods.

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 as 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 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.

Incidentally this story points to an impressive moral—that is, give your advertising manager a chance. If you have the right man he will be quick to see the changes in policy or store methods needed to keep your establishment abreast of the times, and if you will listen to his suggestions and weigh them carefully before discarding them you will soon come to regard him as one of your most valuable assistants.—Ben. E. Hampton in System.

Fooling Customers.

Of all forms of business suicide probably the most direct is to deliberately fool your customer. A not uncommon way of taking this step is to advertise some article at a great bargain; for instance, offering from 9 o'clock to 11 a. m. some morning two 5-cent cakes of soap for a nickel; and then when the women arrive to take advantage of the bargain to tell them that each customer can make but one purchase at the reduced rate. Sometimes this is varied by running out of the goods when the time is about half over. In such a case every woman who is fooled will march straight off to the other store to make the balance of her purchases, and, ten to one, she will keep going to that other store. You can not blame her either. If you are going to advertise a bargain don't put a string on it.

AUTOMOBILES

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

Michigan Automobile Co.
Grand Rapids, Mich.

Send Us Your Orders for

Wall Paper

and for

John W. Masury & Son's

Paints, Varnishes and Colors.

Brushes and Painters' Supplies of All Kinds

Harvey & Seymour Co.
Grand Rapids, Michigan

Jobbers of Paint, Varnish and Wall Paper

Window Displays of all Designs

and general electrical work.
Armature winding a specialty.

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



COFFEE

It's All in the Blend

Rich Aroma

Strength

Fine Flavor

JUDSON GROCER CO., Roasters

Wholesale Distributors

GRAND RAPIDS, MICH.

ADVERTISING METHODS

Which Have Had a Tendency To Move Goods.

To stimulate interest in a big mid-winter sale, and incidentally make their store the most talked about establishment in town for a time, one firm evolved a trade pulling scheme that certainly filled the bill. They first had made about ten thousand cardboard cut-outs in imitation of silver watches. These were numbered on the back with a numbering machine, and also bore the announcement: "Keep this watch. You may be able to exchange it for a gold one later on. Visit Blank & Co.'s Mammoth Clothing Store and find out how it may be done." These dummy watches were distributed in business offices and workshops all over the city, and men were posted on busy thoroughfares to hand them out to male passersby. Of course the announcement drew crowds to the store to learn the particulars of the scheme. In the center of one of the big show windows, on a stand draped with purple velvet, and with a setting of tiny colored electric lights, was displayed a handsome gold hunting case watch in a white velvet case. A huge placard read something like this: "A GOLD WATCH FOR A SILVER ONE. In the tale of 'Aladdin's Lamp' the wizard offered to exchange new lamps for old. We go him one better, and will exchange this handsome gold watch, valued at \$150, for one of the silver cardboard ones we are issuing. Which one? On March 14 we will announce in this window the number on the works of this gold watch. One of the cardboard watches bears the same number, and if the holder will present it at our store he will receive in exchange this gold watch. Remember the date, St. Valentine's day, and look out for the lucky number." Their newspaper advertising also widely spread the news of this scheme, and numbers of people from a distance wrote in requesting one of the dummy watches. Of course this scheme afforded a splendid opportunity for a distribution of good advertising matter, while its full advertising force was focused on the window containing the watch and on the goods shown therein. On the day on which the number of the watch was to be announced the window was blocked with a crowd all day, and it did not take long for the holder of the duplicate number to show up and claim the prize. His name was announced next day, the placard also stating that disappointed ones would find a number of consolation prizes in the unparalleled bargains offered at this great sale.

At a prominent eastern store the profit-sharing idea is being carried out in a way very beneficial to both the firm and the employees. A year ago last January the announcement was made that if the coming year was as profitable as it was hoped it would be, the following December \$1,000 would be divided among the employees of the store who had been there two years or over, taking each employee's percentage of the total salary received, and giving the employee that same percentage of the amount to be divided. At the close of the year all the employees who had been with the firm the stated length of time

were called to the manager's office, and there given checks which ranged from \$10 to \$130. This is being done for the purpose of having the whole house working in unison, all with the desire to make the firm prosperous, and the clerks as much interested as the members of the firm in having the business grow. It is also believed that a successful store is not constantly changing clerks, but has trained help, who know just what they want and who stay with them. So successful has the plan been that it will be continued each year, thus combining the clerks and the firm in an effort to please their customers.

It is one thing to write a good advertisement, it is sometimes a horse of another color to insure its being read. One merchant has adopted the following scheme with good success. In a space at the bottom of his newspaper ads, headed "Blank's Philosophy," is always to be found some bit of wit or wisdom, sometimes being original and sometimes a quotation. These are so arranged that in each month he has used each letter of the alphabet at least once to start the sentence. To every man who in the course of the year will collect twelve sets of these quotations and return them to the store at the end of the year, arranged alphabetically, twelve complete alphabets, the firm announce to give one of their best Derby hats free. They make a specialty of boys' clothing, and they especially encourage the boys to collect these sets, offering as a prize a pair of the best nickel skates made. They thus reach the fathers and mothers through the boys, for when the boy of the house makes up his mind that he is going to earn those skates, everybody else in the family gets interested also in looking for Blank's ads. Anyone may secure a copy of the ad by calling at the store on the day it appears in the local paper, but not later.

A rather bizarre method of advertising, one that never fails to excite the mirth of the pedestrians who see it, is employed by one firm. They start out frequently through the streets of the city a couple of little dogs, each dressed with a little pair of trousers on his hind legs, his fore legs thrust through the sleeves of a little coat, and a high, gold-laced cap, bearing the firm's name, on his head. Each side of the coat bears announcements of the firm's clothing. In summer the little animals are decked out to advertise straw hats and other seasonable goods.

A western firm, when about to open a new store, announced a prize of a twenty-dollar gold piece to whoever suggested the best name for the establishment. Hundreds of letters poured in upon them, many of the names suggested being unique and some even ridiculous. Out of the lot they selected as a title, "The Tog Shop." The scheme served a good advertising purpose in concentrating general attention on the new store, besides aiding the proprietors in their quest for a suitable name.

Aluminum ash trays, neat little affairs, were recently distributed by one firm. In the center was an interesting puzzle involving the firm's name. Around the sides were the following phrases: "We may be under advertised but we're never undersold;" "If you find a price below ours you'll find the quality below also;"

"Ours is an everyday business—every day our very best;" "A true bargain is more often in the quality than in the price."

When and what to buy is puzzling to many, and frequently the knowledge comes too late to profit the retailer. There are no mathematical rules by which a problem of this nature can be solved, but a careful study of the trade in the market centers and the tastes and habits of the people in one's locality will give one sufficient data for the reaching of approximate conclusions. The exercises of judgment in this direction frequently gives one retailer a great advantage over another who fails to grasp the tendency toward conditions which may govern and control demand.

By this time many retailers have prepared the way for the work of the new season. They know their gains and losses for the last year, and if a careful inventory has been made of their methods of work they may know where they made mistakes by not pursuing a different course. It is true that recalling one's mistakes is not the most agreeable thing to do, but one must sometimes be severe with oneself that good may come. By knowing our errors we may profit; not knowing them we may again fall into the pit. The good business man will fortify himself against a chain of circumstances that previously operated to his loss. He learned a lesson, but at great expense. Yet he may think that lesson had to be learned that he might reach a greater insight into the laws governing trade conditions.

What is to be done with the holiday goods unsold? We mean such goods as were especially in demand for the holiday trade. Some retailers box up such goods and hold them over for the next holiday season, but it is to be hoped that such are few in number. Special effort should be made to dispose of such goods as quickly as possible. There is

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.

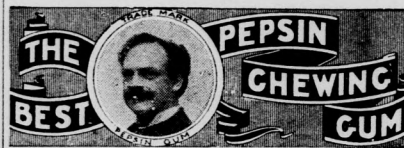
The Best Deal Yet

Ask Your Jobber

THE AMERICAN CEREAL COMPANY
Chicago

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

Booklet free on application



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.

more money in doing so than in holding them over. Sell at any cost rather than hold over. The "holdover" may find his goods so much out of date by next season that he will find it difficult to give them away, let alone obtain a price for them. Goods to sell well must be fresh and in style. Dame Fashion has so decreed, and when she puts forth the edict all retailers must obey. There is no avoiding her influence on trade. That is true of all kinds of wearing apparel that fashion can influence. Fashion, however, like history, often repeats itself, and were one able to foresee when she would do so, one might be pre-often long and therefore the possibility of repetition cannot be taken into account; and hence all goods dropping out pared: but the intervals of repetition are of fashion should be rapidly moved. To keep in touch with the signs of the times as well as the times is a strong factor in one's success.

Clothier and Furnisher.

"Hang Your Sign on Another's Store."

The sap of springtime was bubbling in Ikey's veins. Ikey? He keeps a store, a "Fair," down on the South Side. He was standing in a black puddle of melting snow on the sidewalk in front of the drug store which is right across from his "Fair." His thumbs were tucked under his suspenders and his chest was expanded bravely.

"I think I vill start a scheme of mine own. I think I vill do a liddle advertisin', imph? Der's mine frind, Henny, down by Fordieth street, he makes signs, imph? Now, I vill shust go down to Henny's and get him to take one of mine suits for one of his signs, imph? Und dat vill look very goot to see mine store mit a good big tag like dot on it, imph?"

Two suns of March had crossed that muddy, sloppy street, rising over Ikey's "Fair" and setting behind the drug store 'cross the way, since that revolutionizing soliloquy of Ikey's. But the sun of the third day must have been greatly surprised to find a competitor, a new satellite, shining down upon the black snow of Halstead street. A great white sign-board with bold, black letters extended across the entire front of Ikey's "Fair" and commanded the attention of all frequenters of that part of Halstead street. No passer could help himself from reading it. And there was passing that morning with eyes upturned in dutiful worship, Mrs. O'Brien, the little, black-eyed widow; "Scrappy" Pete, the terror of every 6-year-old; Jimmie, the milk boy; the blooming Miss Schroeder; Schwartz and Johnson, and Officer O'Grady, beside Mrs. Jackson's little brown pup that was always a-beating off seconds with its tail.

Yes, Ikey had stamps enough, but someway he wanted to run across to the drug store that morning before 10 o'clock.

"Say, vat you tink of mine tag out der, eh?"

The druggist was surveying the sign with due respect.

"Dat looks putty gut, eh? Vat you tink?"

"Oh, yes," nodded the man behind the glass jars. "Yes, that's a fine sign. Shows off great, yes."

"I tink so, imph? And see de people look up, now."

"The South Side Fair"—repeated the druggist as if he were reading it for the first time.

"De,' don't you like dot, eh? It's not 'xactly vat ist needed, I tink I could have saved a liddle by lefing id of, but dat makes a kind o' handle to de name. Don't you tink, imph?"

"The South Side Fair, Isaac Solbloom, Propr.," slowly repeated the sphinx behind the counter. "That's all right, and looks very well, Ikey, but I'll tell you what you want to do now, make another sign and hang it on some other fellow's store. Now, wait a moment. Eight out of ten people that pass know, if they care, that they are passing a merchant's store. And all who care anything about it know that you run it. There go Mrs. O'Brien, 'Scrappy' Pete, Jimmie Kravotitsch, Amelia Schroeder and Officer O'Grady, beside Mrs. Jackson's brown pup; they all knew that you and your store were there before you put up that guide-post. Oh, it's all right, Ikey; but you should hang another one up on someone's back fence. Take my advice and try it, Ikey."

Ikey walked slowly "home" and took up his familiar position behind one of the stiff dummies. His puckered-up visage looked sadly out of place beside the cold, waxened smile on the dummy. All his brightly painted advertisin' hopes had been dented in by that mean, razor-faced druggist over there. But still that sign didn't seem to bring any more customers. And there passed that same procession, from Mrs. O'Brien to Officer O'Grady, but all they did was to look up and grin and pass on. Ikey shook his head. "Maybe he's right."

Then Ikey went out to kick off his vengeance upon the dog with the pendulum tail.

"You stay der. I vill be right back," he called to his clerk, whose head was sticking out the door. "I'm shust goin' down the street to see about somethin'."

Ikey walked for three blocks and then stopped abruptly before a vacant store.

"Dat vill do, I tink, imph?" he said to himself while his round head nodded up and down. Then he walked around to inspect the side of the building, and on seeing a flight of wooden stairs he ascended in heavy haste to rattle the door at the top. A barrel-shaped matron with great bare arms and a broad, greasy apron waddled to the door.

"Where ist der one dat owns dis store-room down-stair?"

"My man does."

"Vell, ist he in?"

"Naw, he's down to the works."

"Vell, vould he rent me der room as a—a—blace to store a sign which I haf, imph?"

"I guess so. You come around and see the man to-night. He gets home 'bout 6 o'clock."

Officer O'Grady, had he not been

dozing, might have seen a strange procession pass down Halstead street late the next evening. It was at an hour when every decent citizen was supposed to be tucked in his bed. Out of the front door of the South Side Fair stole the slender clerk with a suit in one hand while with the other he supported a long board. At the other end of this strange long implement trotted Ikey. Down the deserted street, in grim silence, this mysterious procession passed. When the empty store was reached the line slowly swung halfway around and then was quickly swallowed up by the shadow of the two-story building.

On the morrow the neighborhood which centered around that two-story building in which was the empty store space were greatly surprised to see a sign of bold letters running diagonally across the front window.

the SoUth Side FAiR—is 3 blocks North ISaAc sOibLoOM, pRoP-ER-FittEr

Two days later Ikey was standing behind his waxed-faced dummy and rubbing his hands.

"Imph? Dat vas a gut advertisin' scheme. Dat signist read by odder peebles, now. Eh? Und de sidewalk in front of my store ist used by odder peebles besides Mrs. O'Brien, und Jimmie, Officer O'Grady, und Miss Schroeder und dot leetle Meesus Shackson's brown dog mit der tail dot beats off efery second. I tink I vill get me anoder sign yet, imph?"

Arthur Werner.

THE TOTALGRAPH



Unquestionably the best, simplest, yet most inexpensive Automatic Account Keeper for a retail grocer or provision dealer. Send for new pamphlet and prices. **W. R. ADAMS & CO., DETROIT**

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.

Facts in a Nutshell

BOUR'S
COFFEES
MAKE BUSINESS

WHY?

They Are Scientifically PERFECT

127 Jefferson Avenue
Detroit, Mich.

Main Plant,
Toledo, Ohio



Interest Centered in Woolen Underwear and Hosiery.

Dealers say that the touch of real winter weather that ushered in the month of February was too late and too short in duration to make material inroads on retail underwear stocks. As a rule, however, the quantity now on hand is not unusually heavy and the clearance sales which, it would seem, have been more plentiful than ever this year, are still flourishing, apparently with no signs of diminution, so that in all probability the amounts carried over will average no greater than is the case in more rigorous winters.

Heavyweights, especially of fleeced wool, have been a drug on the market this year, and to such a noticeable extent has this been true that many dealers in the large cities will not carry these lines hereafter, or have already discontinued them. And yet there will always be a sale for them, and not a limited sale either. Whatever the reason for the discarding among city dwellers of the heavy old-fashioned undergarments by which our fathers swore, whether on account of the complicated and elaborate systems of heating used in modern buildings, or a more careful consideration of the laws of health, or the placing of new and more attractive brands upon the market, it is nevertheless a fact that the great rural population, whose work keeps them for the most part out-of-doors, will not soon exchange wool for balbriggans, linen mesh, ramie or silk. Sufficient proof of this fact is to be sought in the excellent and even increased business of mills devoted to these heavy goods.

Woolen is, after all, the fabric for winter wear, or at any rate to the mass of people it will always seem so. To most of us a remembrance of the uncomfortable woolen garments we wore as children still haunts us like a dim, half-forgotten nightmare, even after this lapse of years; but so great have been the improvements made in the spinning of woolen yarns that by a process of carbonization all foreign matter is burned out and the spun woollens have all the uniformity of texture that is the one redeeming feature of cotton goods. Surely wool for use in winter underwear will never be entirely supplanted by linen mesh, ramie or, in fact, by any other fabric, however alluringly named or depicted.

Speaking of linen mesh, it is only proper to mention that its vogue appears to be gaining ground. There are plenty of men who wear it with comfort the year round. The reasons for this wide and seemingly well-maintained popularity are doubtless to be sought primarily in the merit of the goods themselves, but they are to be sought to some extent in the "literature" by which these mesh and fiber brands have been advertised, and the kind of appeal made therein. The aphorism of the great American showman in this connection would be beside the mark, for it is by no means certain that the arguments advanced in

favor of these goods are not sound; on the contrary, no educated person would deny that they were reasonable and had, as a basis, certain well-established physical laws. At the same time every man is more or less of a health crank. If you can give him reasons why he should not drink coffee, he contents himself with some substitute, deluding himself into the belief that no more aches and pains shall be his. In just the same way, if he can be shown why a certain weave or fabric, when worn next the skin, is to be depended upon to keep his feet warm and his head cool, or is a preventive of rheumatism, or a cure for some portion of the ills man is heir to, and if there is sufficient display of logic, backed up by irrefutable medical testimony, that is all that is necessary to give the thing an established vogue.

Sweaters have come to the front during the last few weeks, both in the windows of retail shops, where the handsome knitted golf jackets, largely of gray, but to some extent of brilliant colors, have made an attractive showing, and also among the manufacturers, who have for some time been showing them. If anything can be foretold from advance buying, next year should prove a good one for the sale of knitted outer garments. Sporting goods had a great impetus last year and sporting goods houses are buying generously while the new houses that have sprung up all over the country are looking for good lines. This class of trade buys only the higher grades of stuff to retail at \$5 to \$8, but it is remarked among salesmen that the regular trade also is taking to better goods. A growing tendency to "V" necked sweaters is noticeable.

The bathing suit business continues active. The season for the sale of this class of goods is very short in duration among retailers, covering not more than two months. Manufacturers, however, do not find it so. This is due largely to the different times at which buyers from different sections place their orders. The westerner always books orders early, as early in some instances as October 1, while the eastern buyer "has to be begged," as one salesman expressed it, to look at any goods even in February. This is probably because, being nearer the center of distribution, he thinks he can get the goods whenever he wants them. In this he is often mistaken, for orders are filled in rotation and it is merely a case of first come, first served.

Further inquiry among manufacturers develops the fact that mills have largely sold up their product and are not booking further orders, a rather unusual condition for this time of the year. This applies, however, only to woolen mills. Paradoxical as it may seem, an entirely different condition prevails with many manufacturers of cotton underwear, the high prices having caused buyers to wait. Wool, too, is high, but the element of speculation does not enter so strongly into the woolen market as into the cotton, and as a consequence buyers are more confident that prices will not change.

The situation is thus a precarious one, not only for the manufacturer who, ten to one, will not make up any goods, except upon order, but also for the re-

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.



The condition of the fabric market necessitates caution by the retailer in selecting his lines for fall.

Hermanwile Guaranteed Clothing

—tried and tested—with its unequalled style and fit—it's record of unparalleled success—and its guarantee of absolute satisfaction is the retailer's surest safeguard.

Line For Fall Will Be Out Early

Hermanwile
GUARANTEED CLOTHING

tailer, who must of necessity place his orders later if he does not place them at the usual time. The consequence will be that orders will come all at the same time and will be for immediate delivery, and manufacturers will be unable to fill them.

A recent inspection of lines of half hose for spring conveys an impression of many happy color effects. While the combinations are varied they all are noticeably of exceptional good taste and harmony. Browns are prominent, but not the golden browns and tans of former seasons. The new colors are of a much richer and darker tone, and are designated as cinnamon, mahogany, chocolate and seal. A few beavers, or very light browns, are seen. Bordeaux seems also to be a favorite, and although much more brilliant colors, such as scarlet and purple, are shown, it is said that subdued colorings are having the call. Clocked hose are scarce, on account of the unusually heavy demands for them and are consequently at a premium. By the time this reaches the reader importers expect to have lines for next fall about ready for inspection.

Buyers of the leading Chicago jobbing houses, who have returned lately from the East, are unanimous in their reports of high prices and scarcity of merchandise. At the present high price of raw material the manufacturers are not turning out a dollar's worth more goods than they are forced to meet their obligations. In some cases they are refusing to accept orders for merchandise placed far in advance in the material.

Added to this are the impossibility to buy any more spring goods, and the fact that the mills which manufacture the desirable class of stuff are already overcrowded and want until November to deliver orders placed now, and in some cases refusing orders altogether.

The fall lines, which have been out some time, do not compare so very favorably with the goods of the previous years. Indeed, one manufacturer is quoted as saying, "We can give you the same garment as you had last year at the same price, but the only thing that will seem familiar and be recognizable about it will be the label and the box!"

Many firms who have carried the same garments year after year have discontinued these lines and are substituting for them goods of the same style and weight, but of inferior quality, forced to these measures, they say, by the demands of the retailers, who claim that they must have an article to sell at an established price. In the lines where the old numbers have not been dropped, the advanced price is so great that the retailer must invariably add from 25 per cent. to 33 1-3 per cent. to his selling price to enable him to make a reasonable profit.

Hence, the retailer has the choice of handling an inferior grade of goods at the established price, or taking the chance of advancing the price on the better class of merchandise. He knows the arguments both pro and con, and it's up to him to settle.

The merchants who have taken advantage of the present cold snap to force sales on heavy winter goods, have seized about the final opportunity of the year to close out their surplus stocks, and it

would appear that, while there has been no big rush for goods, yet there has been a good, steady call for the heavier stuff, and the stocks show the effect of the cold weather, which, had it come sixty days earlier, would have put the crowning feature on one of the most prosperous of years.—Apparel Gazette.

Getting Things Cheap Has Become Second Nature.

Most merchants say they would rather have a man come in to buy any day than a woman.

Of course they would. Who ever saw a man turn things over to discover their relative merits, ask the price of this, that and the other, and finally go off where it can be bought just as good for less money? This practice may not be pleasant for the merchant, and it is distinctly unpleasant for the shopper herself, but it is generally made necessary by the fact that in most households the woman has just so much money, and her purchases have to be kept within that limit.

When the man of the house goes to shop it is different. Nobody requires him to give account of what he spends. Moreover, he hates to be conspicuous, and so he adopts the quickest way out—buys the most expensive and the first thing shown to him—and the most expensive thing is usually the first shown to a man—without asking the price, and goes his way with his conscience at peace.

A woman who has been frequenting intelligence offices a good deal lately says that the most astounding thing is the way householders of the masculine persuasion will sally into the establishment, fix their eyes upon a domestic applicant of promising aspect and walk off with her before the indignant gaze of all the feminines on a similar mission.

She says this was a mystery to her until she listened to one of these interviews. The conversation was something like this:

Gentleman—How much do you want?

Domestic Applicant (sizing him up)—Five dollars a week, every Thursday off and privileges.

Gentleman—Well, you come along with me and we'll try to make it nice for you.

Upon which the bargain was closed.

Whereas, had the man's wife been doing it, her knowledge of the household finances would have forced her to haggle for a \$3 maid. The head of the house probably knows as well what the family income is, but his supreme distaste for "haggling" and bargaining and his desire not to appear mean outweigh every other consideration.

A \$5 purchase and no bother seems to him cheaper than a \$3 purchase achieved by a lot of worry.

In theory the man is right. It is without doubt true that freedom from worry is worth the price of a few dollars. Infinitely better a serene mind, even although it means a little less money in the purse.

The woman whose sky is darkened because she paid \$5 for a waist yesterday which to-day she could have got for \$3.50 is unspeakably foolish,

provided the \$5 was within her means. But the trouble is that with the majority of wives the necessity is to find the \$3.50 waist in the first place, because the more expensive one is a financial impossibility. And to this end they must wearily chase the length and breadth of the town, wearing out both their own vitality and that of the salespeople.

This is one of the reasons why women age faster than men, and why they are more concerned by petty little details. The habit of economy has been ground into their souls through the long generations of their dependence upon men for their money. It has become so fixed that, even when a woman is freed from the necessity of it, she still finds it difficult to get away from the practice of getting things as cheaply as possible. It has become second nature to her, and because of it everything she acquires, either for wage or by purchase, means to both her and those she deals with a greater expenditure of time and nervous force than when a man is the purchaser.

When the financial bondage has been far enough in the past for her to outgrow the memory of its galling chains, it may be we shall see her sallying into the shops and ordering exactly what she needs with the easy bonhomie of a man, minus all troublesome calculations as to cost.

When you write Tradesman advertisers be sure to mention that you saw the advertisement in the Tradesman.



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.

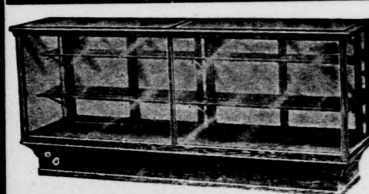
Lot 282 Coat to Match
\$8.00 per doz.

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

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.



A CASE WITH A CONSCIENCE

is the way our cases are described by the thousands of merchants now using them.

Our policy is to tell the truth about our fixtures and then guarantee every statement we make.

This is what we understand as square dealing.

Just write "Show me" on a postal card.

GRAND RAPIDS FIXTURES CO.
136 S. Ionia St. Grand Rapids, Mich.
NEW YORK OFFICE, 724 Broadway
BOSTON OFFICE, 125 Summer St.
ST. LOUIS OFFICE, 1019 Locust St.

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

CLERKS' CORNER

How the Boss' Mood Affects His Workers.

A careful study of the relation between the employer and employe—the attitude of the one toward 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 employers 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 bearing toward 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 of his merchandise, I am conservative in saying 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 employers 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 toward 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 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 'lit 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 toward the store and its proprietor?

The conservative 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

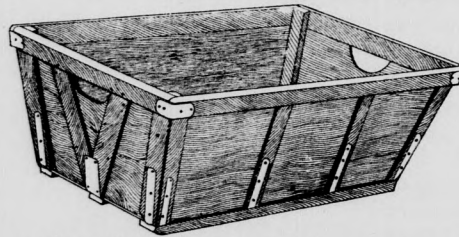
OUR CANDIES

HAVE A RECOGNIZED VALUE

Mr. Dealer: DON'T WASTE YOUR MONEY. Cheap candy is even cheaper than its price. Buy the best and get results. Moral: You can't set a hen on china eggs and expect to get chickens.

STRAUB BROS. & AMIOTTE
TRAVERSE CITY, MICH.

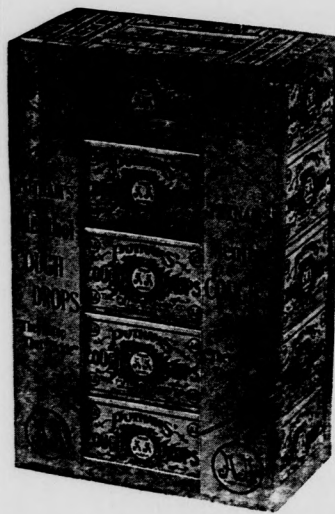
Can You Deliver the Goods?



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.



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.



THIS CAR LOADED WITH CHOCOLATE.
FROM WALTER BAKER CO..
FOR HANSELMAN CANDY COMPANY.

KALAMAZOO MICH

L.S. & M.S.

D46423

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 have 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 to not 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 to-morrow 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 toward the employer who has just spoken to him; the correction as to his stock-keeping 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 suggestion 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. Geo. L. Loomis.

Permitting Child Labor Grave Economic Mistake

Here is a conversational fragment frequently heard at the casual meeting of two friends and neighbors:

"Where's that boy of yours these days? He and my boy used to be inseparable playmates, but we haven't seen Johnny for an age."

"O, Johnny has no time to play now," is the seemingly careless but really pleased answer. "He's working afternoons and Saturdays, and it takes him all Sunday to get rested. I couldn't get him the wheel he wanted, just now, so I gave him permission to earn it, provided he keeps up his school record, and he has managed to do it."

"A great worker is Johnny, too," the proud father usually adds.

He does not add, perhaps does not know, that Johnny's chances of being "a great worker" in his adult days are

being materially lessened by his present efforts. Ruskin was of the opinion that let a man once overwork, by ever so little, and he has forever diminished his ordinary working capacity. Recent scientific experiments have proved this theory true, at least in basis and implication. When some years ago Jane Addams, Florence Kelley, and other child loving sociologists began an earnest crusade against the evil of Illinois child labor, their strongest plea and argument were based on the knowledge that the child worked too soon makes but a poor adult worker, the zest and freshness of his productive or creative energy, as the flower of his youthful strength, having been exhausted in the period of premature toil. Slight observations will confirm this knowledge. Watch the young people, but recently child workers, pouring out of a large store or factory, and note their thin faces, listless movements, air of general physical, if not mental and spiritual, depression. Child prodigies rarely attain to more than moderate success during adulthood. The abnormally brilliant grammar school student carries cleverness up to college but seldom. The high school genius frequently loses ground in his third year.

All these facts are well known, yet there are few economic mistakes more prevalent than that of allowing ambitious children, particularly, perhaps, ambitious boys, to go to work too early. Not only is this true of the poor, whose children must become wage earners at the earliest possible moment, but quantities of boys quite comfortably situated work before and after school on Saturday, sometimes even on Sunday, for the sake of a little money not sorely needed, the pleasure of the workers, the pride of the parents. Such ill advised toil almost inevitably must result in decreased working force a few years later, if not serious depletion of all the productive powers.

The raiser of fine horses, the trained horticulturist, would never allow the premature racing or fruitage of their cherished possessions. They know too well at what excessive cost too early honors are attained. Only the embryo man, creation's superlative effort, is allowed to so endanger future abilities and possibilities of success. All other valuable animals are held back from excessive or too arduous effort until the time for perfected strength.

The question of vacation work is a little different, but even this is of doubtful value. Play time, time in which to run wild and gather the abundant reserve energy sure to be needed in the combined tasks of growing and gathering knowledge, is an absolute necessity for the successful development of fine physical manhood. If vacation work is allowed it should be so regulated as to leave plenty of time for sleep, for outdoor exercise, with at least a reasonable margin of absolutely unoccupied hours.

The theory that "a boy is better at work than idle and getting into mischief" may contain some truth—especially for the parents—but it is at best a dangerous doctrine, scarcely to be encouraged. The growing boy doing full school work has small chance of much idle time, unless marked by the speciously brilliant mentality that facilitates

the absorption of surface knowledge. In such case he should be especially guarded from the danger of overwork in any direction, while during vacation season idleness—as meaning total release from accustomed duties—is urgently needed. Extra work almost inevitably means a regrettable, though perhaps imperceptible, decrease of the reserve vitality, a corresponding decrease in the probable good work of the future. The boy may not at once grow thin, nervous, or ill tempered, but he will none the less pay the penalty sooner or later of the still undeveloped capacities prematurely overtaxed.

To this rule there are few exceptions, as parents inclined to put boys too early to work, or finding it difficult to restrain them from nonscholastic effort should consider. Premature work is premature overwork, nearly always. And eager, ambitious Johnny, rising early and toiling late to amass a few dollars or buy himself some article not really needed, is purchasing a trivial present success dearly, selling important success chances for the future at a rate pitifully low. Jonas Howard.

Economical Decoration.

"Did you hear about the unique way in which old Titespuds decorated his new home?" asks our friend.

We confess ignorance as well as a thirst for information.

"Instead of spending money for pictures and bric-a-brac he wrote checks for the amount that each thing would cost him, stopped payment on the checks, and put them on the walls and mantelpieces."



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.

Saves Oil, Time, Labor, Money

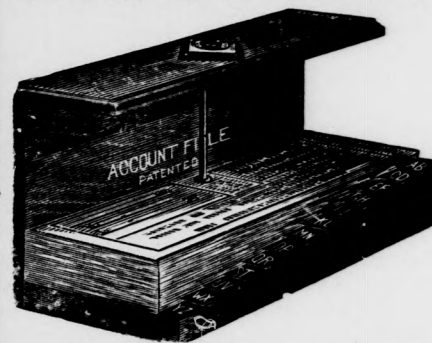
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Full particulars free. Ask for Catalogue "M"

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

Simple Account File



A quick and easy method of keeping your accounts. Especially handy for keeping account of goods let out on approval, and for petty accounts with which one does not like to encumber the regular ledger. By using this file or ledger for charging accounts, it will save one-half the time and cost of keeping a set of books.

Charge goods, when purchased, directly on file, then your customer's bill is always ready for him, and can be found quickly, on account of the special index. This saves you looking over several leaves of a day book if not posted, when a customer comes in to pay an account and you are busy waiting on a prospective buyer. Write for quotations.



TRADESMAN COMPANY, Grand Rapids

SOME REVERSES.

The Influence They Had on College Student.

Written for the Tradesman.

When Endicott Sanford lost his money everybody in Sparta had considerable to say about it. Mrs. Sanford was an heiress at the time of her marriage and when the trouble came it did not take long for her to turn over what she possessed to square all accounts against the Sanford name, and when that had been done to the last penny the whole family looked into each other's eyes and asked, "What next?"

There were five in all, and naturally enough it was the children who gave the parents the most concern. Art, the oldest son, now 22 years old, who ought to have been the stay and comfort in these times that try men's souls, was anything but that. The shiftlessness of a shiftless ancestor two generations back had been inherited, and for years his conduct had been the family bane. Edith, the daughter, had a husband and a family on her hands and could give only the comfort and joy of a cheerful heart—and a comfort and a joy it was; so that the hope of all now centered in Joe, a boy of 19, who was looking forward with considerable earnestness to a college course to be entered upon in September should the fates so decide; but they didn't.

"I am sorry," said the paternal letter announcing the family disaster, "but under the existing circumstances college is not to be thought of. Everything but the home is gone and it looks, Joe, as if you and I and your mother are going to have a long row to hoe and a hard one to keep that. Your mother and I are in hopes that there may be a favorable turn in our affairs so that the break in your study will be a temporary one. I have already arranged for you to complete the year at school, but I must urge you to count carefully your pennies for it is simply impossible for me just now and for the rest of the school year to send you a cent. It is tough, Joe; but I'm wondering already where the money is coming from to pay your fare home."

The reception of such a letter as that at any time is depressing; but when it is taken into account with the fact that the receiver has just taken up his pen to ask for \$50, three-fourths of which had already been borrowed and spent, it is submitted that the clouds in the financial sky of the young student did not present even the suggestion of the poetical silver lining. The first word he said was not a credit to his Sunday school teacher and is omitted because it would not look well in type. Then he called upon the people away upstairs to do a piece of dirty work which he might have known they wouldn't do. Then, with the face of a thunder cloud, he went over to the room of the professor, who loved him, asked him to read the letter and tell him what he'd better do.

The old doctor was busy digging up some Greek roots and resented the interruption. He looked at the tempest-cloud on the boy's face, motioned to an easy chair by the window

as he took the letter, read it, folded it deliberately as he gave it back and, turning a leaf of the lexicon as if the interview was over, said, "Be a man, my boy."

"Yes; but, Doctor, see here. You don't seem to understand what it means to me. Leaving school will upset everything. Nobody knows how long I shall be out; you know that I'm not up to the college requirements in Latin and if father shouldn't strike anything soon I'm gone."

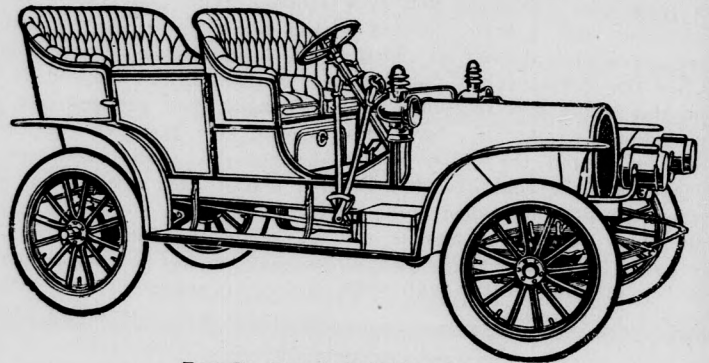
"Well, you are young, strong and, I hope, with ambition enough to help you over any little difficulty like this. What if you are out a year or two years, for that matter? You can support yourself and at the same time get thoroughly well grounded in your entrance examinations. Suppose it takes two years. You will have earned quite a sum of money by that time, you will enter without conditions and a man at 21 is better able to cope with college studies than he is at 19. It may be a little unpleasant to have to look out for yourself; but that won't hurt you any. I am sorry for your father's reverses; but so far as you are concerned there couldn't anything better happen to you. He'll get on to his feet in due time—have no fears about that. The American business man, if he is a thoroughbred—and your father is just that—isn't going to air his heels like an inverted turtle too long; but what strikes me as a wise provision of Providence is that this—we'll call it set-back—will give you a chance to test what you're made of. It will make you a better student, a better lawyer after you get there, a better citizen, a better all-round man anyway, if you are true to yourself, and if you're not it will save a lot of time and worry and expense."

"That's all true enough; but two years is going to make a lot of difference. Four years at college and three at the law school and three, at the least calculation, to get settled prosperously in business make ten years; and ten years is a good long time to wait. The man can do it, because he's doing the work; but it isn't so easy for the other side of the house! Then, too, how do I know whether it's to take two years or five; and ten years after all this up-hill work is done is a little discouraging. I confess I can't see the end of it."

It may seem strange to the reader that the school boy of 19 in his last year at the preparatory school should be talking to the man over 50 in this free and easy way; and it was. Chance and circumstance, however, had brought the two together, they had been mutually attracted, the attraction had crystallized into a strong regard to the equal benefit of both, and it was not unusual for the two when by themselves to talk of topics outside of the classical text-book. When, then, "the other side of the house" was thus unceremoniously referred to, the lexicon was closed with emphasis and the teacher, removing his eyeglasses, remarked, "I guess I shall have to tell you a story."

"This 'other side of the house' you refer to is well worth consideration. From a tot she has been imbued with

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.

the idea of taking care of herself. Long ago she made up her mind what she was going to do and she has done it. Early and late since she was large enough to sit at the piano she has been working at it and you yourself were at the Conservatory of Music last summer when she was graduated the first of a large class. That ought to have satisfied her, but it hasn't. She has got the idea somewhere that Germany has the best musical instructors and she has made up her mind that to Germany for that instruction she is going. When her father, pleased with what she has done, offered to pay her expenses for the three years she expects to be abroad, together with a year of travel after her work is done, she thanked him heartily but told him he had done enough and she was going to pay for the music and travel herself.

"After a much needed vacation of a week or ten days she announced her departure to some unpretending place in the West, where a music teacher had been earnestly called for, asking at the same time to take with her her piano and a little money to fit up a studio. Accepting the generous offer: 'Take all you want, Girly, and a little more while you're at it,' to the extent of something over a hundred dollars, the new studio was opened by as pretty an 18-year-old young woman as you or I or anybody else will ever look at, and the business of her life began. From the first she has had more than she ought to do. She is the first thoroughly trained musician that has ever been in that

part of the country and her rates are high; but the people there know when they have a good thing and they show their appreciation by devotion to study and paying her prices without a murmur. By way of diversion and as a purely business enterprise she is giving a series of entertainments at prices no one else could secure; and to make a long story short, she has, so her father tells me, accumulated already a snug little sum for her trip abroad.

"Now, then, my boy, just here is something you want to be thinking of: Don't you do any worrying on account of the young lady. 'It may be years and it may be forever;' but she will carry out her programme to the letter. With two years to prepare, four years abroad and then for a little, at least, of the professional life she will naturally desire, she is going to be too busy to think of 'waiting' for anybody or anything. At the end of the ten years, if there is anybody about whom she thinks enough it won't take a great while to say 'Yes,' and that will be the end of it; but I want very quietly and very earnestly to suggest to you that the young man whom she says that to won't be a young fellow whose father has coddled into a law office, after coaxing him to get ready for college and through it and offering him prizes all along the line if he'll only be a good boy, get his lessons and not spend too much money in foolishness. In a word, a woman like that will have for a husband a man, and he'll have to show he is one be-

fore the ceremony or there will be no ceremony.

"Now, then, here's where you are. You are swamped financially. Your father at present can't do anything for you. You have been having a good time at the expense of your studies and are woefully back in them. You have a long summer vacation before you and you have absolutely nothing to do. The question is, Are you 'up to your job?' Will you make the most of the coming precious three months, climb over every barrier between you and the University and after you get the temporary position already promised you, keep up with the job and the study and, when the time comes—for come it will—to go to college, enter without conditions and go on your way rejoicing?"

"I can't do it—"

"That is the way to spell won't! 'In the bright lexicon of youth there's no such word as fail,' and in the same glowing volume in letters of living light are the words, 'I will!' 'Choose ye this day which ye will serve' and I'll tell you the rest of your life story without turning a leaf."

"It's just my luck—"

"You, with your triple-story mansard, and a sky-scraper at that, to talk of luck, saying nothing of thinking of it! What you should do now is to brace up if you ever did or are ever going to. Show your father that he has one son worthy of him. Be to him now in his hour of trial a support and a comforter. Buckle down to the opportunity that good luck—

take the right side of the idea if you must have it—has given you and show the world and the center of that world—especially your center—that 'worth makes the man, the want of it the fellow;' that you are not to be downed by any little affair of this sort; and in after years it shall be said of you that you fought your fight and won."

Something like a decade has gone by since this talk took place, and these are some of the events which have happened in that period of time.

Endicott Sanford was soon on his feet, better off than he was before the coming of the crash, which threw him upon his back. As a result Joe gave up his job and went back to his books, growling at the luck that had temporarily upset him, but he wasted the summer and lost a year in consequence, and—and—I hate dreadfully to say it—as a result of the whole precious business, here is an announcement which has come by the morning mail, saying that Joe Sanford's "other side of the house" is going to be married a fortnight from to-day; and I know that Joe Sanford is cursing his luck because his name does not appear in the announcement!

Richard Malcolm Strong.

Repartee in a Lovers' Quarrel

Jack (during their quarrel)—Now, let me explain.

May—I want to say something first.

Jack—All right. I'm all ears.

May—I know it. No doubt that's why your parents called you "Jack."

A System to Increase Trade

Put aside detail work when the same result may be obtained in less time and at less cost by automatic machinery. The hustling retailer of today must have time to look after the wants of his customers and keep his stock up-to-date to attract trade.

A National Cash Register handles accurately, cash sales, credit sales, money received on account, money paid out and money changed, and leaves the mind of the retailer free to interest his customers and plan a larger business for the future.

Retailers are invited to send for our representative who will explain N. C. R. System.



Tear off here and mail to us today

N. C. R. Co.
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

CHANGED CONDITIONS.

New Features Which Confront the Hardware Trade.*

A few years ago—a comparatively few years ago—I had the personal acquaintance of every dealer who had the habit of coming to our office and salesroom, and I knew by name every customer upon our books. There has been a great change recently and the acquaintance between the wholesaler and the retailer, I regret to say, is very largely by mail, by wire and through the traveling salesman, and the loss has been greater to the wholesaler in the social element which gives so much pleasure to business, and that is largely gone as far as the wholesaler is concerned. This change in the way of doing business is largely responsible for the forming of such associations as yours, where you become acquainted not only with your competitor across the street but with your competitors in adjoining towns and with your fellow hardware dealers throughout the State in which you are doing business. In the olden times, as you very well know, it was the habit of the retail merchant to go to market twice a year and purchase a six months' stock of goods and be perfectly contented if they reached their destination in one, two or three weeks, and during the interim of his visit he kept his stock supplied and his assortment good by an occasional order by letter, until recently—quite recently—a merchant of the country has remained at home and very seldom or never visits the wholesale market, but has sent in his orders each week or each day or each hour, if it seemed necessary, in order to keep his stock going.

The essence of merchandising at the present day is a problem of speed. Every retail dealer is aiming to keep his stock as small as possible and to have his wants supplied as speedily as he can. Why, gentlemen, if this idea of prompt execution of orders and rapid transportation continues to grow and develop in the next ten years as it has in the last ten years at the end of that time a man in Omaha will order his goods in Chicago by telephone and if they don't arrive at their destination as a sort of an echo of that telephone message he will wire to Chicago to know if the jobber is dead and if there is any probability of a live man taking his place. (Laughter.)

I said "until recently the retailer had ceased to visit the wholesale market." I am happy to say that within the last few years—a very few years indeed—there has been something of a change in that respect. The dealers in the country seem to realize the fact that they can be well repaid for the money and the time expended in making an occasional visit to their jobber. New goods are coming out so rapidly, jobbers and retailers alike are adding to their lines so constantly that a personal examination by the up-to-date merchant is almost imperative. It is the new goods, gentlemen, that are sold at a profit by the man that puts them early into his assort-

*Paper read by A. C. Bartlett, of Chicago, before Illinois Retail Hardware Dealers' Association.

ment. The man who waits for his neighbors to introduce a new fangled article and does not put them in stock until there is a demand for them—until they become almost staple—is not the man who has a big bank account or drives a good horse. The man who gives his time to keeping a stock of nails and barb wire is not a salesman—or you may call him what you want to—a hardware salesman.

Perhaps some of you have heard the story of the Chicago man who went down to his store the other morning with his face wreathed in smiles. He met a friend on the street and his friend says to him, "John, you look happy this morning." He says, "Yes, I am very happy." "What makes you so happy this morning?" "Well," he says, "my wife said the nicest thing to me when she kissed

are abreast of the times there you will find the fewest racket stores. There is once in a while an old foggy who says to himself, "I started in the hardware business, I have pursued the hardware business all my life and I am going to sell regular legitimate hardware until I die." He reminds me of an old darkey down South who got up in prayer meeting or experience meeting and said, "Brethren and sisters, I suppose I am the orneriest nigger there is in this State. I have done every mean thing that a nigger could do. I have sworn, I have lied, I have shot craps, I have stole chickens, I have cut other niggers with a razor, I have lost the confidence of this entire community, but, thank the Lord, I have never lost my religion."

The cause of the changed condition and the new manner of doing business is the energetic man, the

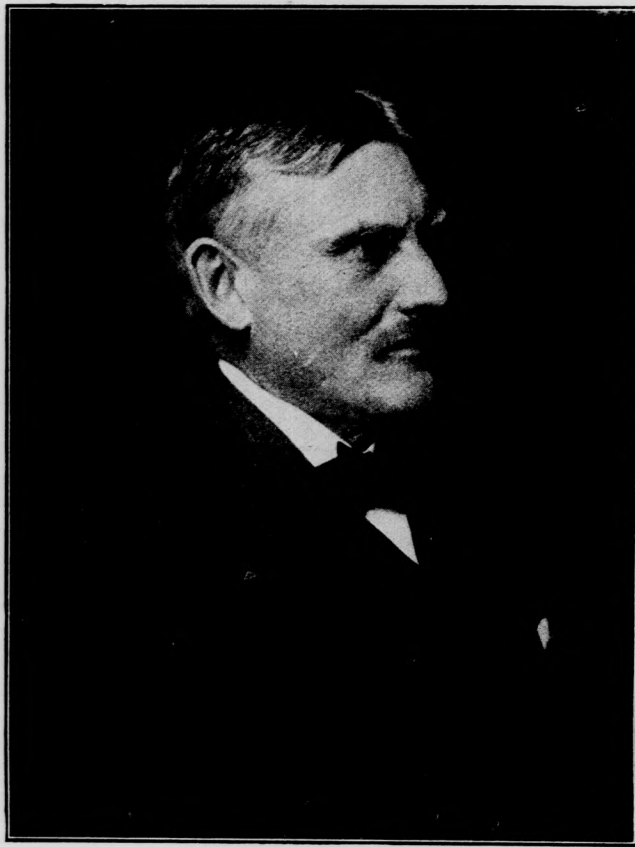
largely upon the retail dealers. The victory can not be gained by single effort; it can not be gained by the effort of men forming an association like yours. It must be by the combined efforts of retailers, of jobbers and of manufacturers, and they must gain the battle because it is a righteous battle. There is no question for us to discuss here now as to whether this manner of doing business is right or wrong. In this case it is right and it is self evidently right.

Now it is for the manufacturer and the jobber and the retailer each to do his share, but, as I said before, the brunt of it is up to the retailer. Let us suppose that the gentlemen forming this organization of the Illinois Retail Hardware Dealers' Association and all those hardware dealers outside of this Association who can in any way be influenced by you—suppose each in his own town should create a sentiment among other dealers, as has been referred to—dealers in dry goods and groceries—should create a sentiment among those men, who are just as much hurt as you are by prices being made by the catalogue houses—suppose sentiment is aroused in each one of these towns against the brands and quality of goods which are issued by the catalogue houses—and suppose in addition to this that in other states than Illinois the retail hardware associations would create the same sort of sentiment and the same enthusiasm, how long do you suppose it would be before you yourselves would make the prices in your stores and sell the goods in your own town?

And, friends, if the jobber does his duty, which he must, how long do you suppose it will be before the manufacturers would see a new light? This effort, as I say, can not be made alone and individually by each person in the trade. Neither can it be made alone by the retail hardware men of these lines of trade if you hope for success. I take it that the jobbers are united on this question, but it requires something more than being united, they must be aggressive, and you must be aggressive with them. Some of them, I presume, will issue small catalogues containing descriptions of goods and prices which the retail dealer may distribute among his customers. Other jobbers may adopt other ways, but all jobbers must put their customers in a position where they can compete with catalogue houses upon the same quality of goods that the jobber and retailer handle and which the catalogue house not only advertises but supplies. There is a great difference between advertising and supplying.

Now there is another cloud in the business. There will always be clouds there. We have not reached the business millennium, and we will not reach it for many years. As you all know, there has been an effort made to establish a system whereby it is only necessary to lick a postage stamp on a piece of merchandise and get it delivered to a ranchman in the very center of the Rocky Mountains without further cost and our good Uncle Sam pays the freight.

Now, gentlemen, I have kept you



A. C. Bartlett

me good-bye; it made me so happy that I have been smiling all the way downtown." His friend asked him what he had done. "Why," he says, "when she kissed me she called me a model husband." His friend says, "You don't know what that word model means." "Well, I think I do." "Well," his friend says, "John, just look at your dictionary when you get down to your office." He looked in his dictionary and the definition was: "Model, a small imitation of the real thing." (Laughter.)

As I was saying, a man who gives his time and attention to the selling of staples soon finds that the little fellow who keeps the racket store around the corner is negotiating with the hardware man's landlord to see if he can not purchase the store in which the hardware man is doing his business. Where the regular dealers

resourceful man, the man who has "go" in him all the time is the man who gets to the front, and he is the man whom your speaker referred to as being able to compete with the catalogue house—those institutions which we always have with us. It is not the man that sits back in his office chair and sulks because he sees his customers sending their cash to the far off city store, but it is the man who goes for the trade, cash and credit alike, and gets it, who is the prosperous and successful man in the community. I said it is not the man who sits back and sulks. No, gentlemen, it is the man who stands up and fights, because it is up to the dealers of this country—the retail dealers and the jobbers alike—to fight if they wish to overcome this menace to business and to profit; and this fight, the brunt of it, is coming very

too long. There is but one way to succeed, and that is that every system, every plan, every new method, that can be devised must be adopted not only by the wholesale but by the retail trade to overcome all obstacles and to increase business and to increase profit.

Past, Present and Future of the Hardware Store.

The "pioneer" hardware merchant and his store are indeed a thing of the past, as new conditions have arisen in almost every phase of the business.

Dealing with the present hardware store is of the most interest to you, and this is certainly a resourceful subject. The present day hardware business is, in my estimation, the best and most comprehensive of all retail trades. The present day hardware man must be the keenest, broadest and most diligent of business men. Competition has grown so keen in certain channels, especially illegitimate ones, that he must indeed be a merchant of great ability if he would succeed. It is the abuses and wrongs that exist today that I wish to speak of at more length and especially among these is the continual raising of prices by some manufacturers. This is working the greatest hardship on the retail dealer. It is the stove manufacturer that, in my opinion, has grown most greedy, and it would seem under present conditions he would be the slowest to raise his prices. I mean by present conditions not prices on pig iron, coke and steel, but the competition that is arising.

There are today more big concerns selling pretty good stoves direct to the consumer than ever before, and selling them at as low or even lower prices than the retail merchant can buy the same grade of goods for. A short time ago one of the largest mail order houses purchased a very extensive stove works in Chicago. This means these people will not be at the mercy of the manufacturer and in all probability will sell better stoves in the future for less money than they have in the past. Take, for instance, the recent advance in stoves, it was, in my opinion, unwarranted. You ask the manufacturer why he advances the price on his stoves and he will tell you he is giving you a better stove than any one else on earth, at less money, also that "pig iron" has gone up, yet in the same breath he will tell you that the raw material used in mak-

ing stoves is but a fraction of the cost of the stove. I am told by good authority that the "blood raw" cost of stoves to the manufacturer is less than one-third—yes, one-fourth—the selling price to the retailer; and this is why I say the manufacturer is working the greatest of hardships on his agents, the retailers. It is quite true he is giving us a better stove today than ever, but we are paying a great deal more for it; also the hardest part of this continual price raising is for the retailer to make his customer believe stoves are worth 5 per cent. more today than yesterday. Besides it constantly grows harder for us to make him believe that our stove is worth two or more times in value that of the mail order house stove or a "Kal-amazoo direct to you."

This seems to be an era of price raising. Other manufacturers—in fact nearly all—have given us a raise in prices about as fast as new discounts could be printed; but none of them affect us, in my estimation, as much as the one just mentioned.

In dealing with the present, there is much being said and agitated just now about the mail order supply houses; and in reading these arguments in the different trade journals one finds, sometimes, a good deal that is amusing along with the serious part of it. In recent issues of the different hardware journals there has been a great deal of discussion on this subject, especially among the manufacturers, and in most cases you find the manufacturer lays most of the blame on the jobbers and retailers, especially on the retailer—says he is inconsistent and asleep.

I am greatly amused at a certain manufacturer's discussion on this subject in a recent issue of the Hardware Dealers' Magazine. In speaking of the evils of the mail order houses, he deplores the condition of things, but goes on to say that the retailer, in most cases, is fast asleep and does not rustle as he should. This same writer also says he cannot understand why retailers wish to handle jobbers' brands of goods in preference to the old *stand-bys*. The writer that cannot understand these conditions had best wake up himself, as he is the one *fast asleep*; for, out of a dozen popular magazines and periodicals examined, I could not find an advertisement of any of his goods, while I found several jobbers' brands of goods extensively advertised. The manufacturers,

to my mind, with a few exceptions, have done very little towards helping the retailer fight the monster catalogue houses, while the jobber has been our good friend and helped us at all times; leastwise, I have never called on him to help me out and been refused. The past year has been a good and fruitful one for the mass of hardware dealers, prices have been good, demand has almost exceeded the supply. There has been a great deal of money in circulation and collections in most localities have been good. This one phase of the business must be watched very closely, as when business is good and times are good, merchants, as a rule, are inclined to be a little too lenient with credits. In dealing with the future, prospects, as a whole, are bright. There is a demand for better class of goods than ever. The future hardware man must adapt himself to future conditions, as my prophecy is that his store will become a store of specialties more and more, and that, if he would succeed, he must himself become a specialist in every phase of the business.

The present demand is for much better goods than ever before, which gives the merchant a chance for better profits:

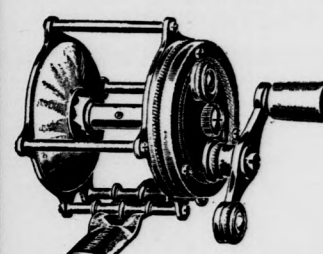
also enables him to add new lines of goods, especially profitable ones. These are the ones to be on the lookout for. I have found that a mighty good investment was store fixtures of the first-class order, nice show cases, wall cases, etc., which make your store attractive. These things are good, silent and profitable partners. Summing up this article, I would suggest that we stick closer to the profitable lines, do more business for profit and less for glory. Be a good friend to your home competitor, have more confidence in him, and bye and bye he will have more in you.

J. H. McGrath.

You Can Make Gas
100 Candle Power
Strong at
15c a Month
by using our
Brilliant Gas Lamps
We guarantee every lamp
Write for M. T. Catalog. It tells all about them and our gasoline system.
Brilliant Gas Lamp Co.
42 State St., Chicago



Fishing Tackle and Fishermen's Supplies

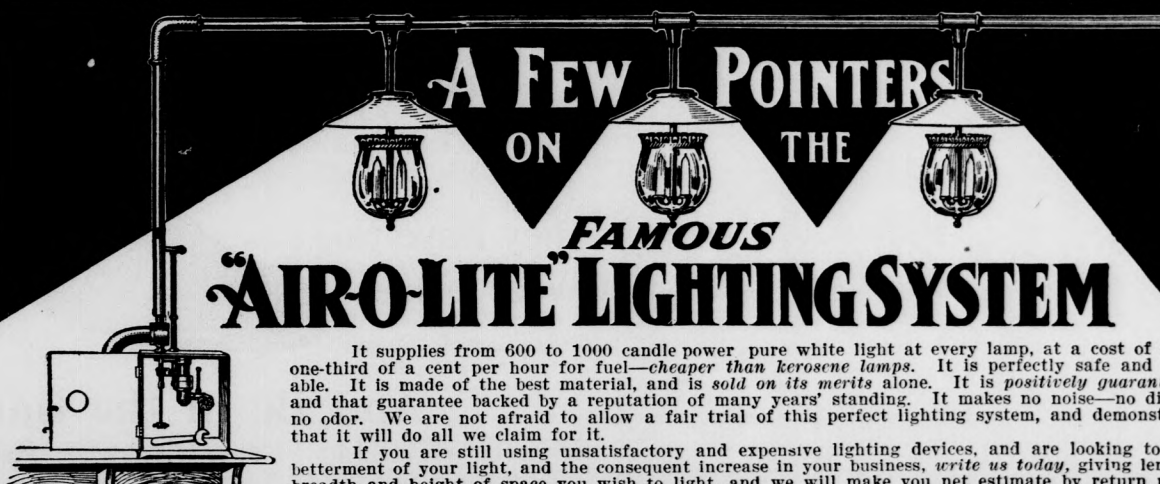


Complete Line of Up-to-Date Goods

Guns and Ammunition
Base Ball Goods

FOSTER STEVENS & CO.
Grand Rapids, Michigan

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, and that guarantee backed by a reputation of many years' standing. It makes no noise—no dirt—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.

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



Unusual Concessions an Evidence of Weakness.

There are certain fundamental laws of business that do not seem to be well understood by the average business man. To get business by whatever method or means employed is too often regarded as legitimate. Business to be permanently successful must rest upon a solid basis of principle—must be fairly conducted and have honesty as an essential element. Not that sort of honesty that just escapes dishonesty—that pays debt, but that has no respect for competition.

For a jobber to buy right and sell at a profit, and for a manufacturer to produce on an economical basis and seek business in a fair field is in accord with good business ethics. To cut prices, however, in piratical eagerness, to capture business not otherwise obtainable, is as reprehensible as it is dangerous to business success.

Any manufacturer who cuts the price or allows any unusual discount will sooner or later cut the quality of his goods. More than this, any material concession is a confession of weakness that the buyer is prompt to recognize. The buyer meets the seller with the same estimate that he, the seller, by his act, puts upon his goods, reasoning that such must be their value else they would be held for the normal figure. The manufacturer who thus transgresses becomes a disturbing factor in his field of action and is justly held an enemy to fair competition.

There are other and far reaching consequences that are sure to overtake those who are thus ready to sacrifice profits for the doubtful advantage of temporarily increasing the volume of their sales. In the act they have let down the bars to all sorts of concession and advertised to every vulture bargain hunter that they are open to assault. Naturally, they thus attach to themselves this kind of patronage, earning and deserving the unenviable reputation of "Cheap Johns" in their line. The temptation to this method of business comes, generally, only to men unfitted by experience or judgment to be in business at all.

A constant menace to legitimate trade they eventually fall into the ditch of their own digging, disappearing altogether from the world of trade. Dead to business, there is written over the grave of their ill-starred ambition the suggestive and fitting epitaph, "Failed." These observations are not without application to some concerns in the shoe trade. Retail prices in shoes have become, in a measure, fixed, making it necessary for manufacturers to produce goods at specific cost. These costs and the selling price, under normal conditions, differ but slightly with different manufacturers.

Among the respectable houses there is a disposition to hold to the popular figure, each depending upon its name, energy and character of its goods to win its share of patronage. There are,

however, always some houses whose ignoble ambition to compass more business leads them into the doubtful expediency of cutting prices and granting discounts inconsistent with a high character of goods and a reasonable profit. The inducement to cut the price and make special terms to favored buyers cannot be supported by any valid reason or necessity. At best it can be viewed as but a vulgar eagerness to grasp business rather than to merit it. In some cases the various terms of these offendings have been represented in 10, 20 and even 25 per cent. discount above accustomed rates. It is scarcely necessary to say that these discounts represent more than a reasonable gross margin on this class of goods, ignoring expense altogether. There, therefore, can be but one inference, the quality must be cut to fit the price. Whatever may be said of the technical right of any manufacturer to thus exploit the trade, it must be conceded that the act sets at defiance all established rules of competition and tends to destroy that comity that should exist among men prosecuting the same line of business. The net result of such a policy is not far to seek. The goods once under the ban must so remain, and no means will more rapidly hasten this end than the estimate the offending party thus puts upon his manufactures.

The practice is bad in its moral aspects, ungenerous in sentiment, and without any permanent advantage. The bargain buyer is never satisfied. Made bold by his successes, he comes to each successive purchase with new demands and renewed assurance.

He is a bird of evil omen. His presence breeds the suspicion that "Something is rotten in Denmark." "Where is the carrion? There are the crows."

The manufacturer, sure of his place in the trade, has need of none of these. If reaching out for reputation and standing, he should avoid them as a pestilence. His prices should be dictated by his own sense of value and a just profit. They should be uniformly the same to all purchasers. He should "play no favorites."—H. C. Hawkes in Boot and Shoe Recorder.

Manufacture of Noodles.

A report of the Connecticut State Station states that "noodles are prepared by European housewives and some manufacturers from flour, with the addition of a certain amount of eggs and salt. The dough is rolled into sheets and cut into strips or fanciful shapes. Most of the noodles on the market, however, although of a golden yellow color, are not made with eggs, but have about the same composition as macaroni, being dyed either with a vegetable color (commonly turmeric) or a coal-tar dye. Twenty-two samples of noodles were collected and analyzed by the Station during 1904, and all were found to "contain foreign coloring matter, which in twelve cases was turmeric and in ten cases was an azo color," evidently added with the intention of conveying the impression that the noodles were made with eggs or contained a greater amount of eggs than was actually used.

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.



Big Every Day Sellers

A dealer writes in and says: "It doesn't seem to make much difference what the season is,

Hard-Pan Shoes

are selling as steady as a clock, 'For Men, Boys and Youths.'" How would you like a little of this trade, or a good deal of it, for that matter? Hard-Pan Shoes are the kind that take right hold of the man who starts out to buy a pair of good looking, hard-to-wear-out shoes, and the man who has worn them can't forget when it comes time to buy another pair. He will pick Hard-Pans every time. See that our name is on the strap.

Catalogue for a postal, or our salesman will call.

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

The Herold=Bertsch Shoe Co.

Makers of Shoes

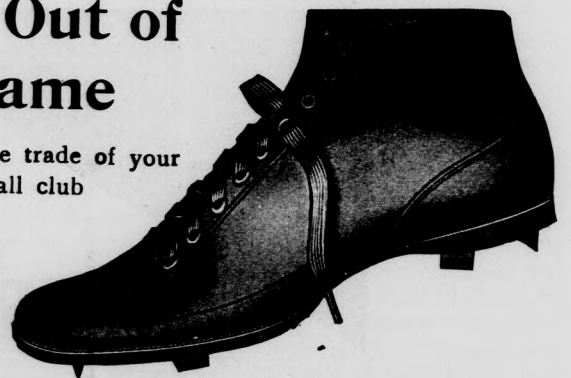
Grand Rapids, Michigan

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

Small Town Methods Differ from City Tactics.

Written for the Tradesman.

Recently I had occasion to stop at several small towns en route to my destination, and as time hung rather heavily on my hands I thought I would shorten it by taking a run down the principal street and see how they do window trimming in a small place, and would also look at the interior of some of the largest stores to form an opinion of the stocks they carry and how they approach one they might suppose was a customer.

As to window dressing I was greatly surprised at the seeming paucity of effort put forth to draw trade in that way. In the large city the dealer who does not pay the very strictest of attention to this line of business endeavor gets looked upon as an old foggy, a fossil—as too dead to be reckoned with in the fierce competition of commercialism. Nothing is to be feared from him. The store's windows are its eyes, an indication of the life within. If the eyes of the big city establishment show lack of luster the inside may be set down as so inert as to be incapable of causing consternation among fellow tradesmen.

I had always heard this particular place referred to as "lively," "enterprising." And so it appeared, judging from the town people constantly coming and going on the main street and the dozens of farmers' teams diagonally hitched to the iron rails in front of the stores.

But the window trimming! Well, in the words of the popular song, "It's best not to say too much about it." It couldn't be called trimming—merely a few goods set in that looked homesick to be back on the shelves with the rest. The backgrounds were meaningless and would have been better left out altogether. For the most part cheesecloth, it was put in with an utter lack of neatness. In fact, the windows seemed the last thing in the world to worry or vex the dealers' minds.

I talked with a bright young woman assistant.

"No," she said, in reply to my question, "window dressing isn't really one of our strong points. You see, we are so busy on a Saturday serving the country customers that we haven't time for a thought to toss at the windows. We are dreadfully rushed on this day—simply rushed to death—and all extraneous matters have to be given the go-by. And, in general, I don't know as it would help our business one particle to spend time in fixin' up our windows. All the town people know just what we have in stock, and, as for our country patrons, they never so much as glance at our windows. They have so much to do that they have no time to spare for that. They come in, chat a bit while we are waiting on them and are gone again—no time to fuss over folderols. Trimming windows is 'Love's labor lost' with us."

If I was disappointed at the appearance of store fronts I was agreeably surprised at the cordial reception ac-

corded me, an entire stranger, by the people inside.

I went into a general store, a milliner's, a hardware store, a grocery and a bazaar, and was shown a courtesy that gave a most pleasing impression of store politeness, although I left not a fippence in the merchants' tills. Their "Come and see us if you ever visit the town again" was so hearty that I forgave them their windows. H.

When Failure Is an Unknown Word.

There is nothing like keeping up a good appearance. It does not matter whether you are in business for yourself or whether you are seeking a job, the matter of putting on a good front goes a long way. It is an old saying that rats leave a sinking ship, and just as true that customers desert a dealer who is shinning along and is hard up. The great American game of bluff is sometimes useful in business. Certainly a man can not live upon it and can not found business with nothing else more substantial behind him than wind, except now and then in an occasional instance, but it behooves a man who has not much to keep his head up and appearances especially good.

If you are doing a business on a close margin do not tell your closest friend. Just keep busy, very busy, and hustling all the time. The man who is determined can do most anything, and while I would not advise any young man to start in business under such circumstances, it is nevertheless true that many a fortune has been made from a shoe string and that grit and nerve go a long ways. It is sometimes even better to take such a chance than to be eternally laboring for some other man, but it is also needful to possess a whole lot of nerve and determination, not fearing hardships or a scant living for yourself; then there is little danger but that you will go through all right.

It isn't the desire of the writer of this article to preach a sermon, but it is really astonishing the number of men who start in business in a shilly-shally sort of a way. They apparently do not know anything about the modern idea of push and energy, of getting out after trade, of economizing on expenses without announcing the idea to the world and of seeking every avenue to reach the consumers. Given a man of such determination and failure is an unknown word.

The parsons of New Brunswick, N. J., have formed a union and are affiliated with the central body of that city. The proposition, as we understand it, is that no one shall be permitted to preach the gospel in New Brunswick who can not show a union card, and that no other brand of doctrine than that bearing the union label will be permitted expression in the New Brunswick pulpits. St. Peter has been notified that if he admits any one who does not wear the union button, heaven will be listed as "unfair" and members of the union will be recommended to patronize the other place.

Keep Us In Mind



We carry the widely known and durable Boston and Bay State brands of Rubbers.

Our large stock enables us to make quick shipments on sorting up orders, even during the rush season.

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

“Western Lady” Line
of women's fine shoes will help you do more business and secure the most desirable trade in your vicinity.

Western Lady

shoes please the most fastidious dresser, as they possess all the style, comfort and wearing qualities that go to make elegant, high-grade and desirable women's shoes.

“Western Lady” shoes are now being advertised in nearly 2,000 newspapers and periodicals. Write for samples and particulars.

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

**MICHIGAN
SHOE CO
DETROIT**

HANDLING A HORSE.

Not Whipping That Makes the Mare Go.

The weight of the whip holds the happiness of the horse, and consequently that of the driver, in the balance.

It can become an instrument of torture that does not even fulfill its prime mission of stimulating the brave little pony to better speed.

Nearly all the whips, they say, are made wrong. The French Society for the Protection of Animals has given an exhibition of whips according to their weight and length and form of line. They built up a big bank of earth and applied strokes of the whip to its plastic sides, which preserved the imprints, deep or slight, according to the whip.

Round or cone shaped lines they found to be worse than the square or rectangular ones. Only the latter should be used. A maximum breadth of seven-tenths of an inch and about half as thick is recommended.

Troubles in driving must be laid at the feet of the charioteer and his ways. Seldom is the brave old brute at fault. Real driving is an art and science. It means success and ease.

The best way to learn to drive is to drive—and not to cling to the particular horse which will tolerate one's eccentricities; to shift as often as possible, taking the rougher with the smooth, free goers and sluggards, the tricky and the sedate. Much can be learned by watching a first rate performer and copying his apparently effortless methods, studying the reasons for them, experimenting with all sorts of angles, both advancing and backing, and cultivating the eye to a prompt appreciation of distance and direction.

One of the last and most important things to learn is that too much is attempted with most horses, and that they are not left enough to their own devices. This is the reason given why a woman is a better driver than a man. She lets her horses alone more; gives them more freedom; takes it for granted that they know their work. A man immediately begins to bully a horse. He wants him to turn upon the spot he selects and in the style he fancies. Failing this, he resorts to force, and not infrequently ends by getting the trouble he evoked.

The foundation principle of driving or riding is never to ask a movement of a horse unless you have conveyed to him, by a delicate manipulation of the bit and reins, the intelligence that you are about to require motion of him. This applies to starting, stopping, turning, backing, and every movement possible to the animal. Its conveyance is so subtle as to be almost automatic—electric.

The expert mounts his carriage and takes the reins. Just as he seems ready to start an acquaintance calls him. He converses with him for a few moments, the reins meanwhile leading from his hands quite directly to the horse's mouth. The conversation finished and farewells exchanged, the animal moves off as by his own volition.

Now, what did the driver do? He neither spoke nor moved, so far as could be seen, yet the precise instant that he mentally desired it the horse

advanced. How is it done? Why did he not move before, when the reins were drawn tight?

Or, perhaps, during the conversation an approaching carriage made it necessary for this driver to back a few steps out of the way. Seemingly independently of any guidance, back goes the horse at the required instant; yet the occupant of the vehicle hardly looked at him and certainly made no apparent motion. How was the signal conveyed?

Or, our friend comes dashing down the street at twelve miles an hour, hails us, and pulls up. Motionless in his tracks stands the good horse, though headed for home, and close to the well known stable. The chat ended, at the last word he flies. Why? No one is a driver until he can do this; not only with one horse, but with ten horses.

"Hands" accomplished all these wonders. The essential hands are not physical. They are sympathy, intelligence, horse sense, common sense, intuitive perceptions of what a horse is about to do, and almost automatic measures to frustrate it.

Of course the expert was really signaling to his horse all the time; but the ordinary spectator is not quick enough of eye, ear, and perception to appreciate it. Everything the animal did he was telegraphed to do; and it is this sympathetic magnetism that made the expert what he is. And what he is all drivers can be in a degree if they really love animals and care to win their confidence.

The mere steering of one or more horses along the highways and byways of town and country, and the fortunate avoidance of vehicles, lampposts, and pedestrians is not driving, by any means. There is more to it than the mere pulling of one rein harder than the other to turn to right or left, or the hauling upon both to make a stop.

Successful charioteers lay much stress on speaking. If you want the horse to go faster and wish to hold a tighter line over him, always urge him with as little irritation as possible, for if he gets excited and goes at it madly he will bolt and soon learn to pull or lug, which is a most unpleasant habit in a driving horse. If he is whipped when trotting as fast as he can go he will be taught to break or given cause to hitch. To remedy this habit time and pains are required.

When you wish your horse to slacken his speed, speak to him in a mild tone, and if he does not catch the words he will understand the sound. Many drivers pay no attention to this and whip an old horse for stopping while they have been conversing with some one. When he slackens his speed give him a loose and comfortable rein. Always be as pleasant as possible. This will encourage and not discourage the horse. When speeding be reasonable in your distances. Do not ask your horse to speed a long distance hitched to a heavy carriage or on 'hard roads. A quarter of a mile on a level dirt road with a good strong horse is a long distance for him to go at full speed. If you do not speed him too far and hitch him to a light rig, a short distance at high speed will improve his road gait.

The horse's mouth is extremely sen-

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sitive and is the chief means of carrying to him your wishes when driving, so his mouth should be saved as much as possible. The more gently you touch the reins the more clever the horse will be. When you speed him do not press him too much. Start him easy, stop him before he breaks, and let him trot or pace, whichever comes most natural to him. Begin with a short distance, increasing from day to day. After speeding always examine him to see if he has hurt himself by interfering or overreaching, when you will fit boots for him accordingly. No young horse should be speeded without quarter boots nor with heavy shoes. Every colt or horse that has not had a course of training should be well booted when taken out to speed.

It is not whipping that makes the mare go. F. T. Melville.

"Money" of Roman Origin.

The origins of the English word "money" go back to the first coinage of silver in Rome. It is told by Livy how the first regular mint was established at the capitol, in the neighborhood of the temple of the Goddess Juno Moneta—so called from the Latin moneta (a warning), because the goddess had there revealed to Manlius the assault of the Gauls. One of the early Roman coins bore on one side the head of the goddess, with her name, Moneta, and on the reverse the instruments of coinage. Gradually the name passed to the product of the mint and finally this product, the coinage, was itself personified as a goddess. Moneta, and even three Monetae came to be recognized as guardians of the three metals—gold, silver and copper—from which Roman money was coined.

The definition of money which will be adopted in this discussion is a commodity of intrinsic value acceptable in exchanges which has become by law or custom the usual tender for debt. Put into more popular language, this means that the term money, under existing social conditions, is applicable to gold or silver coin and should not be extended to the various forms of paper which economize the use of money.

The use of the word money is extended by many authorities to different forms of credit obligations—by some to redeemable Government paper or redeemable bank notes; by others to irredeemable paper of either type and by still others to the checks, deposit entries and various written instruments which are employed in carrying on exchanges. The difficulty about these extensions of the definition beyond coined metal of intrinsic value is that there is no logical definition of money terminate. If the definition is extended to instruments of paper credit it is not clear why it stops with legal tender instruments and fails to include bank notes, which are not legal tender. If it is extended to the latter it is not clear why it should not extend also to foreign bills of exchange, which are kept by many of the European banks as a part of their coin reserves ready to be sold for coin whenever they have need for it.

Never Got Above a Little One-Horse Business.

He did not know how to advertise.
 He did not keep up with the times.
 He tried to do everything himself.
 He tried to save by hiring cheap help.
 His word could not be depended upon.
 He looked upon system as useless red tape.
 He strangled his progress by cheese-paring economy.
 He did not have the ability to multiply himself in others.
 He ruined his capacity for larger things by burying himself in detail.
 He never learned that it is the liberal policy that wins in business building.

His first successes made him overconfident, and he got a "swelled head."
 His styles were always a little off, his goods always a little out of date.
 He thought he could save the money which his competitors spent for advertising.
 He thought it was nonsense to pay as large salaries to buyers as his competitors did; but they got his customers.
 He did not appreciate the value of good taste in a buyer, but thought what he saved on his salary was clear gain.
 He was always running his business down. With him times were hard and money tight; business only just "so-so."

He was pessimistic, and all his employes caught the contagion, making the whole atmosphere of his establishment depressing.
 He put men at the head of departments or in posts of responsibility who lacked executive ability and the qualities of leadership.
 He could plan, but could not execute, and he did not know human nature well enough to surround himself with efficient lieutenants.
 He did not think it worth while to compare his business with that of his more successful competitors or to study their methods.
 He did not buy with his customers' needs in view, but bought the things which he liked the best himself, or which he thought would bring the biggest profits.—Success.



The Ben-Hur Cigar
 Acts as the Magic Wand to Start Money Flowing Your Way

The superlative merit of this brand has made thousands of dealers its strougest champions for more than a score of years. "Why, I couldn't get along without the Ben-Hur cigar even should I wish to," said a dealer to us the other day who bought a sample hundred of us in '86 and buys in jobbers' lots today.

Let your customer try the rich, mellow flavor of this cigar and he'll "get the habit" and when he thinks of the brand which gives him the most pleasure your store is associated with his enjoyment every time.

Your customers' daily gratification becomes your daily profit.

WORDEN GROCER CO., Distributers, Grand Rapids, Mich.

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

THE IDEAL SALESMAN.

Some Cardinal Features Which He Must Possess.

To speak of the ideal salesman presents difficulties of a peculiar nature. It would be a pleasure to talk or write about ideals or idealism. Such a field of discussion must prove inviting. To speak of the salesman with all of his limitations must be doubly inviting, because a salesman is intensely human and human things are always of absorbing interest, and with all his faults we love him still. But to speak of the ideal salesman is a task indeed. For what can be farther removed from idealism than that intensely practical and mercenary thing we call a salesman?

It seems to me that the man who would excel as a salesman must first of all be a gentleman. Not one of those ready made, artificial, superficial creatures, but a gentleman to the manner born, a gentleman by birth, breeding and inheritance. He must be a man of gentlemanly exterior because a gentleman at heart—a man of genial, wholesome, hearty living, whose very presence comes as an inspiration and brings with it the impelling suggestion of wholesome life. There must be no icicles in his heart and with him it must be always June.

He must be able to welcome cooperation and willing to receive advice. There are natures so small and of so contracted vision that they are conscious of no speck upon life's horizon but themselves and they treat the suggestions from without as wholly superfluous. Such men remind you of the man who received from a friend a jar of beautiful fruit preserved in alcohol. Soon after his friend received a letter of acceptance in which he said, "I regret that I am unable to use the fruit you sent me, but I appreciate the spirit in which it was sent."

The ideal salesman must be in his personal conceptions an idealist. These are days in which we trade on one another's confidences. The world's business is done on confidence. The trader on the Stock Exchange puts up two fingers and the man who stands opposite in the pit writes down that a million dollars in stocks, bonds or merchandise has changed hands. We expect men to believe in us and the degree to which we compel men's confidences measures our success. If it be true that men instinctively know one another, then he who asks an exchange of confidence must be worthy of confidence. The product of his hand must be the highest expression of his sense of commercial honor. He must take into the world's market a product that is in the highest sense expressive of his honor, heart and life. He must, therefore, be an idealist in the highest and best sense. No man who sells a deception can continue to be a man. No man who is not a man can hope for prolonged success in any walk of life.

He must be an optimist. When orders don't come or when the other fellow has taken the train ahead of him, he must still live in hopes. He must be of that optimistic tempera-

ment that gives him faith in the good old adage:

"Around awakening continents from shore to shore

Somewhere the sun is shining evermore."

Discouragement is fatal. The man who has lost faith in himself, his mission in the world or his calling has already written himself all over with failure. There is no greater impelling force than enthusiasm—that kind of enthusiasm which tingles to the finger tips and that drives men forward in their pursuit with the eagerness of the chase. Such enthusiasm makes work a pleasure and thrills with the very joy of living! It is in the air in this young country of ours. It is this enthusiasm that has lifted America to the foremost place and made her leader in the industry of the world!

The ideal salesman must be a man of grit. He must know how to take punishment and glory in it. As one of the poets has put it, "He must know how sublime a thing it is to suffer and be strong." Some one has said that the measure of one's manhood is his ability to suffer and not show it. That is not a bad definition. The man who would succeed as a salesman must stand up against opposition, all unconscious of the wearing, the attrition which he meets at every turn—knowing no surrender. He must be made of the stuff that makes heroes. Last summer they built a line of railway through the swamps in Northern Minnesota. They had a big Swede cutting out the underbrush for the right of way. It was in June. The June flies and gnats were innumerable and vicious. Ole had a \$5 bet with the cook that he could sit thirty minutes without scratching. Ole stripped to the waist, seated himself on a log and pulled tenaciously at his long clay pipe. Fifteen minutes passed without visible effects. Twenty minutes passed and the cook showed symptoms of anxiety about his \$5. He stole quietly to the cook house, got his sunglasses and quietly focused the sun on Ole's shoulder blade. Ole's back began to smoke and he showed symptoms of discomfort. He sat over on the log. His back continued to smoke. He took his long clay pipe and ran it cautiously down his back, which continued to smoke. Finally he called out: "Hey, Ay tak off fifty cents if you kill et horsefly." Ole would have made an ideal salesman in some respects. He would certainly have maintained the price and when the punishment became too severe would have made the cut as trifling as possible.

The salesman must be a loyal champion of his employer and his interests—a rugged defender often under most trying circumstances. They tell us about heroes and extol the virtues of the brave men of self-denial and unselfish devotion. What man more fully exemplifies these virtues than the salesman who goes out in the world single handed, who counts no sacrifice too great, who scorns personal discomfort and who is impelled by the one thought of his employer's interest? All honor to the

men who carry the grip! They inspire us with a deeper love for the stalwart and manly virtues of which they are a splendid type. Such a man is invincible. A poet tells us that "truth crushed to earth will rise again." Some one has said, "You can not keep a good man down."

When I was a boy I lived on a farm and it fell to me to look after the cattle. We had a disconsolate old brindle cow that moped around the pasture in a state of chronic melancholy. On the west end of the pasture there was what we called the blind lake, one of those deep bogs overgrown with turf. She had a habit of walking down into the bog and when her feet cut through, down went all four legs and she lay in pitiable helplessness. I remember now with rising resentment the times when I took the old gray horse and a coil of rope and wrapped one end around her horns and the other to the horse and then toiled painfully up the bank until the creature was dragged onto dry land, but she never learned better. The process had only to be repeated the succeeding day. That old brute did not have spunk enough to chew her cud. We had another one, a young heifer, fleet of foot and graceful of limb, with an eye as clear as a mirror, with every line of her body suggesting grace, energy and strength. She would go over the six rail fence without an effort and we made it seven. We added the eighth and ninth, but she would sail over and never touch a hoof. We finally had to kill her because we could not build a fence that would keep her in. Now, men are like cattle—there are men who go on all fours when they get in the quicksands, and lie wholly undone in the slough of despond, waiting for some one to throw them the lifeline of enthusiasm and the inspiration of new hope. They have not enough spunk to chew the cud of opportunity that Providence provides for them. There are others to whom the sixth rail of adversity only suggests the glory of mounting over the seventh. There are some nine railers, and no obstacle can stop them while life lasts. You can not keep a good man down!

The man who would succeed as a salesman must be a man of broad vision. This qualification is important if he be fortunate enough to live in the West. We are all human, and whether conscious of it or not, subject to human limitations. We all yield at the point of greatest pressure. Our energies are dissipated on the duties that press hardest upon us. Absorbed in duties, we lose all the inspiration of that larger vision that comes to the man who looks out and beyond the petty details of to-day's work. The man who succeeds at any task must be larger than that task. He must be equal to that task and something more. His human interest in the world about him must carry him away from himself and his immediate work. He must plunge into the world and be a part of that world. He must nurture and develop within himself that larger sympathy which broadens and

deepens men's natures. He must concentrate his every energy upon the selling of goods, and yet the selling of goods must be merely an incident in his life.

The salesman is to play an increasingly important part in the world's work. With the dawn of the new century it is becoming evident that the world's history is to be written in the world's commerce, and the world's commerce is to be dominated by the country in which we live. A century ago it was predicted that the center of our population would one day lie west of the Allegheny Mountains. Again it was predicted that the center would move westward to the Mississippi Valley. A half century ago William H. Seward stood near the Falls of St. Anthony and predicted that the day would come when the spot upon which he stood would be the center of a great city and that the center of population of the continent would be on the banks of the Mississippi. They wrote him down as an enthusiast bereft of judgment! One of our great railroad magnates has recently stated that this generation will see the shipping of our Pacific greater than that on the Atlantic coast and the eyes of the world are already upon the Pacific. We have been watching with absorbing interest a great struggle in the Far East, and they tell us that the outcome of this struggle is to determine the future of one-third of the human race. Five hundred millions of people are awakening to a consciousness of national liberty and larger life. But a greater struggle is yet to come. Out on the Pacific the destinies of these millions are still to be worked out through a conquest more abiding, more far-reaching in its results than that in which the sons of two empires have so cheerfully given their lives. The commerce and civilization of the Pacific are to fix on the teeming millions of the Orient our conception of life and our standard of living. In that commerce America is to lead, and to that commerce America is to contribute all that we glory in as distinctly American. Let every man who travels as the champion and exponent of our commerce glory in the calling to which he has given his life! It is given to him to stand as the visible expression of all that is best in the world's civilization and to fix forever upon the awakening millions the best that twenty centuries of civilization has bequeathed us.

J. M. Anderson.

The Decline of the Clam and Scallop.

It is given out in high places that the clam, the erstwhile common clam, is in a fair way to become as rare as a day in June. Unhappily, the clamless clam chowder is already no stranger to our shores. But who can contemplate with equanimity that future foretold by sensational journals in which the red tomato shall triumph altogether and the chowder be permanently put on the board with Hamlet left out.

"Hoping to find a silver lining to that dark culinary cloud I sought authoritative information at the State

House," says a Boston writer. "My talk with the Fish and Game Commissioner convinced me that the situation is both better and worse than it has been represented. It is not the soft clam alone which is turning its back upon Massachusetts, but the whole train of shore dinner shell-fish—the oyster, the quahaug, or little neck, and the precious scallop."

The primary cause of the failure of the shellfish supply is an increased demand. Other things, like severe winters and the pollution of flats with the refuse of cities, have taken a hand in the mischief. But a lively sale and good prices have been the most potent factors, because they have made the fishermen greedy; so greedy that they forgot to look ahead even for a single season. In their hurry to snatch the last dollar they have been taking and selling infant clams and infant scallops, a proceeding absolutely fatal to the welfare of the fisheries.

In the case of the scallop there is plenty of law to prevent the untimely taking off of seedlings; but, unfortunately, the statutes neglect to define the word "seed." Fishermen know well enough when they are taking scallops which should be left to increase, to multiply; for, although the youngsters get most of their growth during their first summer, so that they are not easily distinguishable in size from their elders, yet there is a bright look to the shell, which is thin and clear of stony sea worms—serpula, I think, is the proper term—which advertises conspicuously the fact that they have not yet weathered an American winter. And yet, so long as the law sets no date for their coming of age, nobody can be prosecuted for dredging up young scallops. And dredged up they are in appalling numbers. At Chatham this season, where fifteen boats are steadily engaged in scallop fishing and the shells are brought in at the rate of fifty bushels a day, this season's catch has consisted altogether of seed.

How serious a matter this is appears only when one takes into account that a scallop born during the last summer has not spawned. Left until next June or July it would present the world with scallop eggs to the number of 100,000. To be sure, many of these eggs would die, and of those that hatched a comparatively small majority would come to years of discretion. Yet 100,000 scallop possibilities are taken out of the world for each young scallop wrongfully dredged up, and fifty bushels of such taken daily at Chatham! The thing is too awful to contemplate!

The Real Need.

Agent—I'm selling a wonderful medicine. It will cure asthma, sciatica, colds; good for the hair; also cures the drink habit, smoking habit, coffee habit, and—

Farmer—Say, hold on! What the farmers round here need is a patent medicine that'll cure the patent medicine habit.

If doors are not stylish they are at least knobby.

Hardware Price Current

Table of hardware prices including Ammunition (Caps, Cartridges, Primers, Gun Wads, Loaded Shells, Gunpowder, Shot, Augurs and Bits, Axes, Barrows, Bolts, Buckets, Butts, Cast, Chain, Crowbars, Chisels, Elbows, Expansive Bits, Files, Galvanized Iron, Gauges, Hammers, Hinges, Hollow Ware, Horse Nails, House Furnishing Goods, Stamped Tinware, Expanded Tinware).

Table of hardware prices including Iron (Bar Iron, Light Band, Knobs, Levels, Metals, Miscellaneous, Mellasses Gates), Nails (Advance over base, Steel & Wire, Wire nails, Base, 20 to 60 advance, 10 to 16 advance, 8 advance, 6 advance, 4 advance, 3 advance, 2 advance, Fine 3 advance, Casing 10 advance, Casing 8 advance, Casing 6 advance, Finish 10 advance, Finish 8 advance, Finish 6 advance, Barrel 1/2 advance), Rivets (Iron and tinned, Copper Rivets and Burs), Roofing Plates (14x20 IC, Charcoal, Dean, 14x20 IX, Charcoal, Dean, 20x25 IC, Charcoal, Dean, 14x20, IC, Charcoal, Alloway Grade, 14x20 IX, Charcoal, Alloway Grade, 20x25 IC, Charcoal, Alloway Grade, 20x25 IX, Charcoal, Alloway Grade), Ropes (Sisal, 1/2 inch and larger), Sand Paper (List acct. 19, '86), Sash Weights (Solid Eyes, per ton), Sheet Iron (Nos. 10 to 14, Nos. 15 to 17, Nos. 18 to 21, Nos. 22 to 24, Nos. 25 to 26, No. 27, All sheets No. 18 and lighter, over 30 inches wide, not less than 2-10 extra), Shovels and Spades (First Grade, Doz, Second Grade, Doz), Sols (1/2, 3/4, 1, 1 1/2), Steel and Iron (Tin-Allway Grade, Tin-Grade, Tin-Allway Grade, Tin-Grade, Tin-Allway Grade, Tin-Grade, Tin-Allway Grade), Traps (Steel, Game, Oneida Community, Newhouse's, Oneida Com'y, Hawley & Norton's, Mouse, choker, or doz. holes, Mouse, delusion, per doz.), Wire (Bright Market, Annealed Market, Coppered Market, Tinned Market, Coppered Spring Steel, Barbed Fence, Galvanized, Barbed Fence, Painted), Wire Goods (Bright, Screw Eyes, Hooks, Gate Hooks and Eyes, Wrenches, Baxter's Adjustable, Wrenches, Cox's Genuine, Cox's Patent Agricultural, Wrought, 70x10).

Rockery and Glassware

Table of rockery and glassware prices including Stoneware (Butters, Milkpans, Fine Glazed Milkpans, Stewpans, Jugs, Sealing Wax, LAMP BURNERS, MASON FRUIT JARS, LAMP CHIMNEYS—Seconds, Anchor Carton Chimneys, Electric in Cartons, LaBastie, OIL CANS, LANTERNS, LANTERN GLOBES, COUPON BOOKS, Credit Checks).

A BOY'S CHANCE

Hinged on the Attribute Next to Godliness.

Written for the Tradesman.

It makes no difference what town it was, the only fact in regard to it to be borne in mind being that the locality was anything but desirable and ought never to have been selected for a grocery store and, once taken, to have been given up as soon as the law would allow. Still it had fallen into conservative hands and a grocery it was and a grocery it probably would be in all likelihood to the end of time.

Into this by-way establishment one Saturday morning, a day busier than other days even there, a wide-awake youngster of 19 put in an appearance for the half-dollar that was to be received for his services when the long day was done. "You won't be nothing but a bother and you won't be wuth the 50 cents, but if you'll come in Saturdays for a while you'll be wuth it in the long run and I'll give it to you, for somebody I've got to have. Spry 'round now and find out where everything is so that when customers come in you won't have to stand 'round with your fingers in your mouth and, above all things, don't bother me. Keep track of what you sell, unless you want to pay for it yourself, and don't say anything about the price unless they ask you. Then you'll have to come to me. I guess you can sort o' locate things and sweep at the same time. Try it anyway. This floor is too dirty for Saturday. There comes the meanest woman in the neighborhood to trade with. Git rid of her as soon as you can and don't make 'er mad if you can help it. She means well and she pays well and I put the two together and grin and bear it unless she rubs it in too hard, and you'll have to do the same thing."

At that moment "the meanest woman in the neighborhood" came in.

"Good morning, Mr. Ellison," said the neat, trim little woman with bright, black eyes and immaculate collar and cuffs, "dirty as ever, I see; and a new clerk. Tell him, for goodness' sake, to sweep the first thing he does and not to dust after he gets through with a feather duster; and, young man, after you block up half of the sidewalk with your baskets see if you can't invent some method to keep the dogs off—I'd try wire netting. Well, if he hasn't on collar and cuffs, clean at that!—Keep him, Mr. Ellison, keep him. It'll be money in your pocket if you do. You'll find it's what I've always told you—cleanliness is next to godliness and the grocery store that is a success has neatness for three-fourths of its stock in trade.—Is my bill ready for me, Mr. Ellison? Sorry. This is the second time I've asked for it and this is the fifth of the month. Between your dirt and your negligence you'll find yourself in trouble one of these days. Young man, if you want to be a successful tradesman keep a clean store, keep clean yourself and keep your accounts squared up. Do that and right here, if you can coax this man to sell out, you can have and

will have the first grocery in the city.—Here is my order, Mr. Ellison. I'm coming back in half an hour and will take the goods on my way home," and out she went laughing at the man who was used to her banter and at the clerk who with a "methinks there's much reason in her sayings" had something to think of that kept him busy for months after.

"Do that and you can have the first grocery in the city." It clung to him like a burdock. It was especially fresh when he took the broom to sweep, and more than asserted itself when, to make a good job of it, he put aside the broom and took up a shovel. A feather duster? There wasn't even that, and when the thinking clerk asked Ellison for one the answer he got was: "There ain't any. That's only some of that woman's d—d nonsense."

The nonsense, however, clung to him. He had come in for the half-dollar when his day's work was over; but the fact that he had already on hand three-fourths of the capital essential to success in that very store kept his brains busier than his hands all that long wearisome day. Why not go into the grocery business when his school life ended in June? Why not make himself so necessary to Ellison that he would need him not only at the end of the week, but always and, when the vacation began, come in there, work up a trade for his employer, get a knowledge of and a firm grip on the business and make it a success? If he had already three-fourths it couldn't take long to arrange for the odd one, and so, right there in his own town, he could begin and work his way up. "Cleanliness! Well, I guess! and the more I look at things in here anyway I believe there's a good deal to it. I'll try it anyway."

So as the orders came in and he filled them; so as woman after woman of all sorts and conditions came in, were served and went out again; so as opportunity after opportunity for him to look into the dirt business came up and he improved them, he became more and more satisfied that what that particular store needed more than anything was a good, thorough cleaning from front door to back. This led him to wondering about other groceries—his immediate rivals in trade should he ever start in—and he found them all hardly cleaner than his own. The women, as they came in, invariably drew in their skirts and just as invariably expressed their disgust in their faces. More than one who inadvertently touched box or barrel or counter with gloved or ungloved hand looked frowningly at the place of contact and glared at the spot and then at the thing that had made it. It was the same everywhere, and then came the great resolve.

The result would be worth the experiment; and even if Ellison didn't take to the idea it would be a good way to find out if there was anything in it. "Tall oaks from little acorns grow," and while the storekeeper never would give him a "red" for the necessary work, it would give him a hint as to facts which he could

easily make use of somewhere else. So when he paid him that night and Ellison engaged him for the following Saturday he asked if there was any objection to his coming in from time to time and straightening things out a little. There wasn't, if he could afford it; and from 4 to 6 the clerk with something on his mind went over and with unlimited soap and water and tireless enthusiasm cleaned things up, so that when Saturday came around again, and he, in a clean apron, went to work, even Ellison noticed the change and could not help expressing satisfaction at the result.

"It's all right, Joe; it's all right, and I'm curious to see what Ma'am Fault-finder will have to say now."

He did not have to wait long. Even then as he looked through the window he saw her coming and Joe, who was looking, too, saw her gather up her skirts as she neared the door. She stopped in front a moment, as one does when not quite sure, and then seeing the two men watching her she came in with the cheery laugh and voice, both peculiarly hers.

"Well! Well! This is something like it, Mr. Ellison; something like it! I congratulate you with all my heart for having sense enough to engage a clerk who evidently understands his business. I am going to ask you to introduce me, because I want to congratulate him for seeing what this store has needed and then for the pluck and perseverance for furnishing it in such wholesome doses."

The ceremony was gone through with and then while her little well-fitting glove was resting among his big fingers that didn't dare to make the most of their chance, she went on:

"It's going to be just as I've said. All this place has wanted is exactly what it's got, and you'll see, Mr. Ellison, before the month's out that your business is going to more than double. Before night I'll send you half a dozen women who have been ransacking this city for a clean grocery; they know as many more, and if you'll only keep on as you have begun your fortune is made. Here is my list, and now, Mr. Kenney—K-e-n-n-e-y; is that right?—I wish you would just wait on me, if you will. In the first place I want to see how it seems to be taken care of by a clerk in collar and cuffs, all clean, and have my goods put up by a pair of hands whose finger nails are not in mourning and whose owner is not in his shirt sleeves.

"Excuse me, gentlemen, if I look about a little. It's such a comfort not to be bothered with skirts, and I can let go of them without fear of soiling them! Why! there is a floor here! Mr. Ellison, I've lost a bet and you'll have to make it up to me by reducing prices. I insisted that you were on the ground and Mr. Kenney's soap and water have brought out not only the floor but the grain of the boards. The bet was \$5, Mr. Ellison, and you can govern yourself accordingly. It must seem strange to you to have it so light in here. For the first time I can see the goods you're selling me and you may double my order for

sugar. These beans are the kind my husband thinks so much of; put down a quart. Pineapple cheese! Just what I thought I must go downtown 'for! I want that largest one;" and so she looked about and ordered in the light that came in through the well washed window, until even the lazy storekeeper began to understand that a clean window and a clean store do help trade, and to see that Joe had started in on an idea which, carried out, would change things.

The change, however, didn't last long. It flourished while Joe was on hand to push things; but he received little encouragement, and while he kept the store in presentable condition on Saturday in the main it was one day to six, and the floor and windows grew dirty and, to put it strong, things inside and out grew dirty and Joe saw pretty fairly it wasn't any use for him to try to go on with a man who was willing to be a drag and unwilling to be anything else. "Still, she said that three-fourths of a man's capital was keeping clean. I wonder—" and for several days he kept on wondering.

At last, when a fortnight only intervened before the close of school, he screwed his courage to the sticking point, and found himself in the Clermont reception room telling "the meanest woman in the neighborhood" that Ellison and godliness would never be neighbors, that he, Kenney, believed that he could be a good grocer if he had a chance and—and—would she interest herself a little in his behalf?

Without any if's or and's she said at once eshe'd try and, asking him to follow her, led him to the Clermont den, where he found that gentleman and a friend making the most of a couple of mighty good cigars.

"This is the young man, John, I have been telling you about, and it's turning out just as I said it would. Mr. Ellison has dropped back into the ruts deeper than ever, and now's the time to buy him out if you're ever going to. Here's the young man to step in and get the establishment into running order and here's Mr. Wright—Mr. Wright, this is Mr. Kenney—to fill up that store with the best goods his house can furnish. If Mr. Clermont hesitates about accepting the bill, Mr. Wright, send it to me. I'll leave the details with you and him. I'm having callers and must go."

That's about all there is to it. The Kenney wholesale house, known throughout the Middle West as the leading house of its kind, began its prosperous career then and there; and when the other day some one asked Mr. Joseph Kenney to what he attributed that prosperity he said with a laugh that it was due wholly to soap and water and to a bright little customer who insisted that cleanliness was next to godliness and that that kind of godliness in the grocery business would pay!

Richard Malcolm Strong.

Why are troublesome visitors like trees in winter? Because it is a long time before they leave.



Perpetual Half Fare Trade Excursions To Grand Rapids, Mich.

Good Every Day in the Week

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

Amount of Purchases Required

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

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

<p>Automobiles Adams & Hart Richmond-Jarvis Co.</p> <p>Bakers National Biscuit Co. Belting and Mill Supplies F. Ranville Co. Studley & Barclay Bicycles and Sporting Goods W. B. Jarvis Co., Ltd.</p> <p>Billiard and Pool Tables and Bar Fixtures Brunswick-Balke-Collander Co.</p> <p>Books, Stationery and Paper Grand Rapids Stationery Co. Grand Rapids Paper Co. M. B. W. Paper Co. Mills Paper Co.</p> <p>Confectioners A. E. Brooks & Co. Putnam Factory, Nat'l Candy Co</p> <p>Clothing and Knit Goods Clapp Clothing Co. Wm. Connor Co. Ideal Clothing Co.</p> <p>Clothing, Woolens and Trimmings. Grand Rapids Clothing Co.</p> <p>Commission—Fruits, Butter, Eggs Etc. C. D. Crittenden J. G. Doan & Co. Gardella Bros. E. E. Hewitt Vinkemulder Co.</p>	<p>Cement, Lime and Coal S. P. Bennett & Co. (Coal only) Century Fuel Co. (Coal only) A. Himes A. B. Knowlson S. A. Morman & Co. Wykes-Schroeder Co.</p> <p>Cigar Manufacturers G. J. Johnson Cigar Co. Geo. H. Seymour & Co.</p> <p>Crockery, House Furnishings H. Leonard & Sons.</p> <p>Drugs and Drug Sundries Hazeltine & Perkins Drug Co.</p> <p>Dry Goods Grand Rapids Dry Goods Co. P. Steketee & Sons.</p> <p>Electrical Supplies Grand Rapids Electric Co. M. B. Wheeler Co.</p> <p>Flavoring Extracts and Perfumes Jennings Manufacturing Co.</p> <p>Grain, Flour and Feed Valley City Milling Co. Voigt Milling Co. Wykes-Schroeder Co.</p> <p>Grocers Clark-Jewell-Wells Co. Judson Grocer Co. Lemon & Wheeler Co. Musselman Grocer Co. Worden Grocer Co.</p>	<p>Hardware Clark-Rutka-Weaver Co. Foster, Stevens & Co.</p> <p>Jewelry W. F. Wurzburg Co. Liquor Dealers and Brewers D. M. Amberg & Bro. Grand Rapids Brewing Co. Kortlander Co. Alexander Kennedy</p> <p>Music and Musical Instruments Julius A. J. Friedrich</p> <p>Oils Republic Oil Co. Standard Oil Co.</p> <p>Paints, Oils and Glass G. R. Glass & Bending Co. Harvey & Seymour Co. Heystek & Canfield Co. Wm. Reid</p> <p>Pipe, Pumps, Heating and Mill Supplies Grand Rapids Supply Co.</p> <p>Saddlery Hardware Brown & Sehler Co. Sherwood Hall Co., Ltd.</p> <p>Plumbing and Heating Supplies Ferguson Supply Co., Ltd.</p> <p>Ready Roofing and Roofing Material H. M. Reynolds Roofing Co.</p>	<p>Safes Tradesman Company Seeds and Poultry Supplies A. J. Brown Seed Co.</p> <p>Shoes, Rubbers and Findings Herold-Bertsch Shoe Co. Hirth, Krause & Co. Geo. H. Reeder & Co. Rindge, Kalm'h, Logie & Co. Ltd</p> <p>Show Cases and Store Fixtures Grand Rapids Fixture Co.</p> <p>Tinners' and Roofers' Supplies Wm. Brummeler & Sons W. C. Hopson & Co.</p> <p>Undertakers' Supplies Durfee Embalming Fluid Co. Powers & Walker Casket Co.</p> <p>Wagon Makers Belknap Wagon Co. Harrison Wagon Co.</p> <p>Wall Finish Alabastine Co. Anti-Kalsomine Co.</p> <p>Wall Paper Harvey & Seymour Co. Heystek & Canfield Co.</p>
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If you leave the city without having secured the rebate on your ticket, mail your certificates to the Grand Rapids Board of Trade and the Secretary will remit the amount if sent to him within ten days from date of certificates.



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.

Pen Picture of a Man Who Challenges Respect.

Who is he? Not who was he forty years ago when the system of selling goods on the road by sample was in its formative stage, but what have these years done for the commercial traveler? What is he to-day? Evolution performs wonders sometimes. The hats upon our heads once covered animals of the forest. Manufactured into a sheet, this fur is passed over a number of shaping blocks, and in time the finished product is adapted to the requirements of our head, with durability and style. The railway engines and stage, like coaches of our forefathers, now bring to us a smile as we ask, Could these unsightly, cumbersome contrivances carry passengers? Compare them with the speedy, symmetrical locomotives of to-day, whose power is almost immeasurable, and the elegant coaches in which we ride, cushioned in plush and finished with rare wood polished to reflect your image, interspersed with deep cut beveled mirrors. This is evolution. The stages of developing the fur into the hat or transforming the crude means of former travel into the moving, swift palaces of to-day, are no more clearly marked than is the "drummer" of forty years ago evolved into the everyday commercial traveler. Who, then, is he? He is the strong arms of commerce, the exponent of the modern idea of effort by direct personal appeal. He is not a mere selling machine, but a personality, endowed with powers of motion, discretion, adaptability, integrity and perseverance.

What are his methods? He quietly enters the great manufacturing and jobbing concerns; before long he is familiar with the cost of production and other inside details. Thrown then with the people, he learns conditions as they exist, and thus is in a position to influence the proprietorship in making prices and fixing terms for the distribution of products and merchandise. Is he arbitrary in his demands upon the management, or does he strike if refused recognition? On the contrary, he makes no demands, and the word "strike" is not in his vocabulary. He just slips his shoulder under the burden, and the proprietor most willingly accepts the service, as he knows full well that the load will be successfully carried, with a faithfulness and an energy he himself does not care to exert. Thoroughly equipped for business, the commercial traveler goes on

his journey into every nook and corner of the land.

Will he endure? He is the keystone of the arch in the structure of modern commerce, the essential factor in its perpetuation. No commercial architect has yet had the temerity to suggest the plan for an edifice which will dispense with his services. He will continue: (1) Because the retail trade has learned his value and would not consent to his removal; (2) More goods are sold and consumed by his efforts; (3) A better system can not be devised, since there is no power equal to that of direct personal appeal.

Is he a blessing? By his presence the dealer can buy his goods on a closer margin of profits and thereby sell to consumers for less money. The expense of travel to market and loss of time is saved to the dealer. The commercial traveler increases the sale of articles of merit and convenience. The expense of his travel is spent right in the towns he visits. Finally, he stands as a protector, looking after alike the interest of the dealer and jobber. And, may we not add, that he is a disseminator of practical information and a bearer of sunshine in his journey through the world?

Does the world know him? Only in a superficial way outside of the channels of commerce. Here he is well known and appreciated as a representative of the great business interests, jealous of his responsibilities and with a big heart for his fellow man. We have given here a pen picture of the man who to-day challenges the respect and confidence of the world—the commercial traveler.

Keeping a Neglected Promise.

I had an occasion to call at a little town in Iowa in which our house had a very good customer by the name of Swartz, who was a German.

I was a new man with the house and this being my first trip to the town in question I was not acquainted with Mr. Swartz's methods of doing business.

However, upon entering his store I introduced myself, and the moment I mentioned the name of the firm I represented, he said in his German accent, "You shus as vell took your tam old grips on git oud of here; I dont vant to py any more goots of such a house."

And before I had a chance to speak he walked towards the back of the store in dudgeon. Instead of doing as I was requested, I followed him, and found him sitting on a stool by the side of the stove.

As I walked towards him he looked up with an I-thought-I-told-you-to-take-your-grips-and-get-out look. I said: "Mr. Swartz, before I go I would like to ask you what is the trouble between you and our house. Perhaps I can adjust matters."

"Dot is just vat de oder fellow sait, but didn't do it, after I hat given him an orter," roared Mr. Swartz.

I remarked: "Now, sir, I came into your place of business as a business man, to do business with a business man. If you will allow me a few minutes I may be able to help you out of

your troubles." Whereupon he said: "It vill pe no use. I von't puy any more goots of dot house." I thought it was all over with my chance of selling him, but another idea came to me. I said: "Mr. Swartz, you are a good business man, of good judgment, and you have handled our goods for a number of years. I am sure you would not be so unwise as to turn down a line that has netted you handsome profits without first giving the matter careful thought and giving us a chance to make good any cause of complaint. Instead of turning me out, hadn't you better tell me your troubles in connection with our line? Maybe I can straighten matters out. Give me a chance, won't you?"

After thinking a while he turned to me and said: "Vell, you go and get your supper and by and by come pack, and we vill together talk id over."

I did so, and when I returned to the store he still had that frozen look. After giving him a good cigar I listened to his story about having a few old goods on hand that the salesman before me had promised to have the house exchange for new goods. The house had neglected to do so.

I promised to make the matter right, although it was not the fault of the goods. As he had been a good customer in previous years I wanted to keep his trade.

After a short talk I had him feeling friendly again and secured his order for a spring shipment of our goods upon condition that previous to the shipment of the goods he was to receive a letter from our house allowing the return of what old stock he had to exchange, which amounted to only \$35. He was to pay the freight on the returned goods. Today Mr. Swartz is one of the best customers I have in the territory, and it is due to having the house stand good for the promises I made him.—W. Z. Pay, in Salesmanship.

There is admission now in Berlin that German industry will be dependent upon the United States as long as the greater part of the world's supply of cotton and copper is produced here. It is a condition that can not be changed by any tariff law or by shrewdness of any sort, unless there is developed some other source whence cotton and copper can be obtained. There have been hopes that the German colonies in Africa would solve the situation, but the hopes have not yet materialized and the prospects are not very rosy. So much against their will the Germans forego the application of maximum tariff rates against the United States, not being prepared to precipitate a tariff war.

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



Also instruction by MAIL. The McLAHLAN 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

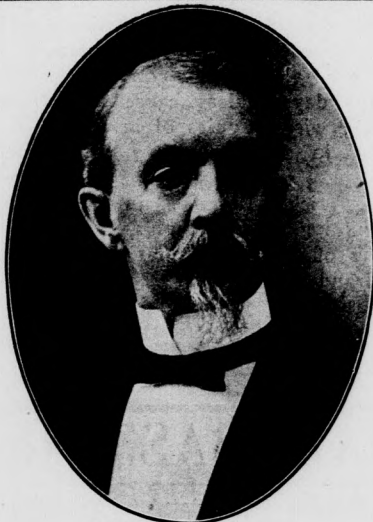
This stock has for years earned and received cash dividends of 2 per cent. quarterly (and the taxes are paid by the company.)

For further information call on or address the company at its office in Grand Rapids
E. B. FISHER, SECRETARY

First Communication from President Klockslem.

Lansing, March 1—In coming before you as President of your Association I take this opportunity to thank you for the high honor you have conferred upon me. I am proud of the organization that has accomplished so much good in the past and has so bright a future.

Very few of us stop to think how much good our Association has done for our deceased brothers' families. In the year just closed thirty-three of our brothers laid down their grips and turned in their last mileage. During the past three years, while I was



H. C. Klockslem

a member of the Board of Directors, it was my fortune to know something of the situation of the families of our departed brothers, and in many cases the money they received from the death benefit fund was all they had in the world. Surely no brother will begrudge the money he has contributed for so worthy a cause.

Notwithstanding the large death loss during the past year every claim has been paid in full and the Association is in excellent condition. Our membership should be larger. We want to reach two thousand during the coming year. I ask the united support of every member in the Association and urge each one to se-

cure at least one new member. Will you do it? H. C. Klockslem, Pres.

Regular Meeting of the Directors.

Jackson, Mar. 3—The Board of Directors of the M. K. of G. met in the parlors of the Otsego Hotel March 3.

In the absence of the President, H. C. Klockslem, of Lansing, it was moved and carried that Chas. W. Stone, of Kalamazoo, act as temporary chairman. A full Board was present except President Klockslem, C. W. Hurd and A. A. Weeks.

The subject of changing the dates of our summer meeting from the last Tuesday and Wednesday in August to the last Friday and Saturday in July was very ably discussed by the members present. It was moved and supported that the Secretary be instructed to send return postal cards to the members, asking them to declare their preference for the following dates for the annual convention:

The last Friday and Saturday in July, 27 and 28.

The last Friday and Saturday in August, 24 and 25.

The last Tuesday and Wednesday in August, 28 and 29.

Moved and supported that the President's report on the bonds of the Treasurer and the Secretary be deferred until the next Board meeting. Carried.

The Secretary's report showed receipts since the last meeting as follows:

Death fund	\$1,466 00
General fund	9 50
Entertainment fund	90 00

Total receipts

Moved and supported that the report of James Cook on the annual convention expenditures be accepted and the balance of \$1.87 be turned over to the Treasurer and placed in the employment and relief fund.

Moved and supported that the bill of the Secretary for sundries, \$18.53, be allowed and an order drawn on the Treasurer to pay the same. Carried.

Moved and supported that the sal-

ary of the Secretary, \$78.27, be allowed and an order drawn on the Treasurer to pay the same. Carried.

Moved and supported that the salary of the Treasurer, \$31.31, be allowed and an order drawn to pay the same. Carried.

Moved and supported that an order for \$100 be drawn on the Treasurer to apply on the bill for stationery and printing. Carried.

The following claims were allowed and warrants ordered drawn to pay the same:

Mrs. Haidee M. Broadhead, claim of Wm. A. Broadhead, \$500.

Mrs. Mary E. Cook, claim of Lucius D. Cook, \$500.

The following bills were allowed and warrants ordered drawn to pay the same:

M. C. Empey, Board meeting...	\$7 60
J. C. Wittliff, Board meeting...	8 00
C. W. Stone, Board meeting...	6 22
H. P. Goppelt, Board meeting...	7 00
F. L. Day, Board meeting.....	1 00
J. B. Kelly, Board meeting...	3 79

It was decided to hold the next Board meeting the first Saturday in June at Port Huron.

The Board of Directors extended a vote of thanks to Secretary Day and wife for the entertainment provided for the members and their wives Friday evening, March 2.

F. L. Day, Sec'y.

Annual Meeting and Banquet of the U. C. T.

Grand Rapids, March 5—The annual meeting of Grand Rapids Council, No. 131, United Commercial Travelers, was held last Saturday afternoon, March 3. The following traveling men were initiated into the mysteries of the order: Wm. H. McCarty and Orestus W. Stark, of the Putnam Candy Co.; C. C. Wormnest, with the Wormnest Stove Co.; Charles W. Granger, Ideal Clothing Co.; Wm. F. Gallinger, Sherwin-Williams Paint Co., and C. C. Harris, representing the Quaker City Rubber Co. All of them were unanimous in the opinion that they got all that was coming to them.

The Secretary and Treasurer re-

ported an increase in the finances of about \$1,000 and no loss in membership. About \$2,000 have been paid for injuries to members of the local Council during the last year, and the utmost harmony prevails among the members.

The boys selected the following officers for the coming year:

- Sen. Counselor—Wm. D. Simmons.
- Jun. Counselor—John Hondorp.
- P. C.—S. H. Simmons.
- Sec. and Treas.—O. F. Jackson.
- Con.—Walter F. Ryder.
- Page—C. N. Clark.
- Sentinel—A. T. Driggs.

After the officers were duly installed the Council adjourned.

At 8 o'clock p. m. the boys, with their invited guests, assembled at the hall to enjoy one of the finest banquets ever given by the U. C. T. of Grand Rapids. Frank H. Cummings acted as toastmaster and presided over the toasts and roasts, which were numerous. T. E. Dryden, the retiring S. C., gave a resume of the business of the year in a happy manner and W. D. Simmons, the newly-elected S. C., made a stirring address upon what he, with the help of the members, expected to do the coming year.

In the absence of E. A. Stowe, of the Michigan Tradesman, Wesley W. Hyde favored the Association with a very instructive talk upon what is known as the Bailey law, which was passed at the last session of the Legislature and of which more will be heard later. Mr. Stowe, who was unavoidably delayed, sent a telegram as follows: "Am with you in spirit, although four hundred miles away," which was read by the Secretary. Wm. F. Blake, an old-time traveling man, responded to the toast, The Traveling Man as I Know Him, which was enthusiastically received. Secretary O. F. Jackson spoke on the subject, "The United Commercial Travelers."

This, together with a musical entertainment by the Payton trio, concluded the programme early enough so the boys could get to their homes without encroaching upon the Sabbath. O. F. Jackson, Sec'y.

ASK YOUR
JOBBER
FOR THESE
"SELLERS"



THE BEST
GLAZE COLT
DULL GOAT
AND
KANGAROO
CALF

POPULAR

"COMFORT COLLECTION"

FARGO SHOE MFG. CO., BELDING, MICH.



Michigan Board of Pharmacy.
 President—Harry Heim, Saginaw.
 Secretary—Arthur H. Webber, Cadillac.
 Treasurer—Sid. A. Erwin, Battle Creek.
 J. D. Muir, Grand Rapids.
 W. E. Collins, Owosso.
 Meetings during 1906—Third Tuesday of
 January, March, June, August and November.

Michigan State Pharmaceutical Association.

President—Prof. J. O. 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.

Zero of the Human Body.

The name "physiological zero" is given, by certain writers on the subject, to the temperature at which the human body feels no sensation of heat or cold. It might be supposed that it would coincide in all cases with that of the body itself, but according to the recent experiments of Mr. Maurel, a French physiologist, it is several degrees lower and varies with the nature of the surrounding medium, being lower in air than in water. Mr. Maurel determined his "physiological zero" by immersing his body in baths of different temperatures, but he does not seem to have measured his own body surface temperature directly, relying instead on the records of measurements made by divers earlier authorities. This and the fact that he has neglected to take various necessary precautions makes his results somewhat doubtful in the opinion of Henry Pieron, who criticises them thus in the Revue Scientifique:

"Mr. Maurel placed himself in baths of water or air at divers temperatures and noted between what degrees he realized the sought-for state of indifference. He did the same for the variations of temperature between the skin and the clothes, which he calls the 'subvestial temperature,' and for the temperature of the body in bed, which he names 'cubital temperature.' And he finds that the cutaneous physiological zero lies practically between 3 degrees and 33 degrees (86 degrees and 91 degrees Fahrenheit); he even seeks to differentiate the trunk and the lower limbs, whose physiological zero he finds to be slightly lower. In general the range of zero is 1 degree to 2 degrees (2 degrees to 4 degrees Fahrenheit.)

"He also concludes that there is a relation between the physiological zero and the surface temperature of each organ, which latter is about 3 degrees (5½ degrees Fahrenheit) higher than zero. But were any new experiments necessary to show that the sensation of indifference depends on the surface temperature of the body?

"The same medium should appear

icy or broiling to the fever patient, as his surface temperature oscillates. And as the sensations of heat or cold correspond to an exit or entrance of heat, the contact that assures thermic equilibrium should assure also a state of sensorial indifference.

"At first sight it would appear odd that one should experience a sensation of heat when the external temperature is identical with his own surface temperature. And, in fact, exact experiments in thermo-esthesiometry have shown that in certain spots on the hand, for instance, a drop of water at the same temperature is not felt. But the surface temperature is only a cross between the internal and external temperature, adapting itself to this double influence by a capricious regulating mechanism under the direct but obscure action of the nervous system.

"Hence the phenomena of calorific radiation toward the exterior or interior, which provoke our sensations of heat or cold, may respond to numerous and imperfectly determined factors, influenced by pressure, humidity, etc., from outside and by bodily chemical actions, the conductivity of the tissues, etc., from inside.

"Thus, though rather astonishing, Maurel's conclusion that the physiological zero is lower than the surface temperature can not be attacked except on the basis of new experiments."

When Man Is Sick.

"If you want to know the real soul of a man you have to see him when he's ill," says a trained nurse. "There is nothing quite so abject and pitiable as the average sick man. He is a mere baby, only that a baby bears pain better than he does. I'd like to give you the name of the man I've just been taking care of, but, of course, I can't. He's a great big six-footer, and he never had a pain since he cut his teeth until appendicitis caught him about a month ago. They brought him to a private sanitarium on a stretcher, and while I was getting him ready for the surgeons his mind was about equally divided between fear that he was going to die and anxiety over a pasteboard box he had with him.

"He begged me to put it somewhere where it would be safe. I asked him what he had in it, and he said it was something he'd want in a day or two if he lived. I finally set it outside the window of his room on the ledge, for he said it ought to be kept where it was cold. He didn't mention it again for two days, his attention being otherwise engaged. The third night was windy and the box blew off the ledge. The man heard it go and rang for me. When I came in he was lying there crying like a child.

"It's gone," he blubbered.
 "I thought he was talking about his appendix, so I said he ought to be glad it was gone, but he went on crying.

"I wanted it," he said. 'I could have had it to-morrow. It's my box.'

"Well, what did you have in it?" I asked.

"He looked at me as if he could hardly bear to speak the word and then he burst out:

"Lady fingers!"

"Can you beat that? That great big fellow had brought lady fingers with him so he'd be sure to have something to eat. And, mind you, that's not all. Before the week was out he felt better, and then he told me he hadn't intended to eat the things himself, but he'd meant them as a present for me. He actually tried to make me think he'd shed tears because I couldn't have them. I reckon if you said lady fingers to him now he'd try to fight."

The Drug Market.

Opium—Is dull and weak.

Morphine—Is unchanged.

Quinine—Is very firm.

Carbolic Acid—Is scarce and consequently firm in price.

Citric Acid—Has been advanced 3c by manufacturers and is tending higher on account of the scarcity of raw material.

Bromides — Are still unsettled. Representatives of the German syndicate are out of the market.

Oil Peppermint—Advices from the growers state that a large portion of the roots have been killed this winter. Very high prices are looked for later on. The oil has advanced about 25c per pound owing to these conditions.

Gum Camphor—Has again advanced 2c and is tending higher. There is very little Japanese refined on the market and very little crude coming forward for the American refiners.

Blue Vitriol—Remains very high on account of higher price for copper.

Acetanilid—Manufacturers have advanced their price 1c per pound.

The Cheapest Contributions.

"I have nothing but praise for our new minister."

"So I noticed when the plate came round."

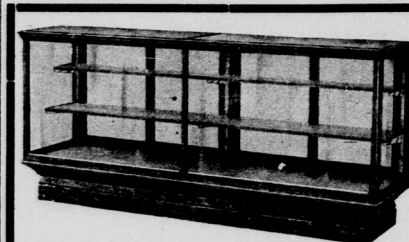
Grand Rapids Grain & Milling Co.

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 have the facilities, the experience, and, above all, the disposition to produce the best results in working up your
OLD CARPETS INTO RUGS

We pay charges both ways on bills of \$5 or over.
 If we are not represented in your city write for prices and particulars.
THE YOUNG RUG CO., KALAMAZOO, MICH.



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.

IN THE DISTRICT COURT OF THE UNITED STATES FOR THE WESTERN DISTRICT OF MICHIGAN, SOUTHERN DIVISION.

In the Matter of Carl B. Ely, Bankrupt.

To the creditors of said bankrupt:

I hereby give notice that on Saturday, March 17, 1906, at 10 o'clock in the forenoon, at the store No. 317 South Division street, Grand Rapids, Michigan, I shall sell at public sale for cash the stock in trade and the store furniture and fixtures, more particularly described in the inventory filed in above cause.

Report of sale will be filed with Referee in Bankruptcy immediately after sale is made and pursuant to order sale will be confirmed within five days, unless cause is shown otherwise. Copies of inventory, giving in detail property to be sold, may be seen at the office of Mr. Kirk E. Wicks, Referee, in Houseman building, Grand Rapids, Mich., or at my office, Room 3, 21 Canal street, Grand Rapids, Mich.

J. C. Shinkman, Trustee.
 Grand Rapids, Mich.,
 March 6, 1906.

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

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

Advanced—Citric Acid, Oil Peppermint, Camphor.

Table listing various drugs and their prices, including sections for Acidum, Aniline, Balsamum, Petasium, Cortex, Extractum, Flora, Gummi, Semen, Spiritus, Sponges, Magnesia, Oleum, and Syrups.

Table listing various drugs and their prices, including sections for Liquor Arsen et, Rubia Tinctorum, and Vanilla.

Large advertisement for Hazeltine & Perkins Drug Co. with the text 'Drugs' in large letters and promotional messages: '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.'

GROCERY PRICE CURRENT

These quotations are carefully corrected weekly, within six hours of mailing, and are intended to be correct at time of going to press. Prices, however, are liable to change at any time, and country merchants will have their orders filled at market prices at date of purchase.

ADVANCED

DECLINED

Index to Markets

By Columns

Table listing various grocery items and their prices, organized by columns (A through Y). Items include Axle Grease, Bath Brick, Butter Color, Confections, Candles, Canned Goods, Carbon Oils, Catsup, Cheese, Chewing Gum, Chicory, Chocolate, Clothes Lines, Cocoa, Coconut, Cocoa Shells, Coffee, Crackers, Dried Fruits, Farinaceous Goods, Fish and Oysters, Fishing Tackle, Flavoring Extracts, Fly Paper, Fresh Meats, Fruits, Gelatine, Grain Bags, Grains and Flour, Herbs, Hides and Pelts, Indigo, Jelly, Licorice, Lye, Meat Extracts, Molasses, Mustard, Nuts, Hives, Pipes, Pickles, Playing Cards, Potash, Provisions, Rice, Salad Dressing, Saleratus, Sal Soda, Salt, Salt Fish, Seeds, Shoe Blacking, Snuff, Soap, Soda, Spices, Starch, Sugar, Syrups, Tea, Tobacco, Twine, Vinegar, Washing Powder, Wicking, Woodware, Wrapping Paper, and Yeast Cake.

1

Table listing various grocery items and their prices, organized by column 1. Items include Arctic Ammonia, Axle Grease, Baked Beans, Bath Brick, Bluing, Brooms, Brushes, Butter Color, Canned Goods, Carbon Oils, Catsup, Cheese, Chewing Gum, Chicory, Chocolate, Clothes Lines, Cocoa, Coconut, Cocoa Shells, Coffee, Crackers, Dried Fruits, Farinaceous Goods, Fish and Oysters, Fishing Tackle, Flavoring Extracts, Fly Paper, Fresh Meats, Fruits, Gelatine, Grain Bags, Grains and Flour, Herbs, Hides and Pelts, Indigo, Jelly, Licorice, Lye, Meat Extracts, Molasses, Mustard, Nuts, Hives, Pipes, Pickles, Playing Cards, Potash, Provisions, Rice, Salad Dressing, Saleratus, Sal Soda, Salt, Salt Fish, Seeds, Shoe Blacking, Snuff, Soap, Soda, Spices, Starch, Sugar, Syrups, Tea, Tobacco, Twine, Vinegar, Washing Powder, Wicking, Woodware, Wrapping Paper, and Yeast Cake.

2

Table listing various grocery items and their prices, organized by column 2. Items include Marrowfat, Peas, Early June, Early June Sifted, Peaches, Pineapple, Pumpkin, Raspberries, Russian Caviar, Salmon, Shrimps, Succotash, Strawberries, Tomatoes, Gallons, Carbon Oils, Cereals, Breakfast Foods, Rolled Oats, Cracked Wheat, Catsup, Cheese, Chewing Gum, Chicory, Chocolate, Clothes Lines, Cocoa, Coconut, Cocoa Shells, Coffee, Crackers, Dried Fruits, Farinaceous Goods, Fish and Oysters, Fishing Tackle, Flavoring Extracts, Fly Paper, Fresh Meats, Fruits, Gelatine, Grain Bags, Grains and Flour, Herbs, Hides and Pelts, Indigo, Jelly, Licorice, Lye, Meat Extracts, Molasses, Mustard, Nuts, Hives, Pipes, Pickles, Playing Cards, Potash, Provisions, Rice, Salad Dressing, Saleratus, Sal Soda, Salt, Salt Fish, Seeds, Shoe Blacking, Snuff, Soap, Soda, Spices, Starch, Sugar, Syrups, Tea, Tobacco, Twine, Vinegar, Washing Powder, Wicking, Woodware, Wrapping Paper, and Yeast Cake.

Table listing various grocery items and their prices, organized by columns 3 and 4. Items include Best Pepsin, Black Jack, Large Gum Made, Sen Sen, Sen Sen Breath Perf., Sugar Loaf, Yucatan, Chicory, Bulk, Red, Eagle, Franck's, Schener's, Chocolate, Walter Baker & Co's, German Sweet, Premium, Vanilla, Caracas, Eagle, Cocoa, Baker's, Cleveland, Colonial, Epps, Huyler, Van Houten, Webb, Wilbur, Cocanut, Dunham's, Bulk, Cocoa Shells, Less quantity, Pound packages, Coffee, Common, Fair, Choice, Fancy, Santos, Peaberry, Maracaibo, Mexican, Guatemala, Java, African, Fancy African, O. G., P. G., Mocha, Arabian, Package, New York Basis, Arbuckle, Dilworth, Jersey, Lion, McLaughlin's XXXX, Extract, Holland, Felix, Hummel's foil, Hummel's tin, Crackers, Seymour, Round, New York, Square, Family, Salted, Hexagon, Soda, Select Soda, Saratoga Flakes, Zephyrettes, Oyster, N. B. C. Round, N. B. C. Square, Salted, Faust, Shell, Sweet Goods, Animals, Atlantic, Assorted, Bagley Gems, Belle Isle Picnic, Brittle, Cartwheels, S & M, Currant Fruit, Crackles, Coffee Cake, N. B. C., plain or iced, Cocount Taffy, Cocoa Bar, Chocolate Drops, Cocoa Drops, Cocount Macaroons, Loose Muscatels, 2 cr, Loose Muscatels, 3 cr, L. M. Seeded, 1 lb, L. M. Seeded, 1/2 lb, Sultanas, bulk, Sultanas, package, Farinaceous Goods, Beans, Dried Lima, Med. Hd Pk'd, Brown Holland, Farina, 24 lb. packages, Bulk, per 100 lbs.

Table listing various grocery items and their prices, organized by columns 5 and 6. Items include Jersey Lunch, Jamaal Gingers, Cream Klips, Lady Fingers, Lem Yen, Lemonade, Lemon Gems, Lemon Biscuit Sq., Lemon Wafer, Lemon Cookie, Malaga, Mary Ann, Marshmallow Walnuts, Marshmallow Creams, Muskegon Branch, Iced, Moss Jelly Bar, Molasses Cakes, Mixed Picnic, Mich. Frosted Honey, Mich. Cocount Fstd., Honey, Newton, Nu Sugar, Nic Nacs, Oatmeal Crackers, Orange Slices, Orange Gems, Penny Cakes, Assat., Pineapple Honey, Pretzels, Hade Md., Pretzellettes, Hand Md., Pretzellettes, Mac Md., Raisen Cookies, Revere, Assorted, Richmond, Scotch Cookies, Snowdrop, Spiced Gingers, Iced, Spiced Sugar Tops, Sultana Fruit, Sugar Cakes, Sugar Squares, large or small, Superba, Sponge Lady Fingers, Urchins, Vanilla Wafers, Vienna Crimp, Whitehall, Waverly, Water Crackers (Bent & Co.), Zanzibar, In-er Seal Goods, Doz., Albert Bon Bon, Albert Biscuit, Animals, Bremner's But. Wafers, Butter Thin Biscuit, Cheese Sandwich, Cocount Macaroons, Cracker Meal, Faust Oyster, Five O'clock Tea, Frosted Coffee Cake, Protana, Ginger Snaps, N. B. C., Graham Crackers, Lemon Snaps, Marshmallow Dainties, Oatmeal Crackers, Oysterettes, Pretzellettes, H. M., Royal Toast, Saltine, Saratoga Flakes, Seymour Butter, Social Tea, Soda, N. B. C., Soda, Select, Spunge Lady Fingers, Sultana Fruit Biscuit, Unedda Biscuit, Unedda Jinjer Wayfer, Unedda Milk Biscuit, Vanilla Wafers, Water Thin, Zu Zu Ginger Snaps, Zwieback, Cream Tarter, Barrels or drums, Boxes, Square cans, Fancy caddies, Dried Fruits, Apples, Sundried, Evaporated, California Prunes, 100-125 25lb boxes, 90-100 25lb boxes, 80-90 25lb boxes, 70-80 25lb boxes, 60-70 25lb boxes, 50-60 25lb boxes, 40-50 25lb boxes, 30-40 25lb boxes, 1/2c less in 50lb cases, Citron, Corsican, Currants, Imp'd 1 lb. pkg., Imported bulk, Peel, Lemon American, Orange American, Raisins, London Layers, 3 cr, London Layers, 4 cr, Cluster, 5 crown, Loose Muscatels, 2 cr, Loose Muscatels, 3 cr, L. M. Seeded, 1 lb, L. M. Seeded, 1/2 lb, Sultanas, bulk, Sultanas, package, Farinaceous Goods, Beans, Dried Lima, Med. Hd Pk'd, Brown Holland, Farina, 24 lb. packages, Bulk, per 100 lbs.

Table listing various grocery items and their prices, organized by columns 7 and 8. Items include Hominy, Flake, 50lb sack, Pearl, 200lb. sack, Pearl, 100lb sack, Maccaroni and Vermicelli, Domestic, 10lb box, Imported, 25lb. box, Pearl Barley, Common, Chester, Empire, Peas, Green, Wisconsin, bu., Green, Scotch, bu., Split, lb., Sage, East India, German, sacks, German, broken pkg, Tapioca, Flake, 110 lb. sacks, Pearl, 130 lb. sacks, Pearl, 24 lb. pkgs., Flouring Extracts, Foots & Jenks, Coleman's Van. Lem., 2 oz. Panel, 3 oz. Taper, No. 4 Rich. Blake, Jennings, Terpeneless Ext. Lemon, Doz., No. 2 Panel D. C., No. 4 Panel D. C., No. 6 Panel D. C., Taper Panel D. C., 1 oz. Full Meas. D. C., 2 oz. Full Meas. D. C., 4 oz. Full Meas. D. C., Mexican Extract Vanilla, Doz., No. 2 Panel D. C., No. 4 Panel D. C., No. 6 Panel D. C., Taper Panel D. C., 1 oz. Full Meas. D. C., 2 oz. Full Meas. D. C., 4 oz. Full Meas. D. C., Assorted Flavors, Grain Bags, Amoskeag, 100 in bale, Amoskeag, less than 19, Grains and Flour, Old Wheat, No. 1 White, No. 2 Red, Winter Wheat Flour, Local Brands, Patents, Second Patents, Straight, Second Straight, Clear, Graham, Buckwheat, Rye, Subject to usual cash discount, Flour in barrels, 25c per barrel additional, Worden Grocer Co's Brand, Quaker, paper, Quaker, cloth, Wykes-Schroeder Co., Eclipse, Kansas Hard Wheat Flour, Judson Grocer Co., Fanchon, 1/2s cloth, Spring Wheat Flour, Roy Baker's Brand, Golden Horn, family, Golden Horn, bakers, Calumet, Dearborn, Pure Rye, dark, Judson Grocer Co's Brand, Ceresota, 1/2s, Ceresota, 1/4s, Ceresota, 1/2s, Gold Mine, 1/4s cloth, Gold Mine, 1/2s cloth, Gold Mine, 1/4s paper, Gold Mine, 1/2s paper, Lemon & Wheeler's Brand, Wingold, 1/4s, Wingold, 1/2s, Wingold, 1/4s, Pillsbury's Brand, Best, 1/4s cloth, Best, 1/2s cloth, Best, 1/4s paper, Best, 1/2s paper, Best, wood, Worden Grocer Co's Brand, Laurel, 1/4s cloth, Laurel, 1/2s cloth, Laurel 1/2s & 1/4s paper, Laurel, 1/2s, Wykes-Schroeder Co., Sleepy Eye, 1/4s cloth, Sleepy Eye, 1/2s cloth, Sleepy Eye, 1/4s paper, Sleepy Eye, 1/2s paper, Meal, Bolted, Golden Granulated, St Car Feed screened, No. 1 Corn and Oats, Corn, cracked, Corn Meal, course, Oil Meal, old proc., Winter Wheat Bran, Winter Wheat Mid'ng, Cow Feed, Oats, No. 2 White, No. 3 Michigan, Corn, No. 1 timothy car lots, No. 1 timothy ton lots.

Table with 6 columns (6-11) and multiple rows of commodity prices. Columns are labeled with numbers 6 through 11. Each column contains a list of goods and their corresponding prices. The goods include various types of meats, oils, grains, and household items. Prices are listed in dollars and cents, often with unit specifications like 'per doz.', 'per lb.', or 'per case'.

Special Price Current

AXLE GREASE



Mica, tin boxes .75 9 00
Paragon55 6 00

BAKING POWDER

JAXON
1/4 lb. cans, 4 doz. case.. 45
1/2 lb. cans, 4 doz. case.. 85
1 lb. cans, 2 doz. case 1 60



Royal
10c size 90
1/4 lb cans 1 35
6oz. cans 1 90
1/2 lb cans 2 50
3/4 lb cans 2 75
1 lb cans 4 80
3 lb cans 13 00
5 lb cans 21 50

BLUING



C. P. Bluing

Small size, 1 doz box....40
Large size 1 doz box....75

BREAKFAST FOOD



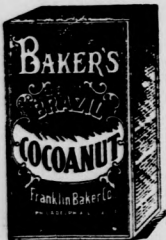
Cases, 5 doz.4 75
12 rusks in carton.

CIGARS



G. J. Johnson Cigar Co.'s b'd
Less than 500. 33
500 or more32
1,000 or more31
Worden Grocer Co. brand
Ben Hur
Perfection35
Perfection Extras35
Londres Grand.35
Standard35
Puritans35
Panatellas, Finas.35
Panatellas, Beck35
Jockey Club.35

COCOANUT



Baker's Brazil Shredded
70 1/4 lb pkg. per case 2 60
35 1/2 lb pkg. per case 2 60
28 3/4 lb pkg. per case 2 60
16 1/2 lb pkg. per case 3 00

FRESH MEATS

Beef
Carcass5 @ 7 1/2
Hindquarters6 @ 8 1/2
Loins7 @ 16
Ribs7 @ 13
Rounds5 1/2 @ 6 1/2
Necks4 @ 5
Plates4 @ 3
Livers4 @ 3
Pork.
Loins@ 9
Dressed@ 7
Boston Butts@ 8 1/2
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
72ft. 6 thread, extra. 1 50

Jute
50ft. 75
72ft. 90
90ft.1 05
120ft.1 50

Cotton Victor
50ft.1 10
60ft.1 25
70ft.1 40
80ft.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. long 1 90
No. 19, each 100ft. long 2 10

COFFEE
Roasted
Dwinell-Wright Co.'s B'ds.



White House, 1 lb
White House, 2 lb
Excelsior, M & J, 1 lb ..
Excelsior, M & J, 2 lb ..
Tip Top, M & J, 1 lb ..
Royal Java
Royal Java and Mocha..
Java and Mocha Blend..
Boston Combination
Distributed by Judson
Grocer Co., Grand Rapids;
National Grocer Co., De-
troit and Jackson; F. Saun-
ders & Co., Port Huron;
Symons Bros. & Co., Sagin-
aw; Meisel & Goeschel,
Bay City; Godsmark, Du-
rand & Co., Battle Creek;
Fielbach Co., Toledo.



CONDENSED MILK
4 doz. in case
Gail Borden Eagle6 40
Crown5 90
Champion4 52
Daisy4 70
Magnolia4 00
Challenge4 40
Dime3 85
Peerless Evap'd Cream 4 00

FISHING TACKLE

1/2 to 1 in 6
1 1/4 to 2 in 7
1 1/2 to 2 in 9
1 3/4 to 2 in 11
2 in 15
1 in 26

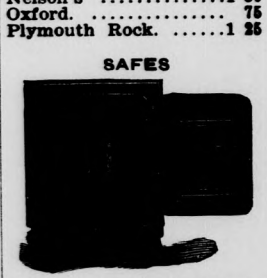
Cotton Lines
No. 1, 10 feet 5
No. 2, 15 feet 7
No. 3, 15 feet 9
No. 4, 15 feet 10
No. 5, 15 feet 11
No. 6, 15 feet 12
No. 7, 15 feet 15
No. 8, 15 feet 18
No. 9, 15 feet 20

Linen Lines
Small 20
Medium 26
Large 34

Poles
Bamboo, 14 ft., per doz. 55
Bamboo, 16 ft., per doz. 60
Bamboo, 18 ft., per doz. 80

GELATINE
Cox's 1 qt. 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 35

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 PA'S
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
Tradesman Co.'s Brand.



Black Hawk, one box 2 50
Black Hawk, five bxs 2 40
Black Hawk, ten bxs 2 25
TABLE SAUCES
Halford, large3 75
Halford, small3 25

CONDENSED MILK
Gail Borden Eagle6 40
Crown5 90
Champion4 52
Daisy4 70
Magnolia4 00
Challenge4 40
Dime3 85
Peerless Evap'd Cream 4 00

Use
Tradesman
Coupon
Books

We sell more 5 and 10 Cent Goods Than Any Other Twenty Wholesale Houses in the Country.

WHY?

Because our houses are the recognized headquarters for these goods.

Because our prices are the lowest.

Because our service is the best.

Because our goods are always exactly as we tell you they are.

Because we carry the largest assortment in this line in the world.

Because our assortment is always kept up-to-date and free from stickers.

Because we aim to make this one of our chief lines and give to it our best thought and attention.

Our current catalogue lists the most complete offerings in this line in the world. We shall be glad to send it to any merchant who will ask for it. Send for Catalogue J.

BUTLER BROTHERS

Wholesalers of Everything—By Catalogue Only
New York Chicago St. Louis

“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.

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.

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.



Money Getters

Peanut, Popcorn and Combination Machines. Great variety on easy terms. Catalog free.

KINGERY MFG. CO.
106 E. Pearl St., Cincinnati

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

Leading the World, as Usual

LIPTON'S CEYLON TEAS.

St. Louis Exposition, 1904, Awards

GRAND PRIZE and Gold Medal for Package Teas.

Gold Medal for Coffees.

All Highest Awards Obtainable. Beware of Imitation Brands

Chicago Office, 49 Wabash Ave.

1-lb., 1/2-lb., 1/4-lb. air-tight cans.



LOOKING BACKWARD.

Reminiscences of Some of the Old Travelers.*

When your Committee called upon me with an invitation to spend an evening with the members of the United Commercial Travelers' Association I joyfully accepted, but when I was informed that I would be expected to occupy five or ten minutes of your time on my feet and tell you what I know about the commercial traveler I felt like the old farmer who was making his first trip on a Mississippi steamboat. The boiler burst and blew the old man into the river. He landed in the mud near the bank, crawled out, looked around and exclaimed: "Well, by thunder, this is so gosh darned sudden that it is plumb ridiculous." That's the way I felt, but, now that I am here, I want to say that I am proud of the fact that my name was enrolled on the register as a commercial traveler nearly twenty-five years ago, and I will soon celebrate my silver wedding in that profession.

While just at present not continuously engaged in that vocation, I have not surrendered my right to be counted as one of you. I insist—in spite of my gray hairs—upon still being "one of the boys," and I like to sit at the table at just such a spread as this.

Your menu was good, your coffee was good and everything good—even your cigars are good. I can find no fault with anything, and even if I could I wouldn't. You see I am frank, like old Governor Houston, of Texas. He was invited to Washington and a dinner in his honor was given by the President. Now Sam had been used to drinking whisky straight instead of champagne and was unacquainted with a good many of the new fangled dishes with which the East was familiar. He was served with champagne, a glass of which he drank up quickly. It tickled his palate and he held it up for more. Then the olives were passed. He had not seen an olive before. He put one in his mouth, bit into it and spit it out. The President, who was watching him with amusement, asked him how he was getting along. "Well," said the Governor, "I like your cider but d—n your pickles."

It seems but a little while since, with grip in hand, I started out of Chicago on my first trip into Michigan. Everything and everybody were new to me. I had to learn the ways of the Wolverine. I followed the lake shore along the old West Michigan Railway to Grand Rapids, which I saw for the first time. It was then bragging about its 30,000 inhabitants and its Michigan Tradesman. Every new and unsophisticated traveling man was promptly steered up against a little fellow by the name of Stowe, who, in return, as promptly took him in hand and made him feel that life in Michigan, and especially in Grand Rapids, was worth living. I remember distinctly that I fell in with such Philistines as Cornelius Crawford, at that time driving a "pill wagon" and

*Response by W. F. Blake at annual banquet of Grand Rapids Council, No. 131, United Commercial Travelers.

forming the nucleus for his future million by swapping hosses by the wayside with the innocent farmer. You know the result.

Then there were Henry Dawley and Harry Gregory, who handed out sweets to the girls who swung on the gates as they drove by, with old John McIntyre, who, next to George Owen, could tell more stories to the square inch than any man living. I remember that once when he stepped off a train at Shelby a new traveling man, who had made himself conspicuously noisy on the way down from Pentwater, tapped him on the shoulder and said: "Say! I haven't had breakfast yet. Do I have to go to the hotel here?" "Black Jack" looked at him a moment and bellowed out in his peculiar way: "No, I think from the size of your ears and mouth you better go to the livery barn." He despised a man who was always hunting for a cheap restaurant.

Then there were Dick Savage, who never sold less than a carload to anybody; Steve Sears, now of National reputation and prominence; P. H. Carroll, of oak tanned fame, was then a veteran; "Jim" Bradford, "Hub"



W. F. Blake

Baker, "Hi" Robertson, "Ad" Baker, "Al" Braisted and "Yours Truly" A. S. Doak, known even then as the "old reliable." I see at this table my old friend, W. H. Jennings, who was a pioneer on the road long before I ever thought of being an apprentice. He was known as "By Gee Crip." Sometimes they traveled in pairs, like Max Mills and Frank Parmenter, who always made a point of attending every country band concert together, and last, but not least, I met Ed. Frick, who swindled me in a watch trade up in Coopersville, away back in the eighties, and for whom I have lain in ambush these long years until I succeeded in getting even with him only two months ago.

And so we could go over the long list of traveling men of long ago, many of whom have passed to the Great Beyond, leaving behind fragment memories of the days when traveling was not such a luxurious pastime as it is now; when there was no such thing as an interurban railway or an intersecting line, when we used to take a team at Manistee and drive all the way to Frankfort and across to Traverse City; then another from Traverse City to Elk

Rapids, Charlevoix and Petoskey—every day over corduroy roads through the almost unbroken forests with only a streak of daylight overhead. Yet those were delightful days and to be numbered among the sunny spots of my life.

It appears to me that the present is an improvement over the past and I think the moral and social tone of the craft is higher than it used to be. A change has taken place in the employment of men. The man who formerly was called a "good fellow," because he could drink everybody else under the table, has been called in and superseded by the man of character and ability, and to-day the ideal commercial traveler ranks with the successful business man. He is looked up to, his trade relies upon his integrity, he merits the respect and confidence of his house. It is the age of competition, and no man can do good work unless he has a clear head, good habits and bears a good reputation. He keeps abreast of the times and is an optimist.

Who looks ahead will scarcely be inclined to take much notice of the one behind.

Sometimes, perhaps, we are inclined to be selfish. We set all our energies to working for ourselves without regard to the other fellow, and we do mean things to beat him out. Let us be charitable and not forget the story of the good Samaritan. Let us always have a good word for our competitor and, if we can not speak well, let us not speak ill of him.

It matters not if they be sad or sung. Good words are pearls, be they but deftly strung.

Let us not think because one of our fellow traveling men and companions of the road loses his job that something is wrong with him. There may be extenuating circumstances. We may be unfortunate ourselves and need the assistance—temporarily, let us hope—of our fellowmen.

It is said, but a fact, that mankind is most quick, when a fellow is down, to give him a kick.

To guard against just such contingencies, fraternal societies originated to compel us to be men by protecting ourselves and our families and helping the other fellow at the same time; to bring us nearer together by combining material sympathy with pleasure, such as this evening. All honor to the U. C. T. and all kindred societies.

May you live as long as you want. And never want as long as you live.

A new blacksmith shop has been opened by Jos. E. Shafer at 3 West Leonard street. The stock was furnished by the Sherwood Hall Co., Ltd.

The Bishop Furniture Co. has increased its capital stock from \$10,000 to \$20,000.

IN THE DISTRICT COURT OF THE UNITED STATES FOR THE WESTERN DISTRICT OF MICHIGAN, SOUTHERN DIVISION, IN BANKRUPTCY. In the Matter of John Timmer, Bankrupt.

Notice is hereby given that the John Timmer stock of dry goods, millinery, boots and shoes, gentle-

men's furnishing goods, groceries, fixtures, book accounts, notes and 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 20th day of March, A. D. 1906, at 2 o'clock in the afternoon of said day, at the front door of the store room kept by said John Timmer, in the village of Fremont, Newaygo county, Michigan. A copy of the inventory may be seen at my office at the store of Corl, Knott & Co., Ltd., Grand Rapids, Mich., or by calling on John Pikaart, at Fremont, Michigan.

Heber A. Knott, Trustee.

Peter Doran,

Attorney for Trustee.

Dated Grand Rapids, Mich.,

March 7, 1906.

BUSINESS CHANCES.

For Sale—At 40c on the dollar, all or any portion of a \$2,000 stock of millinery in good condition. Present location in department store, with light, fixtures, etc. may be rented by purchaser if desired. Address Box 1098, Greenville, Mich. 511

For Rent—Brick store building, living rooms above. Fine location for general store. Address F. H. Bacon, Sunfield, Mich. 510

For Sale—General cash store, county seat town in North Dakota. Annual business \$45,000 to over \$50,000. Strictly cash. Big money maker. Sickless cause. No trades. Must be cash and at invoice. Clean stock. Box 435, Aberdeen, S. D. 512

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

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

Wanted—To buy a clean stock of general merchandise. Address Chapin, care Michigan Tradesman. 266

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

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

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

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—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

For Sale—Cheap, our North Dorrr 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 15x6 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

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



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Your **accounts** should be handled as **easily** and as **quickly** and at no more expense.

They should also be in such shape that you will get the **cash**. "Every cent of it."

No forgotten **charges** with **The McCaskey System**.

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Mfrs. of the Famous Multiplex Carbon Back Sales Pads; also Single Carbon and Folding Pads.

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Does Your Competitor Sell More Flour Than You?

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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

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"Pekin" Assortment Decorated English Rockingham Tea Pots



Comprises one dozen, assorted three and four pint, highly glazed, best English Rockingham tea pots of various styles and artistically decorated in beautiful enameled colors and gold. **\$4.00**
Price for assortment of one dozen....
No charge for package.

We are Manufacturer's Agents for the
Celebrated

"Kinley" Children's Carriages

Folding and Reclining

Go=Cart Sleeping Coaches

The best made line in America.
All the latest improvements.
Ask for catalog and prices.

Now Is the Time

to buy your flower pots for the spring trade. The following assortment contains the most staple selling sizes. Order one **now.**

"H. L. & S." Assortment Flower Pots

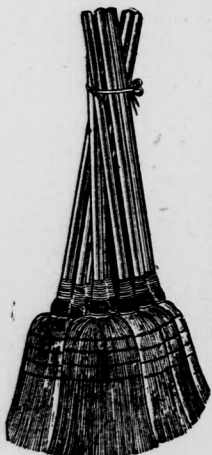


Berlin Plain Ribbed

Contains 114 Flower Pots and Saucers in three styles, as shown, and assorted sizes, viz:
36 4-inch Pots and Saucers, assorted @ 2c each.... \$0 72
36 5 " " " " @ 3c " " 1 08
24 6 " " " " @ 5c " " 1 20
12 7 " " " " @ 6c " " 72
6 8 " " " " @ 8c " " 48

(No charge for package.) Total for pkg..... \$4 20

"The Winner" Broom Is a Good Broom



1st. Because it is properly made.
2nd. Because it is made of the best Illinois corn.

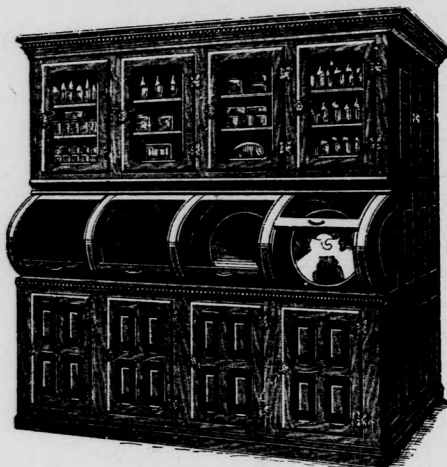
Some broom corn is pithy. It looks all right on the surface but it has no strength and breaks open at the slightest touch, so the housewife has to pick up the pieces of broom corn after sweeping. Not so with

"The Winner"

It sweeps clean and lasts longer than others because the corn is properly grown, of the highest grade and with the greatest tensile strength. We handle 15 other brands.

Freight prepaid on lots of 5 dozen or over.
Ask us for price list.

"Leonard" Cleanable Grocer's Refrigerators



We are selling agents for Michigan of these **Celebrated Refrigerators.** The best constructed and most satisfactory refrigerator made. Uses only about **half the ice** required by other makes and gives **better results.**

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Don't buy until you have seen our line. Write us for catalog and send us your order by mail or wait for our agent to call on you.

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The only gasoline stove made that gives entire

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Fifteen different styles of this ever popular summer game, all of the highest workmanship and finish.

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