

The Patriotism of Peace



he patriotism of peace is more necessary than the patriotism of war. Where one government has been undermined by war, pestilence and calamity combined, corruption has undermined a score. The greatest obstacle in the way of good government is the inactivity of good citizens. The country needs men in times of peace even more than in times of war. When good citizens disregard their obligations to their country they leave the control to undesirable elements. Government is good in proportion as the average morality of the average individual is aggressive, and government is bad in proportion as the average morality is low and lethargic. When good citizens attend to their civic duties their civic energy is represented in good officials. When they are careless their slothfulness is represented by corrupt officials. Corrupt men fatten and feast on the neglect of good citizens and grow rich on the indolence of electors. To arouse good citizens and make them realize their civic duties is a matter of supreme importance. —Joseph W. Folk.



A Strong Smoke

is not always the best smoke—depends about nine-tenths on the cigar. If you smoke the

S. C. W.

5c Cigar

you can have it strong as you like, yet sweet and fragrant; medium with the same "smoothness" and aroma; mild as a balmy day in spring and just as delightful. You can smoke it "to the very end" and enjoy the "finish" as you did the "start."

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.

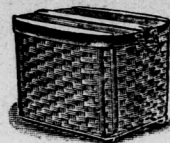
Prices Reasonable.

Prompt Service.

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



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.

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

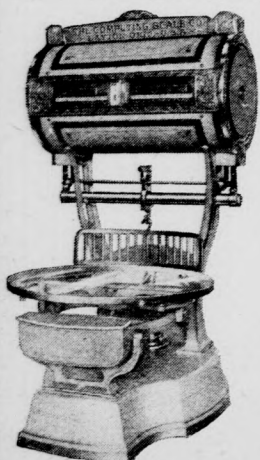
will *weigh out 100 per cent.* of the weight you paid for when you bought the goods. *No other scales* will do this.

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 14, 1906

Number 1173

Collection Department

R. G. DUN & CO.

Mich. Trust Building, Grand Rapids

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

We Buy and Sell
Total Issues

of

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

BONDS

Correspondence Solicited

H. W. NOBLE & COMPANY
BANKERS

Union Trust Building, Detroit, Mich.

The Kent County Savings Bank

OF GRAND RAPIDS, MICH

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

3½ Per Cent.

Paid on Certificates of Deposit

Banking By Mail

Resources Exceed 3 Million Dollars

Commercial Credit Co., Ltd.

OF MICHIGAN

Credit Advances, and Collections
OFFICES

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.

THE TREATY-MAKING POWER.

To make treaties and to declare war are functions of government in which the people are directly and immensely interested. In the convention that made the constitution of the United States there was a strong party that favored the submission of treaties for ratification not only to the Senate, but to the House of Representatives also. At that time the sovereign made the treaties everywhere, and it was finally decided by the convention to follow the universal practice of nations in investing the Executive with the authority to negotiate, but not with power to conclude, treaties, without the advice and consent of the Senate. The constitution provides that the President shall have power, by and with the advice and consent of the Senate, to make treaties, provided two-thirds of the Senators present concur. The right of the President to sit in the Senate when it is considering a treaty sent to it for ratification has been very recently discussed in that body. The only instance in which that right—if it can be called a right—was actually exercised was when George Washington entered the Senate to consult it in reference to a treaty which he had in contemplation. In other words, he went there to ask for the advice which it is the Senate's constitutional duty to give. On several occasions when he desired to make a treaty he acquainted the Senate in advance with the terms he deemed advisable, and enquiring whether they would be satisfactory to the Senate. He sent, for instance, a message to the Senate acquainting it with the fact that he wanted to make a treaty embodying an agreement to pay \$40,000 to the Algerine pirates, and enquiring whether the Senate would consent to that arrangement, and, should it appear necessary, to the payment of a larger sum. When Washington's practice in this regard was brought to the attention of the Senate, in the course of debate, some weeks ago, by Senator Teller, he was asked by Senator Spooner whether he claimed, "under the constitution, that the Senate has any part or lot whatever with the President of the United States in the negotiation of treaties or in the negotiations with foreign governments that may or may not lead to the signing of treaties." To that question Senator Teller replied: "I have cited a case where the first President of the United States thought it was very proper to consult the Senate before he attempted to send the draft of a treaty to the Senate. I do not know that it is necessary to do that, but if we knew the President of the United States was engaged in the negotiation of a treaty which the Senate would not ratify, or might not

ratify, I think it would be courteous to inform the President that we would not consent to ratify it." In illustration of this view Senator Teller cited the instance in which President Lincoln sent to the Senate a treaty, made by Mr. Corwin in Mexico, to the effect that the United States should join in the defense of Mexico against the combined powers of Europe, not with arms, but with a guarantee of certain expenditures of money. The Senate in that case simply passed a resolution and sent it to Mr. Lincoln, saying, substantially: "We do not deem it wise to make that treaty." "It is no invasion of the power of the President or of his right," said Senator Teller, "when we make that declaration to him, and it ought to be accepted in a friendly way, this branch having just as much power as he in the matter of treaties."

It was argued by Senator Spooner, on the other hand, that any resolution of the sort indicated by Senator Teller, passed while negotiations were in progress, or before a treaty had been sent to the Senate for ratification, would be merely advisory, and not at all binding upon the President. To this contention it was replied that the President might proceed without regard to a distinct notification of the Senate's opposition, but, as a matter of fact, it was incredible that any President would be foolish enough to attempt to force a treaty upon the country. "He would have the power to sign it, but it would be an idle thing for the President to do if he knew the Senate of the United States would not consent to its ratification." A wise man will always seek some assurance of his ability to deliver the goods before he promises to turn them over, and it behooves the President to be especially careful in negotiating treaties, since they may be rejected by a vote of barely more than one-third of the Senate. The Government of the United States is understood to be a government under the law, and it is fortunate that the treaty-making power, which is a law-making power, has not been vested exclusively in the Executive. It is still more fortunate that war can be declared only by the action of Congress; although it is possible, perhaps, that a rash or short-sighted Executive might create a situation which would render the preservation of peace extremely difficult, if not impossible. It is one of the anomalies of our system of government that, while the President can not by his own exclusive authority make a treaty, or accredit an ambassador to any foreign court, he can recognize even an insurgent community as entitled to all the consideration due an established state, simply by recognizing

ing its envoys as members of the diplomatic corps at Washington.

CONGRESS AND THE NAVY.

It seems more than likely that Congress will prune the naval appropriations this year with no sparing hand. Already an important deficiency appropriation has been flatly refused and omitted from the general deficiency appropriation bill, and it has been necessary, as a result, to discharge a large amount of navy-yard labor in order to be able to make good the existing deficiencies before the close of the fiscal year through a system of radical retrenchment.

The estimates of all the departments of the naval service have been pruned down, and it has become evident that the wants of the service for the next fiscal year will have to be met on a most economical scale. If the process of retrenchment has gone too far the fleet will suffer, but that something was needed to check extravagance and compel greater economy in administration is certain.

Although this spirit of retrenchment with respect to the Navy is to be regretted, it is only the natural outcome of well-defined causes. During the years immediately after the war with Spain Congress and the people were uncommonly generous towards the Navy, and probably overdid matters. More ships were built than officers and men could be found for, and through a too great desire to foster promotion and increase pay true efficiency and the real needs of the service in the matter of personnel were neglected. There is a strong popular belief that the entire naval establishment is run in the interest of a clique, and that favoritism has taken the place of efficiency in the matter of promotions and assignments to service.

It is a pity that these ideas have gotten abroad among the people because they are in a great measure exaggerated, but it is well for the naval service to understand that in order to fully recover popularity the known and admitted shortcomings of the personnel, such as the lack of engineering skill and the absence of economical and business methods of administration, should be corrected.

"Permanent fatigue" begins at 40 according to some scientist who has been studying human habits. By the time they are 40 sensible people are indeed tired of many frivolous practices, but they are more than ever enthusiastic in devoting their energy in directions that are really important.

Many a reputation for honesty is based on the fact that its owner has never been caught.



Swatch Like Alice Roosevelt's Wedding Gown.

To make merchandise stand out the best, light goods should be disposed in front of dark for a background and vice versa. A mirror in the rear may be light and it may be dark, just according as the light of day strikes it.

* * *

Steketee's two windows are subdivided into four sections. Most of the city windows are so cut up, to allow the presenting of more varieties of articles. The background of both the right sections is of shirred stuff in a dull red tone with a wide white band at the top, while that on the other side of the door is a rather dark olive green with a similar band of white at the top. The floors are dull red on the one hand and olive green on the other, as near like their respective backgrounds as possible to get in dissimilar materials.

All the goods on display are homogeneous. Those in the large window at the right are all airy summer materials in white. Next to this is dainty lace-betrimmed lingerie, entirely in keeping with the ideas conveyed in the former exhibit. The card with these is as follows:

Under Muslins
Under priced

At the extreme left are diaphanous things in evening shades, while adjoining these are beautiful lengths of all-over embroidery bearing this card:

All-Over
Embroidery
for
Shirt Waists

A central sidewalk show case is filled with "turnovers," all in white.

Since this store introduced papier mache forms on which to drape their dress goods, their windows have shown a marked improvement. With their usual conservatism they were late in adopting these admirable aids to window trimming. I am looking for lady dummies in their windows any day now. When they arrive their store will have as fine windows as any in the city. They have the nice goods, they have the large space and "It's up to them, John Henry," now, to get three or four pretty girls (wax ones) to assist them in making their windows the peer of any in the Furniture City.

* * *

In many exhibits there is a noticeable lack of embroidery and lace edging, the trimmings seeming to run to insertions and separable medallions. In some instances these latter are immense pieces, more resembling a lace doily for table or dresser use than something to be applied to a garment. Later on, I suppose the ladies will be describing these as "too sweet for anything," but at the moment they are certainly rather startling to the layman. The medallions come tacked to thin white

sleazy bands, to allow handling and measuring off, from which they are to be detached when used.

Some of the new-season goods bear these names, some have a familiar sound, some not: colienne; silk dotted mousseline; silk chiffon mull; soiesette; mousseline de soie; jacquard mousseline; costume chiffon; Nippon silk; armour; melrose; batiste; granite; Panama. With the last five are accompanying gilt-shot lace insertion, the lacey part being "Arabian" (otherwise dirt) color. Then there are elegant effects in colored passementeries, too perishable to look at even, much less wear on a gown, these for people with no tightening of the pursestrings. But the little girl who must count her pennies to make both ends meet may console herself with the fact that there are any quantities of lovely things in the cheap white goods and they are very serviceable withal.

* * *

The Baxter Co. has an attractive exhibit of spring vests, light in material, a whole sectionful; also one of white silk neckerchiefs, dark neckwear of the new generous proportions, a few samples of street gloves and one cane—like the girl in the song, "The Only One."

* * *

Mr. Frederic A. Wurzburg, of the Monroe street art store, shows many bits of foreign and Indian pottery. Two signs read:

Genuine Sedje
Just Half Price

Genuine Pueblo
Indian Pottery

* * *

Friedman displays a piece of magnificent white silk with big flowers brocaded in silver, with a placard explaining it as an exact reproduction of the pattern used for the wedding robe of the "American Princess."

New Acquisition Increasing Its Business.

Monroe, March 13—The Weis Manufacturing Co. last week received an order for 1,000 gross of scrap books from the New York Central railroad. This is but a small branch of its business, which is rapidly growing, and during the past week it received orders for this class of work from over two hundred railroads from all parts of the United States. The concern recently moved here from Toledo.

The ice industry this winter has been a complete failure and as a result the price on ice will be very high this summer. W. C. Sterling, who was one of the few to reap a lucky harvest, has been offered six times as much as he received last year per ton.

Didn't Have a Fair Chance.

"Webster," asked his intimate friend, "did you declare yourself to Miss Peacham last night, as you told me you were going to do?"

"No, Hayne," said the rising young statesman, flushing with indignation. "She applied the gag rule before I had been talking two minutes!"

MENTAL EQUIPMENT.

Why Personality Is as Important as Mentality.

Too often the parent of the youth bends him to an occupation or profession in life for which he may be fitted in brain capacity but for which in physical makeup he is grotesquely unfitted. Or, if not bending him to such a calling, at least the parent allows him his freedom of choice to his undoing.

It may be a hard proposition for the young man to be told that while he has every taste and every brain capacity for a certain profession he has a figure and personality which will make his venture in life a failure. But too often this is true. Or if figure and personality shall not make failure for him, too often it is a handicap such as makes success beyond him. Handicapped by this front and figure he can not hope for a realization of half that his brain promises and is capable of producing.

Not long ago I had a marked demonstration of this truth. It was in the personality of a lawyer. He had been reared on a farm; he had more than an average supply of "horse sense;" he was well educated and the Supreme Court of a great state had admitted him to the bar with marked credit. But in the light of conditions he was to me the greatest physical failure for the office which I could have conjured up.

He was five feet in height. He had a good forehead, but an insufficient face, dwindling sharply to an effeminate chin. He was diffident in manner and wholly without figure. In every movement one could read sensitiveness and lack of self-assertion. He was the personification of the gentle man, as it is spelled in two words—sympathetic by nature and by the constitutional inability to school and train himself for the stern milling processes of the law. Thus at 37 years old he came to me, saying that he had been a failure and that ten years before he had found out that Failure was to be his finish.

How could it have been otherwise? Who of worldly knowledge and experience could not have told him that in the study of law for practice before the bar he was courting nothing but failure? Who should have told him, however? Should it have been his fond parents, who, perhaps, could not have seen it? Should it have been the head of the law school who ought to have known? Or should the Supreme Court have exerted a little common sense and refused to admit him to practice not because he did not know enough but because in all human probability he could never have opportunity to do enough?

Given such a nature as possessed by this man and clothed in such in-

A GOOD REPUTATION

is gained only by merits and a manufacturer, especially of food products, must at all times give Quality, second Price and last but not least Fair and Honest Dealings.

By strict adherence to these essentials, the Aikman Bakery Co., of Port Huron, is to-day enjoying a reputation and trade enviable to many.

How to Keep Eggs 10 Months

You can keep eggs fresh for 10 months and longer with Acme Egg Keeper, the most successful egg-preservative made. Better and far cheaper than water-glass or other liquid egg-preservers. Buy eggs when cheap, use

Acme Egg Keeper

and sell them when prices are high. Endorsed by State Experiment Stations. Absolute guarantee with each package. Write now for circular and prices. Regular discounts to the trade.

Acme Egg Keeper

1214 Southport Ave.

CHICAGO

HATS At Wholesale

For Ladies, Misses and Children

Corl, Knott & Co., Ltd.

20, 22, 24, 26 N. Div. St., Grand Rapids.



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 scoopfuls fills the measure. Price 65c. Order one or more of your jobber or W. C. HOCKING & CO., 242-248 So. Water St., Chicago.

Fast, Comfortable and Convenient

Service between Grand Rapids, Detroit, Niagara Falls, Buffalo, New York, Boston and the East, via the

Michigan Central

"The Niagara Falls Route"

The only road running directly by and in full view of Niagara Falls. All trains passing by day stop five minutes at Falls View Station. Ten days stopover allowed on through tickets. Ask about the Niagara Art Picture.

E. W. Covert, City Pass. Agt. Grand Rapids. O. W. Ruggles, Gen. Pass. and Ticket Agt. Chicago

Traveling Salesman Wanted

We want a good traveling salesman to represent us in this district to sell our Cheap Assortments and Specialties on a strictly commission basis. We want no Children to apply. State age and reference in first letter.

THE UNIVERSAL CHINA CO.,

East Liverpool, O.

sufficient physical garb he might have had a brain of twice the normal capacity and yet have failed. Supposing that his talent and training had fitted him for legal work in which his appearance at bar would not have been necessary; who of the world's hurried men of affairs has a moment of consideration for a man who has not the aggressiveness to get past an office boy at the door of a private office? Where can one find one of these strenuous men of affairs to whom a strong face, figure and personality are not as appealing as the lack of these qualities is prejudicial?

Time and again some one rises to deplore the fact that the ideal college man of to-day should be an athlete rather than of the scholar type. But the college type is only the recognition of world conditions. "Do something" is the demand of the age. In compliance with the exacting men are doing things; and in the doing the men of greatest force are setting the pace. Before the man who is schooled to do can have a chance to prove himself he must have forged to the front of opportunity. There are no handicaps put upon the pacemakers. Only unionized labor has reached this socialistic desideratum.

Some philosopher failed of accuracy for the times when he asked for "a sound mind in a sound body." A sound mind in a large body would have been much nearer the qualifications. For the most part to-day opportunity opens for the man of figure,

dress and bearing where in other garb the brain of twice the capacity finds a closed door, bolted on the inside.

It is possible that in the ministry the man of the type of my lawyer consultant finds an expected least handicap because of physical frame. But how few are the great religious teachers who have found success through the handicap of diminutive figure and insufficient lung power?

"Such a fine looking man!" Have you ever stopped to consider how widespread is this remark as applying to the person under complimentary discussion? Do you have a conception of how many mental and even moral shortcomings such a phraseology may cover? To-day men's judgments are based largely upon an introductory first glance. There is not time for a careful, studied character diagnosis according to chart. "Yes" or "No" alike are to be had to-day in shorter space and more irrevocably than ever before in the world's history. This is a statement which many of my readers may look upon as the reprehensible characteristic of the business man only. They have only to study themselves a moment to learn that they, too, are as unstudiedly and as consistently devotees of a first judgment. One of these critics of the business man who has refused to give my lawyer failure a case for court as readily would have laughed him out of court had the critic seen him there.

Before a man may be a policeman or a soldier he must measure up to a

certain physical standard, no matter what high test he may stand in brain capacity. While there is no written law for the fact, it remains true in scarcely less degree of professional and business men in scores of lines.

For the man of diminutive frame who expects to make success through his brain it is essential that he shall not have to go out and compete for a recognition unless he have some unusual personality. He can not make headway on a soft manner and he becomes laughable when he attempts to "bluff." If he shall be behind an attractive store front which is the invitation for customers he may succeed easily. If he have a profession which calls his clientele to him he may work without handicap. Perhaps if under the disadvantages of physique such a professional man gains recognition his future may widen immeasurably because of his inability to "look the part."

But as a general proposition the parents and the instructors of youth must not consider mental equipment without weighing heavy in the balance the physique of the individual candidate who is to depend on the world's favor. John A. Howland.

More and Larger Repair Shops.

Owosso, March 13—President Eugene Zimmerman, of the Ann Arbor and Detroit, Toledo & Ironton railroads, who spent a day in Owosso last week, has made promises that mean considerable for Owosso in the way of improvements. That there will be more shops and bigger shops here, was the assurance he gave business men.

He also stated a new depot will be built the coming season.

D. R. Salisbury, President of the Salisbury Leather Tire Co., reports that his company is receiving more orders than it can fill. Mr. Salisbury recently made a leather tire for bicycles that is even more of a success than his tire for automobiles.

The Owosso Carriage Co. is adding men to its factory force gradually. Carload shipments are again being made, and the management reports the outlook very encouraging. The books of the company now show a healthy condition, since it has recovered from the setback occasioned by the failure of the Stewart bank, with which it became involved.

The new paste packing firm—Woodard Brothers and Jesse Darling—is now manufacturing that substitute for rubber in packing all kinds of steam joints.

It is proposed to hold a conference at Des Moines, Ia., next summer, to which the legislatures of the various states will be invited to send representatives, to consider plans to amend the national constitution so that United States senators may be chosen by direct vote of the people. This is a reform which has long been agitated and will eventually succeed. New York would never be represented by such men as Platt and Depew if senators were elected by popular vote. A great and wholesome change in the United States Senate would surely result.

Good Storekeeping

When you hand out Royal Baking Powder to a customer

You know that customer will be satisfied with his or her purchase;

You know that your reputation for selling reliable goods is maintained; and

You know that customer will come again to buy Royal Baking Powder and make other purchases.

It is good storekeeping to sell only goods which you know to be reliable and to keep only such goods on your shelves.

AROUND THE STATE

Movements of Merchants.

Hart—Tice & Platt succeed E. A. Noret in the harness business.

Cass City—J. N. Dorman has opened a new grocery store at this place.

East Jordan—Jas. J. Votruba has sold his stock of furniture to Empey Bros.

Port Huron—F. Tyler is succeeded in the meat business by Herbert King.

Remus—Ernest Friedel has bought the blacksmith business of Wm. Price.

Howard City—A new cigar store has been opened here by the Ledger Cigar Co.

Corunna—Ed. Miller is succeeded in the grocery business by Will and Sam Eldredge.

Detroit—The C. H. Blomstrom Motor Co. has increased its capital from \$100,000 to \$200,000.

St. Johns—Geo. H. Chapman, dry goods dealer, will add a line of 5 and 10 cent goods to his stock.

Bay City—A new seed concern has started in business under the style of the Bromfield-Colvin-Reis Co., Ltd.

South Haven—Rainour & Merrill, of Reed City, will succeed Girard & Miller in the grocery business.

Rochester—Charles Kimble, of Pontiac, will succeed W. H. Green in the furniture and undertaking business.

Ludington—A new grocery store has been opened by John Larson & Co. The members of the firm are John Larson and C. Alstrom.

Ludington—Willard Fowler has sold his stock of crockery and bazaar goods to Mrs. William DeYoung, who has taken charge of the business.

Jackson—Charles Beaudette will soon open a new grocery store. Mr. Beaudette was engaged in the grocery business here previous to this time.

Midland—The creditors of the hardware house of the C. C. Anderson Co. have declined to accept the 25 per cent. compromise offered them.

Lake Odessa—H. M. Prichard & Co. have opened a new millinery and ladies' furnishing goods store, Miss Helen Prichard being the manager and proprietor.

Union City—Herbert Hayner and Glen Worden will succeed F. E. George in the meat business. Mr. George will continue to conduct his grocery business.

Detroit—The Diamond Stamped Ware Co. has increased its capital stock from \$100,000 to \$300,000 and changed its name to the Diamond Manufacturing Co.

Owosso—Welch & Woodbury, tinners, have dissolved partnership. Mr. Woodbury has taken a position in the Pearce & Gerow hardware store and Mr. Welch has gone to Detroit.

Howard City—Albert Crittenden has sold a half interest in his grocery stock to Blain Henkel and the business will be continued in future

under the style of Crittenden & Henkel.

Cassopolis—G. H. Orr & Co. have purchased the interest of F. M. Anderson in the Orr & Anderson grocery. The new firm is composed of G. H. Orr and L. F. Catlin, of Coldwater.

Coopersville—E. N. Parker, who has been engaged in the hardware business here for many years, has sold his store building and stock to M. Durham, who will continue the business.

St. Johns—A. A. Chick has resigned his position as manager of the dry goods department at H. J. Tugger's store to take a similar position in the department store of John W. Frost, at Clio.

Pontiac—Fred W. Bailey, who for several years has been connected with the Mascotte Cigar Co., of this city, has resigned his position to become manager of the Cadillac Cigar Co., of Detroit.

Shelby—Mrs. E. J. Elliott will be succeeded in the feed business by J. B. Conger, of New Era, and C. W. Tallant, of this place, who will conduct the store under the style of Conger & Tallant.

Charlotte—Frank A. Ives has sold his dry goods and bazaar stock to Webster S. Proud, recently of the dry goods firm of Hagan & Proud, of Mt. Pleasant. Mr. Proud took immediate possession.

Caseville—A new corporation has been formed under the style of the Andrews Fish Co., which has an authorized capital stock of \$1,000, all of which has been subscribed and \$400 paid in in cash.

Flint—Wm. L. Smith died at Los Angeles, Cal., March 13, whither he went for his health in December. He was a pioneer merchant here, being the founder of the Smith, Bridgman & Co. department store.

Pentwater—J. Jay Converse & Co., of Ferry, have purchased the stock of general merchandise formerly owned by the Gamble-Latin Co. and will continue the business, but will close out the hardware stock.

Detroit—The Winkley Co. has been incorporated for the purpose of handling machinery. The new company's authorized capital stock is \$25,000, of which amount \$51,000 has been subscribed and paid in in cash.

Battle Creek—A new hardware store is about to be opened by A. N. Patriarche & Co. A. N. Patriarche, the active member of the firm, comes from Marlette and the other member of the firm is A. Patriarche.

Detroit—A corporation has been formed under the style of the Merchants' Cold Storage Co. The corporation has an authorized capital stock of \$300,000, of which amount \$150,000 has been subscribed and \$50,000 paid in in cash.

Lansing—The stock and interests of the Van Gorder Electric Co. have been purchased by the Capitol Electric Engineering Co. F. H. Van Gorder has accepted the position of superintendent of construction for the Capitol Electric Co.

Shelby—A corporation has been formed under the style of the Rosedale Fruit & Poultry Association

with an authorized capital stock of \$10,000, of which amount \$5,010 has been subscribed, \$110 paid in in cash and \$4,900 in property.

Hillsdale—Manheimer Bros. have merged their general merchandise business into a stock company under the style of the Manheimer Co. The company has an authorized capital stock of \$35,000, all of which has been subscribed and paid in in cash.

Mt. Clemens—The Aldrich Clothing Co. has been incorporated for the purpose of handling ready made clothing. The corporation has an authorized capital stock of \$14,000, all of which has been subscribed, \$2,000 being paid in in cash and \$12,000 in property.

Nashville—G. Ward Gribbin has retired from the firm of Downing, Bullis & Co., dealers in maple sugar, syrup and farm produce. The business of the firm will be continued by Messrs. Downing & Bullis. Mr. Gribbin has purchased a farm in Maple Grove.

Bay City—The dry goods business formerly conducted by C. R. Hawley & Co. has been merged into a stock company under the style of the Hawley Dry Goods Co., with an authorized capital stock of \$75,000, all of which has been subscribed and paid in in property.

Kalamazoo—A corporation has been formed under the style of the Walter Cobb & Fisher Co. to engage in the real estate business. The company's authorized capital stock is \$115,000, all of which has been subscribed, \$25,000 being paid in in cash and \$90,000 in property.

Petoskey—Gertrude M. Smith, formerly engaged as book-keeper by the Fochtman Furniture Co. and the E. C. Milor Co., will soon open a bazaar store in Port Clinton, Ohio, a town not far from Toledo. Miss Smith will conduct the business under the style of Smith's Novelty Store.

Detroit—The hardware business formerly conducted by Harry Bullock has been merged into a stock company under the style of the Bullock, Green Hardware Co. The new corporation has an authorized capital stock of \$15,000, all of which has been subscribed and \$292.08 paid in in cash.

Nashville—E. E. Schantz, formerly engaged in C. A. Pratt's hardware store, has gone to Cassopolis, where he will enter into partnership with Oscar Yerty, of Lake Odessa, and will go into the department store business, having already purchased the 5 and 10 cent store of Leachman & Locke.

Kalamazoo—Herbert E. Congdon has merged his wall paper and paint business into a stock company under the style of the H. E. Congdon Paint & Wall Paper Co. The company has an authorized capital stock of \$10,000, of which amount \$5,000 has been subscribed, \$21.74 being paid in in cash and \$4,978.26 in property.

St. Clair—M. H. Millikin, who entered into partnership with his father, T. J. Milliken, about a year ago under the style of Millikin & Son, has retired from the business, the entire management of which will revert to the senior member. During

the past year M. H. Millikin has taken charge of the grocery department, while his father attended to the drug department.

South Haven—John Benacker, junior member of the firm of Hurlbut & Benacker, who conduct a feed store here, was taken to the Kalamazoo asylum Monday. Since the death of his wife six months ago his mind has been weakening, and during the past two weeks he has developed dangerous tendencies. Lately he sprang through a large plate glass window and cut his face and hands frightfully.

Detroit—Fellman, Richards & Heutter is the name of a new shoe firm which is to open a store at 230-232 Randolph street. Frank A. Heutter, ex-President of the trades council; F. J. Fellman, the veteran shoe dealer, and A. J. Richards, twenty-one years with R. H. Fyfe as salesman and advertising manager, are the members of the new firm, which will be doing business by April 10. Mr. Heutter, as well as Mr. Richards, has been with the Fyfe house many years.

Menominee—Edward L. Forsyth, a well-known druggist, has been missing for two weeks and it is feared he has met with foul play. On February 28 he left home, sending a note to his wife saying that he was going to Lower Michigan to try and secure a loan from his uncle to tide him over in business difficulties. Since that date his family has been unable to gain any information as to his whereabouts, although diligent search has been made over a large territory.

Muskegon—By a trust deed and mortgage just filed by a company recently organized in Chicago under the style of the Square Clothespin Co. that organization becomes the owner of the property of the Diamond Clothespin Co. and of the old factory building of the defunct Automatic Wringer Co., at Muskegon Heights, in which the Diamond Clothespin Co. has been operating at irregular intervals for about a year. The new company is capitalized at \$100,000, \$16,000 worth of the capital stock being paid to the stockholders of the old company in exchange for its property. M. J. Janisch, who was superintendent heretofore, will retain his position with the new company.

Lapeer—A carload of goods from a Chicago firm is being distributed each day along the line of the Grand Trunk, and some of the merchandise is sold to people living in Lapeer and vicinity. Several business men were discussing the means by which the Chicago firm gets the addresses of R. F. D. families on the eight routes out of this place, and while they were a unit that every head of a family outside the city limits was known by the Chicago concern, they did not agree just in what way the names were furnished. Although no direct charge was made against Postmaster Slayton or the carriers, the impression was that there was a "leak" somewhere along the postal routes. One thing they were agreed upon: It was that the local trade had fallen off to a large extent since the R. F. D. system was established in Lapeer county.



The Produce Market.

Apples—The high prices which have prevailed for some time have caused a large curtailment of the demand and there are not so many apples being used now, although there is always a certain amount of demand for the fruit. Prices continue high and supplies are light, although what there is of good quality. First quality apples are selling around \$6@6.50 a barrel.

Asparagus—California fetches \$1.75 per doz.

Bananas—\$1.25 for small bunches, \$1.50 for large and \$2 for Jumbos. There are liberal receipts of good fruit which is moving rapidly. There has as yet been no advance in price but many are still looking for one. The market is in a firm position.

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. Extra creameries are in good demand, while the lower grades are dull and unsteady. There are only moderate receipts of the first grade of creamery and there is a good, steady demand, with a firm tone to the market. No better indication of the condition of the market could be seen than the wide spread between the top grade and the next. Shippers are often disappointed at not being able to secure the top grade for their butter and much that is shipped in for extra creamery is graded lower, as the grade is held to very rigidly. The market all over the country is weak on the lower grades of butter.

Cabbage—\$3 per bbl.

Carrots—\$1.50 per bbl.

Celery—Michigan is out of market. California fetches 75c for Jumbo and 60c for Blue Ribbon.

Eggs—Local dealers pay 12c for strictly fresh. Receipts are of generous proportions and the eggs are moving slowly, the demand not being as heavy as it ought to be at this season of the year. Receipts will be heavier in April, which is the busy month for the hens.

Grape Fruit—Florida is in fair demand at \$6@6.50 per crate.

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

Green Onions—25c per doz.

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

Lemons—Californias command \$3.50 @3.75 per box and Messinas fetch \$3.50.

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 \$3.25@3.50. There is a good demand for oranges and the market is easier with lower prices. The reports of heavy rains in the California orange

country have about been discounted on the market now and the shippers are again getting the fruit out in moderate quantities.

Parsley—40c per doz. bunches.

Parsnips—\$1.90 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 as a week ago. Receipts are ample, with only a fair consumptive demand for good table potatoes. The shipping demand is very light.

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

So Say We All.

Grand Rapids, March 13—I would like to see another article in the Tradesman touching on the effect that a parcels post law would have on the retail grocers in every little town, on the hotels, livery stables, local banks and, more important still, the home local market of the farmer. The farmer is to-day set back in his interest by the catalogue house. I was told Saturday of a small town not many miles from Grand Rapids where \$1,500 was sent forward in postoffice orders to one catalogue house in Chicago during the month of February. This, in a measure, retards the growth of the small town, lessens its value to the country it serves and makes every farm comparatively less valuable and, in a way, adversely affects every laboring man within the district. I hope a parcels post bill may never pass and that the farmers may be educated up to a loyalty to their own local retail market, that they may be served by them as to their buying capacity and to their selling of farm produce needs.

Wm. Judson.

For Sale Cheap.

I hereby offer for sale the J. G. Stein & Co. grocery stock at Allegan. The stock will inventory about \$2,500 and the fixtures will inventory about \$600. The store is old-established, has an abundance of good will, and is in the enjoyment of a good steady trade. I offer the property for sale at a bargain and solicit an investigation, confident that it will result in an early sale. Harry Stanton, Trustee, care Judson Grocer Co., Grand Rapids.

Lee M. Hutchins, Secretary and Treasurer of the Hazeltine & Perkins Drug Co., has returned home after a month's respite from business cares and responsibilities at Biloxi, Miss. He visited New Orleans and Mobile and other nearby places, taking in the historic points en route and from the Gulf. Mr. Hutchins is a hard worker, both in his business and in his social, fraternal, religious and civic associations, and richly deserved the "breathing spell" to which he thus treated himself.

Powell Bros. have sold their drug stock at 33 South Division street to John C. and Cornelius John Dutmers, who will continue the business under the style of J. C. Dutmers & Son.

The Grocery Market.

Sugar—The stronger tone acquired by the sugar market has resulted in raising the basis of values. The resistance displayed by the planters to the demands for further concessions proved that sugar had about touched bottom, and it was not expected that anything other than perhaps a few small distressed lots would sell at lower figures. Our refiners needed shipment supplies and to get them they have had to pay more money. They have not really commenced to buy yet. Even although some of their sugars now arriving are going into warehouse, because of inability to care for them at the refineries, we do not believe that fact will in the least keep them from gathering in all the shipment sugars purchasable at quotations. They will need all the cane sugars available. The big stocks of beet sugar held in Europe have cast such a gloom over the world's markets that the good features that have arisen have hardly been distinguishable and proper weight has not been accredited them. The beet crop on the other side has now yielded almost its last ton and stocks should diminish from now on. Europe's continued firmness has been part of the support lent the Cuban planter in his resolve not to sell more at such a sacrifice. Further support is found in a realization of the fact that his island will produce this year many thousands of tons less than he had expected. We do not think the Cuban crop will exceed that of last year. An increase of 175,000 tons had been predicted. Another feature that will lend strength to values will be a big consumption. It can not be stopped if prices are kept within reasonable bounds, and unless something unforeseen happens to the Continental beet crop to be grown this year prices will be reasonable.

Tea—Dealers are regulating their stocks to be in position to buy on the new imports, which are expected to be in the market about July. New York reports say that there is a total absence of new features to the market. Demand for invoices is entirely lacking, but as importers continue to refrain from pressing business the market retains a fairly steady tone. There is a moderate amount of distributing business at former values but the demand of this character is by no means brisk. Pingsueys remain in a firm position, owing to scarcity, and Foochow are inclined to be easier. Country green teas are quite steady.

Coffee—The market for Brazilian grades has ruled steady to firm during the entire week. There have been some small fluctuations in options, but none have been radical. Actual coffee is strong, by reason of the Brazilian conditions reported last week. Mild coffees are firm and unchanged. Java and Mocha are steady. The demand for coffee is fair.

Canned Goods—There is a continued strong demand for the cheaper grades of corn and peas and supplies of the latter are about cleaned up. There is a plentiful supply of cheap corn and the market is firm at the present low prices. The interests in

control of the larger part of the spot tomatoes as yet show no tendency to make any concessions from their prices, but it is reported that there are quite a lot of tomatoes being offered by outside interests at lower figures than those asked by the big Baltimore holders. The supply of spot asparagus is said to be very small, with a fair demand. Canned fruits are in fair demand but the market is firm, especially on peaches, all grades of which are reported to be closely cleaned up. Apricots are also in a strong position with reference to available stocks, while the demand is reported to be very good. There is really nothing new in the salmon situation. The extreme scarcity of spot supplies and the uncertain outlook for the coming packing season are two factors of importance in the market.

Dried Fruits—Currants are unchanged and firm. The new Greek scheme of maintaining the price seems to have been remarkably successful so far. Raisins are unchanged and in slight demand. Apricots are selling well, and good stock is scarce. Apples are high and in fair demand at ruling prices. Prunes are unchanged, both on the coast and in secondary markets. The demand is fair. Peaches show some demand, and the market is high and well maintained.

Rice—Dealers have sufficient stock to carry them along for some time and are therefore not appearing to any extent as buyers. Retailers, although known to have only limited supplies, are pursuing a hand-to-mouth policy and are buying only to supply requirements as they occur. Values remain nominally steady and high. The lower grades are especially high in proportion, as practically all the so-called cheap rice that is merchantable is out of the market.

Syrups and Molasses—Blackstrap shows particular firmness and has been gradually making slight gains for the last four or five weeks. There is a continued good demand for the New Orleans grocery grades, especially of the lower grades. Supplies of blackstrap are extremely limited.

Fish—Cod, hake and haddock are quiet and weak. The season is about over. Herring is also dull and weak. Salmon are unchanged but steady. The demand will open very soon. Nothing new has developed in mackerel except further dullness. Norways are scarce and in good demand, and the price is well maintained and firm. Other grades of mackerel are weak and declined. These grades are not particularly wanted. Sardines show no change, but indications point to higher prices.

Attention is directed to the advertisement on page 48 of the John Timmer general stock, which will be sold at bankrupt sale at Fremont, Tuesday, 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.

It is reported that the Diamond Match Co. has taken over six competitors.

FOUNDED ON A FALLACY.

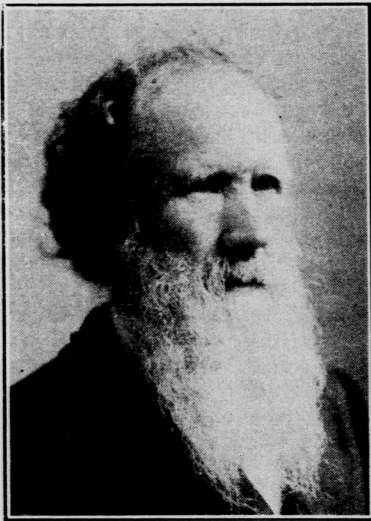
Succinct History of the Allegan Grange Store.

Allegan, March 10—Back more than thirty years ago, or in the year 1872 or '73, began the institution locally known as the Grange Store, which is just now the principal subject of interest in town affairs because of the unfortunate situation that has resulted from dissatisfaction of the Executive Committee with the outcome of last year's business, leading to the suit brought late last week against Henry A. Dibble, the cashier and book-keeper of the concern. It has had an interesting history, being the only survivor of the many attempts made at about that time by Patrons of Husbandry to conduct mercantile business. Some of the stores started were really co-operative, as the Allegan store pretended to be and was in name, while others, like this one, were conducted really as private enterprises. One after another they failed, and the survival of this one was deemed remarkable by people abroad who did not know its true character. It never was co-operative in any sense of that term, but was always purely a private concern. Its owners kept all the profits. It has been an ordinary stock company ever since 1876.

Its founder was the late Albert Stegeman, a Hollander, son of one of the earliest immigrants to Ottawa county in the colony founded by Dr. VanRaalte. He had been engaged in trade here, and not very successfully, and so had quit a year or two before beginning his new venture. In those days the Grangers were actuated by many socialistic ideas, the most prominent of which was that farmers were the objects of imposition and even of downright robbery by merchants in general, while really being about all there was to this country. The "middlemen" were one and all leeches and vampires in the language of the average Grange orator and newspaper. Mr. Stegeman was one of the most extreme of all those who talked in this vein, and he succeeded in convincing great numbers of the new agrarian order of his honesty of purpose and wisdom of counsel. He was a man of many eccentricities, an extremist in every opinion he held—and he had a wide variety of most grotesque views. In religion he was at first a Congregationalist, at least after his coming to Allegan, although he was reared within the tenets of the Dutch Reformed church. He next embraced the faith of the Seventh Day Adventists, and for a few years was the apparent head of that sect in this vicinity. Then he gravitated to the Spiritualists, and there remained until he had acquired so many peculiarities of belief or of profession and practice that he became too divergent for classification. He adopted eccentricities of dress and modes of life; and had he tried merely to see how many queer notions he could entertain or advocate, he scarcely could have acquired more. He was a man of great intelligence and energy, shrewd and capable in many ways,

inclined to charity toward the unfortunate, and as kind of heart on many occasions as he was brusque in manner at times. He was not happy in any environment unless he was at the head of affairs; and it was believed that his adoption of new religious tenets was due usually to this desire and to the frustration of it by others within the organizations to which he successively belonged.

However sincere or insincere he may have been in these matters, it is



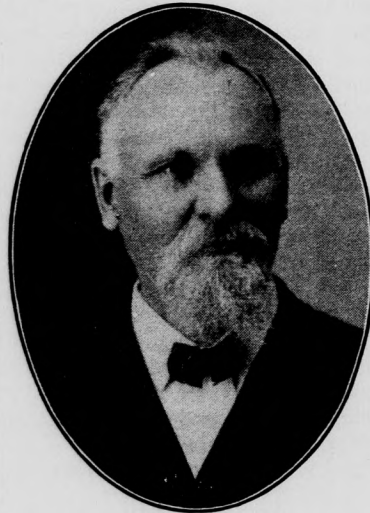
Albert Stegeman,

Founder and for Many Years Manager of the Allegan Grange Store.

beyond question now that he established his greatest enterprise wholly upon false pretenses, in that he always claimed to be doing business upon a profit of but 4 per cent. above cost. This was never true of his sales in general, although it may have been, and probably was, as to a few articles of general use. From the beginning to the end of his domination of the Grange store this fiction was persistently practiced. To each purchaser was given a little slip with the price of each article upon it, to the total of which was added 4 per cent. The outsiders smiled at this, but Stegeman's followers firmly believed in it many years. Frequent were the derisive jokes perpetrated about the humbug, and many the arguments against the possibility of its truthfulness; but it was twenty years or so before the cheat was abandoned at the store and the addition of the fictitious 4 per cent. to the bills discontinued.

The "store" at first was a room on Locust street upstairs, where now are Dr. Young's dental offices. Here the goods were placed about on the floor or on counters and shelves, with absolutely no order of arrangement, and nothing was wrapped for the buyers. The farmers came with baskets and kettles and pans and jugs, and into such receptacles their purchases were dumped, the claim being that the goods were sold upon such close margins that wrapping paper could not be afforded. After a time the store was removed to the room below, but the same queer methods continued. In the beginning, too, no one but members of the Grange were permitted to trade at the store. This

doubtless aided in establishing the large membership the Grange had in those years, but many causes united in decreasing the membership of the order, and then came of necessity a concession to outsiders. A fee of \$5 was charged for permits to trade—for the privilege of buying of Mr. Stegeman. A company was finally formed, stock being sold to Grangers only, but Mr. Stegeman kept a majority of the shares to himself, so his control was still absolute. Finally the fee system was abandoned, and the company was glad to sell to anybody. Goods were delivered to buyers after the manner of other stores, and gradually credit business was done, although for a long time the sales were for cash only and without variation as to this man or that. The total sales amounted to many thousands of dollars annually. It was the biggest store in the county, and such it remained, perhaps to this day, although lately a strong rival in the "department store" style of business was established. About the year 1890 the present large and handsome structure was built, not by the

Martin V. B. McAlpine,
Present Manager of the Grange Store.

company, but by Albert Stegeman and his brother, Martin—mostly by Albert. This occasioned frequently the remark that "4 per cent. can do a great deal if you get enough of it."

The building is about 75x100 feet in size, built of brick and stone, with two high stories and a basement; and all these were crowded with goods of almost every description. Another and smaller building adjoining was erected, first for use as a warehouse, but finally as a hardware department. At the time of its maximum business the establishment's sales reached \$187,000 a year. This was in 1903, since which time they have decreased slightly. This exceeds by about \$87,000 any year under the Stegeman regime, but may be due to the wonderful prosperity of the country within the past eight years.

Mr. Stegeman and his Grange store were bitterly assailed by other merchants. They formed combinations against it; they railed and stormed at "Old Stegeman;" they foretold its early ruin; they insisted that it was "killing the town;" they truthfully declared that its 4-per-cent. preten-

sion was a rank fraud; they asserted their belief that Stegeman was a swindler in the discounting of invoices and keeping the discount for himself; they prophesied all manner of evil which was to follow in the wake of that way of doing business; but nevertheless Stegeman kept right on, and his competitors had to come down to his basis. It can not be denied that he cut prices, and so was a benefit to the buying public, but he made a fine profit at the same time. It came to pass that more stores existed in Allegan a few years after Stegeman started than there were before, and it is certainly true that the Grange store brought to this town a large volume of trade in which others in some degree shared. At last this sort of berating of the store ceased, for every other establishment sold as cheaply as it did, and all seemed to be reasonably prosperous. Its sole effect was to attach to Stegeman and "our store" a great majority of the Grangers with as ardent and unreasoning faith as which the Dowieites show to-day.

In all this time Mr. Stegeman had the aid of his wife in the conduct of the business. She kept the cash account, made out all the bills, and did this in a way that was wonderful, proving her to be an extraordinary person in her business abilities. Each of the many clerks in the store would call to her the name of the buyer and the item purchased. She would thus make out dozens of bills at a time, add them, take the pay and make the change; and so expert was she that a mistake scarcely ever was made. It was a very long time before she required any assistance in all this labor, but day after day

Henry A. Dibble,
Accused Cashier of the Grange Store.

through many years did her painstaking work, and it was generally believed that the store never could have succeeded without her assistance. This plan of calling sales and making of bills continues to this day, except that the wide extent of the store made necessary variation from it; and to-day, and for some years, there are several places where sales were recorded or not recorded at all, but the pay taken in ordinary ways.

Mr. Stegeman continued in full control, in spite of occasional efforts

to displace him in some degree; for, as the stockholders increased, disagreements arose among them as to the policy of the business, but, so long as he cared to do so, Mr. Stegeman remained the dictator of the whole establishment, having a sufficient following at the annual elections to defeat the opposition. Finally, in the year 1896, he relinquished control, sold the building to the company, sold also all his stock and retired. He went to California and bought an orange ranch, for which he is said to have paid \$25,000, although his salary had always been very small. It proved a losing venture, and when he died a few years ago he had lost, it is claimed, practically all his gains.

He was succeeded as manager by his brother, Martin, but the business was continued in the name of A. Stegeman, as it had always been; for all purchases and payments were made in that name. The corporate name was never known to the wholesalers from whom supplies were bought. "A. Stegeman" was decidedly "the whole thing." Martin Stegeman conducted the business carefully, the volume of trade increased somewhat, but there were dissensions in Mr. McAlpine's interest, and a demand was made for a change of manager. To accomplish this change and gratify Mr. McAlpine's ambition some tricks were played in transfer of stock in order to get more votes for McAlpine. It is very doubtful if any good came of the displacement of Martin Stegeman, who in almost every respect was far different from his brother.

In August, 1898, Martin V. B. McAlpine was installed as manager, and remains such to-day. For some strange reason business was done in his individual name, as it had been in that of Mr. Stegeman, instead of in the actual and legal name of the corporation. Mr. McAlpine had been a farmer all his life and had never had any experience whatever in mercantile affairs. He was, however, a man of excellent character and reputation, and it was believed that this fact would cause renewed confidence of the public in the establishment, and doubtless this result followed. Necessarily he had to depend upon the advice of others in the buying of goods and in other matters, and there came to be several heads of departments. That there has been jealousy and strife among these, the formation of cliques and combinations, has been known to a few persons, but has now come to general knowledge of the public through the action of the directors in trying to lay all the blame for decreased profits upon Henry A. Dibble, and with the serious intimation that the loss was due to his dishonesty rather than to the incompetence of somebody or the participation by others in responsibility for it. Mr. McAlpine is a man of clean life and high character, but he is lacking in decision and force, not well calculated to establish discipline in so large an institution and to insist upon its constant observance. He has, therefore, had not a little trouble in managing affairs, and

he came some time ago to wish himself out of the place, or at least to a willingness to get out. It is said that at times when some ruction broke out among the clerks and submanagers, instead of reading the riot act and making things move according to his orders, he would weakly threaten to resign. This was, indeed, usually effectual in bringing peace, but for the reason that, should he quit, the others feared they would be excused also. He did not have a firm grip upon the concern, and in consequence there was chance for irregularities such as those intimated against Dibble, but there were as many opportunities for graft by others as by him.

Instead of a comprehensive system of handling the cash, there was no system at all. Dibble handled most of it, but there was a cash register upstairs for several departments, another in the hardware store, and several cigar boxes in different places were used as tills into which clerks placed the proceeds of sales. Mr. Dibble and an assistant who was with him most of the time made out receipted bills and made entries of the cash, writing opposite the sums the names of the purchasers. These entries were kept as permanent records. If there are not now, and have never been in the Grange store, any other grafters than Mr. Dibble, it is not because of lack of opportunity. Mr. Dibble could take money with but little likelihood of detection; cash registers will faithfully account for all the money that goes into them, but for none that does not go in; while cigar boxes tell no tales. It was an unmethodical and slovenly way to handle the large sums of money which were daily received at this store. It may be at least said for Mr. Dibble that he tried at times to establish a modern system of accounting for cash, with suitable checks against possible fraud, but he was overruled. Mr. McAlpine and the directors ought never to have permitted such a loose way of doing business, and they are all in a measure responsible for the present miserable plight in which they find themselves. Mr. Dibble ought not to have permitted himself to be placed in such a responsible position with so many chances of being suspected unjustly of fraud and without the power to absolutely prove himself innocent—and not only to have to bear without defense such an imputation upon his own acts but to be held likewise responsible for the possible delinquencies of others.

What the Grange store needs, and needs to have at once, is some strong and experienced man at the head of affairs—one who will have the confidence of the public and the ability to reorganize the establishment and be the manager in something more than name.—Allegan Gazette.

Stronger.

Teacher—Johnny, for what is Switzerland famous?

Scholar—Why—mhm—Swiss cheese.

Teacher—Oh, something grander, more impressive, more tremendous.

Scholar—Limburger?

Battle Creek Concerns Working Overtime.

Battle Creek, March 13—The Advance Thrasher Co. is constantly increasing its force of employees, having upon the pay roll last week 532 men, who are now working ten hours a day. These men all receive good wages.

The outlook now is that this company will build more thrashers and engines this season than ever before. The South African trade promises to exceed that of any other year.

The old Verona sawmill water power has been leased by Elmer Preston, who will be at the head of a firm to manufacture interior finish work.

The Commonwealth Power Co. will build a commodious brick structure this spring adjacent to its power house on Monroe street, in which will be installed three transformers, each weighing sixteen tons. These will greatly add to the power facilities of the company.

The Meyenburg Terra Cotta & Brick Co. has already installed a plant capable of turning out 100,000 bricks per day. When the increased machinery is added that the company expects to put in, the yards will have a capacity of 500,000 brick per day, besides the output of terra cotta. The farm owned by the company contains 131 acres, underlying which is clay enough for years to come.

There is no longer any doubt that the Grand Trunk Western will begin work on its locomotive and car shops here some time during the coming year.

The Nichols & Shepard Co.'s threshing machine and engine works are now employing a big force ten hours, which time will continue until summer, when it is probable that the men will be required to work overtime, as the company has planned to turn out more machines than ever before.

The Advance Pump & Compressor Co. shipped a very large hydraulic pump to India last week and four more are ready for shipment. They are to be used in pressing jute. The company has a carload of pumps ready for shipment to England the coming week, and a carload for Mexico. Another shipment will soon be made for Denmark. The firm is nearly 200 pumps behind on its orders.

The Union Steam Pump Co. is 1,200 pumps behind orders and work is being hustled at a strenuous pace to catch up. There will be no chance for vacations among the men in this institution the coming year. A new building will be constructed, 60x150 feet. The foundry building will be extended to include the present site of the pattern building.

The Virtues of Watercress.

Battle Creek, March 13—Battle Creek has become the center of an unique and important industry. It is the gathering of watercress, which is botanically known as nasturtium officinal. The cress grows in shallow, clear, swift-running water, with gravel bottom. Mud is injurious to its growth and flavor. The numerous

brooks about Battle Creek are well adapted to its growth. All are swift-running, are fed by springs, and abound in brook trout, which fact alone shows that the waters are clear, cold and pure, or the trout would not thrive.

The plant contains diaphoretic, antiscorbutic and other medical qualities and is very healthful. It has a pungent, bitter taste with a little saltiness and is used in restaurants and hotels, and on family tables for salads and relishes and garnishes for meat. It is becoming more in demand every year. It is shipped from this city to Chicago, Cincinnati, Detroit, Toledo and Buffalo.

The cress gatherer wears hip rubber boots and wades up the streams. With a knife, resembling a small butcher knife, the gatherer cuts the cress with about five inches of stem and ties it in bunches as he goes along with his work. These are put up in crates and sold in dozen bunches. The price ranges from fifteen cents to forty cents a dozen, according to the quality and season when it is cut. It is more crisp and fresh in the spring than at any other time of the year.

There are a number of cress brooks in this vicinity and all of them are very wild and picturesque. The Camera club and guests at the sanitarium have discovered this fact, and they take frequent outings along these beautiful brooks for the purpose of taking views. They are ideal resorts for the amateur photographer.

Pontiac Body Factories Rushed.

Pontiac, March 13—The addition of the business of the National Body Co., of Mt. Pleasant, next month, will mean considerable to the industrial growth of the city.

The business will be located in the C. V. Taylor carriage plant and it is stated that Mr. Taylor will devote his attention to another line which will likewise be of benefit to the city. The National company already has a number of customers in Pontiac and will increase its output as soon as it is located.

The two other body factories, O. J. Beaudett & Co. and the Pontiac Body Co., have orders booked ahead for long runs and are obliged to work nights to supply the demand.

The Rapid Motor Vehicle Co. is rapidly getting settled in its new factory and Manager Grabowsky plans an increase in the output at once.

Local vehicle men state that the outlook for the season, which will shortly be at its height, is very flattering. Large shipments are going out of Pontiac daily.

The Pontiac Spring & Wagon works last year enjoyed one of the best seasons in its history and the indications are that this year will be as good or better.

WILL NOT SMOKE, PEEL OR BURN OFF STANDS INTENSE HEAT-A RICH BLACK

ROYAL ENAMEL

GAS STOVES, PIPES, RANGES, FURNACES ETC EASY TO APPLY-PREVENTS RUST-DRIES QUICK. CLARK, RUTKA WEAVER CO GR. RAPIDS MICH.



DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

Published Weekly by
TRADESMAN COMPANY
Grand Rapids, Mich.

Subscription Price

Two dollars per year, payable in advance.

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

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

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

Entered at the Grand Rapids Postoffice.

E. A. STOWE, Editor.

Wednesday, March 14, 1906

UNFAIR COMPETITION.

There is an ethical side to business, however numerous and shrewdly impalpable may be the efforts to prove otherwise, and that this is a fact is being already demonstrated in many ways. All business ventures of merit have been built up through the foresight, energy, skill and industry of some person or persons and, in a very large number of cases, this process has been the direct cause of creating other and entirely different projects of great worth.

The most notable examples of this character have been given by the construction and operation of railways through sections of the country which were veritable areas of wilderness. Following, but separate entities in effort and results by virtue of the facilities provided by the railways, farms have been cleared and cultivated, villages developed, natural resources utilized, cities created. And so, where once were only solitude and quiet and non-productive property, have appeared the mills and shops and factories and mines and warehouses and all the other essentials of active business life.

Ethically this business belongs to the road that created it; but the ethics of business permit competition and so, when the volume of business becomes great enough to admit of competition, it is certain to appear; but it must be fair competition, otherwise that esoteric force which commands the best ingenuity, the cleverest financial skill and the most perfect legal ability, together with that wondrous influence known as Public Opinion, will combine to adjust matters fairly.

Thus it is that no town which is wisely governed makes the mistake of granting a second franchise for any public utility when it has room but for one company; no established enterprise will permit a competitor to come into a field so small that it can not sustain two in the same line, except to do business at a loss that will ultimately drive it into bankruptcy. So it happens that investors and bond buyers, keeping sharp tabs on communities, know all about investment propositions as soon as they know the name of the village or city where the enterprise is to be located and the character of the enterprise. This is the reason why so many most

enthusiastic neighborhood beliefs and faiths are so rudely shattered when the investors say No.

Electric lighting plants, interurban electric railway projects, proposed water power developments, gas plants, and so on, are fine propositions when fairly located and of no permanent value when placed otherwise. This is particularly true just now as to interurban railways which parallel steam railways. The esoteric combination already referred to has sounded the knell of such enterprises. For example:

The Lake Shore & Michigan Southern Railway has given an order for the construction of seventy-five gasoline motor cars, to be completed as soon as possible, that they may be put in operation along the line between Buffalo, Cleveland, Toledo and Detroit in competition with the trolley and third rail systems.

The Pennsylvania Railway Co. has already in commission a dozen or more motor cars out from Philadelphia and Pittsburgh, and will soon have them along its entire line as rivals to the electric railway systems which interfere with the business that company has succeeded in creating.

All of the New England systems of steam railway are well along in the process of equipping themselves with motor cars. It is a step made necessary by the development of the far-reaching and closely interwoven systems of interurban roads in that section of the country.

Items similar to the above are appearing in the press despatches and public prints with striking frequency and regularity and while, as everybody knows, the gasoline motor propelled cars are being perfected to a remarkable degree of excellence, it seems, to a man up a tree, that there may be something more than mere news in the news campaign. Possibly a systematic and well-directed effort is making toward effecting the attractiveness of bonds for the development of water powers and suburban roads. Such efforts have been recorded heretofore.

In this connection it may be stated that the Michigan Central Railroad is to equip its stub line from Niles to South Bend with a third rail and run hourly or half hourly cars between these cities in competition with the interurban road which was recently built parallel with the Michigan Central line. It can readily be seen what the outcome of this competition will be. The interurban road will be driven out of business and the bonds will be a drug on the market. The Tradesman has never believed that it was in accordance with good business principles to parallel a regular railroad with an interurban line, because it is manifestly unfair to divide the business built up by the regular railroad. There are plenty of opportunities for interurban roads without building them parallel to steam roads, and lines thus built will be likely to be a good investment for a long time to come, while the parallel roads will either be absorbed by the steam roads or driven out of business by fierce and unrelenting competition.

MICHIGAN'S ROAD LAW.

While our State legislators are in their position by virtue of the votes of the people and while, as a natural sequence, it would seem that the people would keep enough of a watch upon the enactments by that Legislature to inform themselves as to the status of matters in which they are interested, the fact remains that such surveillance is not maintained.

For example, it is wholly within bounds to say that less than 2 per cent. of the voters in Kent county—and presumably in most other counties in Michigan—have any sort of clear conception as to what was done by the last Legislature relative to good roads. This is exceedingly strange when one considers that the State of Michigan is, by comparison with other states as well populated, as wealthy and as intelligent as our own commonwealth, notoriously the possessor of miserable public highways, and that, too, when our State has road-building materials of every variety and so distributed as to be economically available to nearly every neighborhood.

Under the new law pertaining to the making of good roads in Michigan it is provided that when ten freeholders in any township in Michigan petition to the supervisor of that township to submit the question of seeking State aid for the construction of good roads in said township to the vote of the people living therein, it becomes the duty of the supervisor to grant the request.

And when the voters of any township declare, by their ballots, in favor of seeking State aid in the building of good roads and begin and carry on the work, they receive from the State—provided those roads are built according to specifications furnished by the State Highway Commissioner and are approved by that official—rewards as follows:

For every mile of well graded road on which the steepest incline shall not exceed 6 per cent. and the width of which shall not be less than 18 feet between side ditches and which shall be properly drained and have a wagon way or travel track not less than 9 feet wide, all built according to detailed specifications, \$250, \$500, \$750 and \$1,000, according to the specifications which are followed and carried out.

Of course the \$1,000 reward calls for the best road and the \$250 reward calls for about the cheapest really scientific good road. The variations in the rewards are suited to meet the resources and the needs of almost any well settled township, and there would appear to be no sufficient reason why any section of poor roads country should not be improved and so increase the value of adjoining farm property to a very large extent.

And at all events the old style method of working out one's road tax, under the alleged superintendence of a man who knows little or nothing of the science of roadmaking, and perhaps cares less, is doomed; and the man who is chiefly responsible for the change, and who is the State Highway Commissioner un-

der the new law, is Horatio C. Earle. Copies of the new State Reward Road Law may be obtained by anyone upon application by mail or otherwise to the State Highway Department at Lansing.

MORGANIZING ROME.

Two revelations made by the life insurance investigations the past year are that the Big Three Companies controlled in cash and readily negotiable securities an aggregate of a billion dollars, and that these resources were available at all times for the tremendous financing common to Wall Street.

Under the recommendations made by the Insurance Investigating Committee at Albany it will hereafter be impossible for the Big Three and all other life insurance companies doing business in New York State to be so accommodating and useful to the financial manipulators, and in consequence Wall Street is chiefly engaged at present in devising ways and means.

A billion dollars is a tremendous amount of money and its complete and permanent absence, under certain conditions, might constitute a very pronounced problem requiring prompt solution.

For this reason it is significant that, according to the press despatches, J. Pierpont Morgan is conducting negotiations with his Holiness, Pope Pius X., with a view to becoming the fiscal agent of the Vatican. Mr. Morgan promises to increase the present income of the Roman Catholic church 100 per cent., a result which by past achievements in finance does not seem unreasonable. And so arises the query: Has the seeking out of details as to American life insurance companies resulted in the presence of Wall Street's emissary in the Holy City?

Reference is often made to the "little Japs." In the recent war with Russia they evidenced that whatever their size they could do business after the most approved plan and showed themselves more than a match for the big fellows on the other side. A Japanese when sitting in a chair looks as tall as any one, but when he stands up he is shown to be shorter. This is due to the fact that the Japanese do not use chairs, but sit on the floor in a fashion that cramps their legs, interferes with circulation and arrests development. Baron Takaki, the Japanese Surgeon General, who has recently been visiting Harvard, has made public reference to this fact and says that he has already commenced or proposes to inaugurate a campaign to induce the Japanese to quit sitting on the floor and to occupy chairs, so that their legs will be longer and stronger and in point of stature they will in time become the equals of any other race. If the effort succeeds it means a new industry for Japan and in the making of chairs many people and much money will be employed.

People who look gift horses in the mouth are sure to see that their friends got bit.

HARMONIOUS CO-OPERATION.

Attitude Grocers Should Take Toward Their Competitors.*

Last evening I had the honor of being one among a number of guests who participated in the annual banquet of the Retail Grocers' Association of Kalamazoo and I was impressed, as I am every time I attend a gathering of such a character, with the value of the semi-fraternal relations between men who are in the same line of business, who are competitors and in the same communities.

It is a fact beyond question that "competition is the life of trade," but it is equally true that to put any genuine life into any genuine trade there must be competition that is fair and square and genuine.

There is, unfortunately, a makeshift, sometimes but incorrectly called competition, which, instead of instilling trade with life, is certain death to it; and one of the surest and most effective ways in which, in any business, to eradicate this make-believe emulation is to bring about regularly periodical social intercourse and frank, good-natured discussion between merchants who are serving the same communities with goods of a like character.

Sixteen or seventeen hundred years ago there was a philosopher named Diogenes Laertius, who observed: "The first inclination which an animal has is to protect itself."

And because of this epigram all the philosophers through all the centuries to the present have wrenched all sorts of changes from the original text to prove that man was included in the term "animal," and that the term "self preservation" applies to saving any thing and all things pertaining to the individual animal—man. And, strictly construed, this claim is true because, as I see it, there may be men who are animals. But the average decent, civilized and intelligent man is not an animal in the zoological sense, or a hundred reputable citizens co-operating in harmonious, entertaining and profitable intercourse, there all men's lives and property are secure.

Once upon a time there was a young mechanic who made a specialty of manufacturing fishing tackle in a small way. In his town there was what was called the Manufacturers' Association, to which all manufacturers, no matter how small was their business, were eligible for membership. The fishing tackle man was repeatedly invited to join the Association, all sorts of good and logical reasons being given why he would profit by such a relationship. He had no competitor in his town and, diffident, suspicious, morose and self-satisfied, he was dogged in his refusal to come out and be a companionable fellow citizen. At last he was let severely alone by his townsmen. He did not prosper. Things went bad with him and he hated the world. And so, after two or three years of self-imposed isolation in a hustling, thriving little city, he gave up and disappeared, announcing

that he was going to banish himself far away from the haunts of men and that they would never hear from him again; that he asked no odds or favors from any man and would grant none. About the only comment heard relative to his departure was: "Poor devil, he's crazy," or some similar estimate.

He repaired to a remote spot near an inland lake, which was in the heart of a forest, put up a little shack and, with fishing tackle and gun, provided himself with food for several months and depended entirely upon his own society. He grew morbid, unclean, sickly and, finally, all alone with his hut and his God, he died—and was found the day after his death by one of his former fellow townsmen who had succeeded in hunting out his retreat and who had come to make him a fine offer to return and take charge of a factory for the production of rods and reels, at a good liberal salary.

This narrative is not only true, but there are thousands of such cases, and the lesson taught is that we are a gregarious lot. We must, to a considerable degree, depend upon each other. No man prospers who has no desire for friendships, for social intercourse, for an exchange of knowledge and opinions. The young man to whom I refer must have been mightily astonished when, upon looking back upon the earth he had left, he discovered he had not been missed and that people and business were jogging along as though nothing had happened.

My friends, it is a mistake to become so self-reliant that you can not trust your competitors and can not seek their companionship. It is a mistake to live eternally—at your homes, at your neighbors' homes, in the street cars, at church and on occasions such as this—with your business on your minds, in your eyes, your hands and pockets.

And so I say again, it is a good thing for the retail grocers of Grand Rapids—or of any city, for that matter—to maintain an organization along correct lines and to have assemblies such as the one we are now enjoying. It is "dollars to doughnuts" that every member here present knows his individual competitors better, more thoroughly and in a kindlier way than he did previous to becoming a member of this organization and there is no thing more certain than, because of this organization, that branch of trade known as the retailing of groceries is better handled and more comfortable and satisfactory to both customers and merchants than it was previous to the establishment of the Retail Grocers' Association of Grand Rapids.

I am an optimist on this topic. I believe in organization along rational, fair lines; where what another man may do or desire to do in his business is purely and absolutely his own affair; where there is nothing of compulsion as to what a man may or may not do in his individual business; where envy and jealousy, avarice and deceit are not permitted to operate against any member nor

the general public; where harmony and good feeling, coupled with a growing intimacy among men working along identical lines, are permanently maintained.

I believe in organizations of merchants, both local and general; I believe in Boards of Trade, Boards of Commerce, Commercial Clubs, Manufacturers' Associations, which are, chiefly, and almost wholly, associations of men for the purpose of advancing the best interests of the community in which they are located. And this is an age of voluntary public spirited organization, with its results already quite apparent.

The chief national topic now awaiting action by the United States Senate is the matter of freight rate legislation. It has been reported by the Senate Committee on Inter-state Commerce and reported out without recommendation. That is to say, it has reached the United States Senate as an entity in the shape demanded by the merchants, the manufacturers and the people of this nation. The bill is an expression direct from the people and with the sanction and support of the President of the United States. It is a measure which has created greater consternation at Washington than any other proposition offered in years and it never would have left that Committee without recommendation had it not been for the united consideration, study and demands of the hundreds of public welfare organizations throughout the country.

And while I am on this topic I want to say to you that there is no class of merchants in the country which come into closer and more direct contact with the people, the husbands, fathers, wives, mothers, of logical sense.

The life and property of the average reputable citizen are to be saved through the intelligence, fairness and good will of his fellowmen; and wherever you obtain the intelligence, fairness and good will of thirty, fifty brothers, sisters and sweethearts—the actual specific people of the land—than do the retail grocers. They know the families, the individuals, their social, religious and political tendencies; they know their tastes, their habits, their griefs and joys, their failures and their triumphs; and because of that intimate knowledge the members of this organization

may exercise a most potent and permanent influence for good upon this entire city; an influence which can not be excelled or exceeded by that of any other similar organization.

I have had considerable to say about union, without making mention of the highest type of harmonious effort and successful co-operation. Thus I reach the topic to which I was originally assigned. All good, true, civilized men, all who are not zoological examples of manhood, deserve good, true wives; and, as I glance about the room I am forced to the conviction that a majority of the members of this Association are good, true men. And, do you realize, gentlemen, how large a portion of your good citizenship, your success in business, is due to the influence, the support and the encouragement given you by your wives—and those whom you expect will sooner or later become your wives?

I know it is a commonplace with which all men and women are familiar, but I can not refrain from repeating: "The ladies, God bless 'em," and I ask you, gentlemen, to join in a toast which is so old and so unalterably appropriate that it can never become an actual, worn out commonplace. And so: "Here's to the ladies. God bless 'em, and so bless us."

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.



IT'S A MONEY MAKER
every time, but you will never know it if you never try it. Catalog tells all.
KINGERY MFG. CO.
106 E. Pearl St., Cincinnati

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

*Address delivered by E. A. Stowe at annual banquet Grand Rapids Retail Grocers' Association.

SURVIVAL OF FITTEST.

The Universal Law of the Department Stores.

There were only two of them in this case. Usually there are more. There are such a scarcity of good positions and such a superabundance of men who want good positions that usually when a good position is to be competed for there are competitors by the dozens and scores. But in this instance there were only two, Lamart and Bunce, and they fought for the position of head salesman in the paint department.

It wasn't anything extraordinary in the way of a position, this head salesmanship. There are plenty of people who would never have thought it worth while to fight about, but Bunce and Lamart were junior salesmen in the department and were earning only \$7.50 a week, and as the position of head salesman paid \$18 and led directly to the position of floor manager it was the thing of all that the two coveted. It meant practically a "life job" in the store when it was landed. Lamart and Bunce were modest young men. They were of the breed that makes good clerks, and is contented with the clerk's life; and so they struggled for the position that was next above them.

The struggle hardly deserved the name, for it evolved itself into nothing more or less than a case of hanging on, but to the hollow chested Bunce. Lamart had come to the city the struggle was as keen and harsh as if they were real men struggling out in the open for some real cause.

Lamart was a year older than Bunce, Lamart had come to the city from the environments of Des Moines; Bunce hailed from a farm that adorned the southern end of Michigan. Lamart made his first venture into the world when he began to clerk in the general store back home, and Bunce was an ex-country school teacher. Just why they should have left these positions, which in the secluded rural community carry with them a prestige and a proof of superiority which nothing short of a bank presidency carries in the city, is a mystery; but evidently the germ of ambition had stirred in them both and stirred at about the same time, for they came into the big store in the city during the same Christmas rush, and they were both assigned to the paint department from the beginning.

Their salaries, to begin with, were \$6 a week. They worked for this for six months, then they were both advanced at one and the same time, and this process was repeated twice, so that we find them drawing envelopes containing \$7.50 each week after two years of service in the store. And following the other similarities of their career their ambitions had commonly centered upon the position of the head salesman of the department.

In ability as salesmen they were on equal terms—both of them quite mediocre and yet quite equal to the positions that they filled.

Their sales books showed that if Bunce happened to sell more goods

than Lamart for one month Lamart was sure to come back and even up the score in the next thirty days. If Lamart had the misfortune to make a mistake that called him to the superintendent's office it was certain to be so seldom that any man, even the methodical Bunce, would also have an error chalked up against him in the same time. And neither of them was ever late or in any other way violated the rules of the store. They were twins in all that they did, and eventually they earned the title of the "Siamese twins" among the other employees of the establishment.

In their careers in the store Lamart and Bunce were even. Each had the other's good qualities as well as bad, and it seemed hardly possible that, given an equal start and equal terms, one could forge far ahead of the other. They were besides one's work and conduct in the place of employment that count in the chase of success.

Seven dollars and a half a week is no princely sum for a young man to live on in a city, although thousands in some incomprehensible manner accomplish the feat. For \$7.50 one can get a room for \$2, a meal ticket for breakfast and dinner for \$3, can spend \$1.15 for luncheon and have the munificent sum of \$1.35 a week for the purchase of wearing apparel, the settlement of laundry bills and for other necessities to life in the city. If a man has a taste for anything that approaches luxury \$7.50 per is apt to leave many unavoidable disappointments. It is even apt to make a man feel like committing highway robbery if the occasion should offer.

While in the store they were much alike and entirely even, outside of it Bunce and Lamart differed a shade. Bunce had a fine, large appetite for life, and Lamart had learned how to deny himself of everything but the bare necessities during his fight for a position. So here are tables showing how they lived, and also showing how and why the race was eventually settled as it was:

Lamart.

Room	\$1 50
Breakfast	70
Luncheon	70
Dinner	1 15
Laundry	50

Total	\$4 55
Salary	7 50

Surplus	\$2 95
---------------	--------

Bunce.

Room	\$2 00
Breakfast	1 05
Luncheon	1 05
Dinner	1 05
Laundry	50
Cigars	40

Total	\$6 05
Salary	7 50

Surplus	\$1 45
---------------	--------

"Surplus" is used here with caution. Out of the "surplus" must be purchased wearables. Lamart was careful with his clothes; and having \$2.95 over and above his living ex-



NOW ON THE MARKET IN
WESTERN MICHIGAN

Destroys Soot

Its use enables anyone to burn **soft coal** or any other fuel in stoves, ranges, heaters, base burners, furnaces and heating plants of all kinds and **keep the home clean.**

It **destroys all soot.** Does away with chimney sweeps. Assures clean stoves, pipes and chimneys, good draughts and a well regulated fire.

Does It or Money Back

We guarantee **Burn-soot** to do all we claim for it, or return the price paid. Every dealer who sells it is so instructed and authorized to return the price paid promptly whenever and wherever it fails when used as directed.

Burn-soot is revolutionizing the burning of **soft coal** wherever introduced. It is **not** expensive—a few spoonfuls on a hot fire does the business. Non-explosive, absolutely safe, odorless and clean.

Put up in neat circular tin boxes, two sizes, as follows:

4 doz. 25 cent size, \$8.00 per case

2 doz. 50 cent size, \$8.00 per case

A liberal amount of advertising matter accompanies each case.

Mr. Merchant, it will pay you well to be the first in your field. Remember our **guarantee**—estimate the demand that **already exists at your very door** for such an article—figure your profit, and

Order From These Jobbers

Judson Grocer Co. Worden Grocer Co.
Musselman Grocer Co. Foster, Stevens & Co.
Lemon & Wheeler Co. A. B. Knowlson
Clark-Rutka-Weaver Co.

If your jobber cannot supply you order of

Claude P. Wykes & Co., Sales Agents, Grand Rapids, Mich.

We refer by permission to the Michigan Tradesman as to the merit of these goods.

penses, managed to deposit one large, round silver dollar each Tuesday in the savings bank. Bunce was also careful of his clothes, but having only \$1.45 to spare, and having occasionally a violent desire to go to the theater, he did not put a cent in the bank. On the contrary, at the end of two years in the city he was forced to begin borrowing money from the loan sharks.

Two more years went by after this. At the end of them Lamart had \$100 in the bank and Bunce was \$21 in debt. Two more went by and Lamart had \$200 in the bank, their salaries having been raised to \$8, and Bunce was \$25 in debt.

The position of head salesman would be open in another year now. The two rivals were still on even terms concerning it. Bunce had as good a show for it as had Lamart. But Bunce couldn't stand another year of city life on \$8 per. Bunce had been tried and found wanting. He wasn't qualified for success. He was "shy." The fierce alchemy of competition had tried him and found the base metal in his makeup. He couldn't live on \$8 per and keep his head above water.

Lamart was the boy. He could live on \$8 per. Yes, he could and did live on \$4.55. This was the test. Lamart won. Bunce went back to the country; Lamart stayed behind and stepped into the shoes of the head salesman. Lamart succeeded. Looking at it from any angle—who was the lucky one? H. O. Harper.

Humorous Mistakes Made by Pastors.

Each profession has its stock jokes, its stories innumerable and to each belongs a flavor all its own. That the point of a jest lies not in the tongue of him who makes it but in the ear that hears, is the testimony of the great dramatist. The doctor on his rounds and the judge upon the bench have both an audience ready and willing to accept as the highest wit the bon mots of the speakers, and there is no club or gathering of men that does not acclaim one of its members as supreme in this respect, and is ready to yield due recognition of the gift.

There is, however, a vast amount of unconscious humor always floating about and to those who perceive it the world is ever very amusing. It must be admitted that the blunders and jests clerical stand for some reason pre-eminent both in number and in mirth-producing qualities. The reason, of course, is not far to seek, the very upsetting of one's preconceived notions of reverence all tend to cause a reaction in the ordinary mental equilibrium and the simplest mistake or accident under such circumstances assumes the proportions of a huge comedy.

The divine who in drawing the attention of his congregation to a special communion service on the following Sunday informed them that "the Lord is with us in the forenoon and the bishop in the evening" is chronicled with praying for the children of his parish in these words: "And now, O Lord, bless the lambs

of the fold and make them meet for the kingdom of heaven." While a Scotch minister innocently, perhaps, hit the mark by telling his people, "Weel, friends, the kirk is urgently in need of siller, and as we have failed to get money honestly, we will have to see what a bazaar can do for us."

There is a certain amount of excuse to be made for the young curate who, remarking that some people came to church for no better reason than to show off their best clothes, finished up as he glanced over his audience, "I am thankful to see, dear friends, that none of you have come here for that reason."

An Irish clergyman is credited with having concluded a powerful oration in this fashion, "My brethren, let not this world rob you of a peace which it can neither give nor take away." Which is coupled with the remark of a fellow country colleague who in reasoning with a woman who had lost her faith in Christianity told her, "Well, you will go to hell, you know, and I shall be very sorry, indeed, to see you there!"

But what can be said of the negro student who, conducting the prayers at one of the great missionary colleges, said: "Give us all pure hearts; give us all clean hearts; give us all sweet hearts," to which the entire congregation made response, "Amen."

The giving out of church notices has often proved a pitfall for the unwary. "During Lent," said a rector lately, "several preachers will preach on Wednesday evenings, but I need not give their names, as they will all be found hanging up in the porch."

It was a rector who gave out a hymn beginning "Awake, my soul, stretch every nerve," before his sermon, and a curate who read in the lesson for the day, "He spake the words and cathoppers came and grasserpillars innumerable," but it was at a young woman's bible class that, when asked what hymn should be sung at the close they all with one accord chose, "Where is my wandering boy to-night?"

Had No Fears.

At the height of Washington's fame there were those who criticised and carped to some extent, warning him that being a celebrity was a precarious thing and that he should be most careful lest he do or say something that would turn the tide of popular favor against him. To these admonitions Washington merely smiled.

"There is just one thing that might be done," he said, "and that is something that will not be done until long after I am dead. By that time my fame will be so solidified that nothing can shake it. If we were sufficiently advanced in commerce for this one thing to happen, then, indeed, I should be careful."

"What is that one thing?" enquired the others. "Put you in a historical novel?"

"No; name a 5-cent cigar for me."

Marry a woman who will be of some assistance to you; in other words, get a piece of calico that will wash.

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.

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., ½-lb., ¼-lb. air-tight cans.

"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."



Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, March 10—There is a somewhat quieter situation in the coffee market, owing largely to a slump in the speculative market, where holders are seemingly trying to "unload" at a great rate, and this, in turn, is caused by lower cable advices from Europe. A sale of 1,500 bags of Santos No. 7 was reported at 8½¢ in store to be shipped. Quotations are slightly below those of last week, Rio No. 7 being held at 8.31c. In store here and afloat there are 4,154,799 bags, against 4,200,311 bags at the same time last year. Mild coffees show little, if any, change and the range of quotations is almost identically the same as last noted—good Cucuta, 9¾¢; washed Bogotas, 9¾¢@11¾¢.

There is a better outlook for teas and brokers are well pleased with the week's business. Most of the business of late has been in Formosas and country greens. Pingsueys are firm at about the former range and the whole market is more in favor of the seller than it has been for some little time.

With the advancing season there is a better demand for refined sugar. Most of the business, as usual, has been in withdrawals under previous contracts, and if new transactions take place they are generally in the way of small quantities. Some advance upon the quotations recently made is altogether likely.

Rather more firmness is noted in the rice market, but dealers are not especially busy. Buyers will positively not load up beyond present requirements. The one encouraging thing is the steadiness in prices. Choice to fancy head, 4½¢@5½¢.

In spices we have a very firm situation in pepper and a fractional advance has taken place. The demand is good and stocks are not overabundant. Other spices show little, if any, change.

Molasses is in very good demand and the tendency is to a higher range in quotations. This is especially true in grocery grades of New Orleans and for blackstrap. Little demand exists for imported goods, although they are strongly held. Syrups are quiet.

There is a steady call for canned goods and the market generally is well sustained. Tomatoes are rather "wobbly," and it is hinted that even less than \$1 might be accepted for standard Marylands, although the general quotation is \$1.05 here. Little, if anything, is being done in futures. Sellers are not anxious to contract, and, on the other hand, buyers show no anxiety to talk. There is a fair demand for spot peas at about 75¢. The better grades of corn are held with rather more confidence and it is hoped better rates will prevail.

The week in the butter market has

been one with ups and downs and at the close the feeling is rather unsettled, owing to light demand. Buyers are not disposed to purchase ahead of current wants, and the supply of top grades is seemingly amply sufficient to meet all requirements. Extra creamery, 27¢@27½¢; firsts, 24¢@26½¢; seconds, 19¢@23¢; imitation creamery, 16¢@17¢; factory, 13¢@16¢; renovated, 16¢@19½¢.

Firmness characterizes the cheese market and the export trade during the week has been of quite interesting proportions. The general range of quotations is on the same basis that has ruled for many weeks—14¢@14½¢ for New York State full cream.

Eggs show more firmness and the range of Western firsts is now 14¾¢@15¢, possibly a fraction more for really desirable goods. Cold storage stocks have been pretty well worked off and there is a better feeling in this grade, with quotations at 12¢@13¢.

Why Man Is Never Young in Business.

Conservative, successful business is slowest of all the evolutions of modern civilization. It finds no great incentive to anticipate for itself. It has a certain inertia based in its staid dignity. It may become even querulous and intolerant of any influence tending to drive. Its own solidity and security makes it at once a question with the young man of active temperament whether he shall begin a career with such a house or whether it may not be better for him to take the chance of shipwreck with more venturesome trainers.

Within a week I have come in touch with a phase of the conservative business house which is full of suggestion to the young man. In this certain conservative house was a young man who had attracted the interest of one of the heads of the concern. He had begun at a low salary and had worked industriously and well. Perhaps his own willingness to work and learn had served to keep the matter of salary as much from his own attentions as from the consideration of his employers.

The situation suddenly came about that in the opening up of a new branch establishment this young man was promoted several places in the conduct of the business, only to awaken to the fact a few weeks later that the young man who was his assistant in that department was drawing almost double the salary allowed the department head himself.

Can even the head of the most conservative business in the world concede that here is a situation for calm, silent acquiescence on the part of a young man who has had the temperament to rise to such a position? Out of his immaturity he had been asked to assume the direction of a department, calling upon his nerve and his capabilities for a work which his matured assistant was not trusted to assume, although drawing twice the pay. Would it have been a mark of true worth if this young man should have continued patiently in his place, assured only in some idealized generalities that everything would come about in good time in its own way?

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.

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.

This is not the role of ambitious youth. Recognition is a thing that appeals in such a case and the recognition expressed in dollars is the only measure in the routine of business. Acting on the impulse, this young man asked for an increase in salary in some proportion to that received by his assistant. And here was the opportunity for conservative business to protest. The protest, first, was a refusal to raise the young man's salary, while the form of the refusal rapped the young man to the point of having him understand that only by the most charitable view of the circumstance had he been left in the position for another day.

But in this letter of the employer is an example of some of the bad logic which business for business purposes occasionally sends out. The letter admits that "you have been making us a big saving out there and doing good work;" the one offense was in asking for more money in the light of the fact that "the most important people in our institution started in the most humble way with us, never once that I recall has one asked for an increase in salary."

If the writer had stopped there he might have made fairly a possibly unfair point. But he goes on:

"If I were in your place and had been assigned to such important work my salary might have been \$1 a day and my assistant's \$10, and I would have regarded it as a twofold opportunity. First of these opportunities I would have found in accepting my salary and showing my confidence in the fairness of my employer; in indicating to him that I regarded my opportunities in the work as worth far more than my pay. Then he might have seen that I was broad enough to see that I had an advantage over my employer by placing him in my debt—an advantage indeed, for the law of compensation makes the debt or pay not only the daily balance, but it demands an exact accounting for every penny's interest figured and compounded."

Here, if the employer is to be believed, he is in the position of reprimanding the plain proposition of the employee that he should be paid for the work done day after day, while the same employer is telling the employee how to put the employer in his power, that finally he may exact more than his due together with a compound interest on it all!

It is a bad thing when a business begins to barter with an employee, making wage reductions because of the prestige of that business. It is a bad thing when a young man listens to the argument to the point of sophistry. There are men in legions who, beginning with a business, have stayed with it with hope defer-

red until finally it has become a business proposition for the employers to sell from under them. To the extent that such men have won place, they are subject to dismissal under the new regime; and wherever they have made concessions in salary for this precarious place they have been robbed.

Sentiment, if nothing more, has accorded the old employee who does a certain work the right to more salary than is paid to the newcomer who may be doing the same service. But to-day, more than ever, the young man should feel the necessity of reaching both position and salary as rapidly as he may ripen for them. He will be called old at 40 years; he can not afford to be young at 25. If he be employed in a good business house, that house will be looking sharply after profits and after collections. It will sell no goods to a customer far below their worth merely that it may learn of the customer's system of book-keeping, or stock-taking, or invoicing. Beware of that staid business establishment which would tax you heavily for its prestige. John A. Howland.

To Find Area of Circle.

When finding the area of a circle in the usual way by squaring the diameter and multiplying by .7854, four multiplications are required, one for each digit. The following method requires only one. Example: To find the area of a circle of 3.7 inches diameter. 3.7x3.7—13.69. Then

13.69
—7854
9583
—9583
19166
—19166
10.752126

As will be readily seen, this sum consists in multiplying the top line by seven, repeating one place to the right, doubling the above, and repeating as before. It may be proved thus:

7
7
14
14
—
7854

If the proof only is memorized the method is fixed in the brain forever.

Too Sharp for Him.

Art Dealer—Here is a lovely little woodland scene for only \$2,250.

Oil Magnate—That? Nonsense! I know where that was painted. Why, I could buy the whole farm for \$1,500.

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

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

SEEDS WE HANDLE FULL LINE QUALITY AND PRICES RIGHT

If you have not received our price list for dealers ask for it. If you do not receive our regular quotations let us know.

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

The Noiseless=Tip

is not a patent medicine, but is good for the nerves. "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

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

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

W. C. Rea

A. J. Witzig

REA & WITZIG

PRODUCE COMMISSION

104-106 West Market St., Buffalo, N. Y.

We solicit consignments of Butter, Eggs, Cheese, Live and Dressed Poultry, Beans and Potatoes. Correct and prompt returns.

REFERENCES

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

Established 1873

MILLERS AND SHIPPERS OF

Established 1883
WYKES-SCHROEDER CO.

FEEDS

Write for Prices and Samples
GRAND RAPIDS, MICH.

Fine Feed	Corn Meal	Cracked Corn	STREET CAR FEED	Mill Feeds	Oil Meal	Sugar Beet Feed
MOLASSES FEED		GLUTEN MEAL		COTTON SEED MEAL		KILN DRIED MALT
LOCAL SHIPMENTS			STRAIGHT CARS			MIXED CARS



Weekly Market Review of the Principal Staples.

Bleached Goods—Bleached goods buyers are in the market for only moderate quantities, and yet the delays which are being experienced in the reception of goods mean that no surplus is accumulating. The cutting of prices on three prominent lines by a Chicago jobbing house is looked upon as singular at this time when goods are so scarce.

Ginghams—If early delivery is an incentive, as it has been in the past four or five seasons, buyers will place their early fall orders without much further delay. It can not be figured out, so manufacturers say, how goods can be produced from cotton at any basis above 10½c and prices be made lower on the completed fabric. As matters stand in the gingham trade mills are not covered far ahead on cotton or yarns and consequently can not proceed to book fall orders, except on a basis that will see them clear on a cotton basis of at least 10½c.

Dress Goods—Buyers at the present time are not placing voluminous orders in the general market, the large purchases being confined mainly to those fabrics which are at the present time popular with the consumers and which give promise of retaining their popularity. Their inactivity does not depend upon the fact that prices are upon a high basis so much as it does on their uncertainty regarding the future trend of style features. Beyond those staple fabrics which are now in vogue there is considerable uncertainty as to which fabrics will prove to be good merchandise during the next cold weather retailing season. That there will be demand for wool goods in excess of a similar demand in the men's wear market is felt to be the case and attractive lines of fancy wool goods are already receiving some attention from buyers representing large cutters-up. There are lines of dress goods which show less advance in price than others among those recently opened and if buyers of dress goods are as firm on the price question as buyers of men's wear give evidence of being the operations in this market will either be confined to the goods showing advances which are slight or else their operations will be marked by the same deliberation displayed by the buyers in the other market.

Worsted Piece Dyes—Lines which were so popular last season and which are popular in similar grades in the men's wear market, are already in many instances well taken care of in the dress goods district. Mohairs also are attracting orders from buyers, although they do not show the strength which characterized them several months back. Henriettas are also looked upon as good merchandise and are being taken up by buyers in better than average vol-

ume. Lightweight fabrics are more than ever in vogue and without this point lines of dress goods are not marketable with profit. Many lines of broadcloths which have been recently closed out went at prices not commensurate with the prices being paid for lighter weight goods and the only reason for this was the fact that they were above the desired weight.

Hosiery—A report of the hosiery market is to a certain extent similar to one on the underwear end of the business, although there are some radical differences. There is in this market some hesitation on the part of buyers to operate at present prices and although many of the important lines are not at the disposal of buyers except for a limited volume of orders, they feel safe in pursuing their hesitating policy. Duplicate orders from certain sections are coming in well. In the main part this is true of orders from houses who are not directly represented in the distributing centers, for it is in the latter places that buyers are procrastinators. The fact that buyers take this stand is in a measure remarkable under the light of existing conditions. There is a demand for these goods equal at least to the supply, and as some buyers are placing orders, those who are now dilatory will, there is danger, awake to the true state of affairs to find that many of the most desirable lines are out of reach.

Carpets—Retail buyers, as well as jobbers, are complaining bitterly against the late deliveries of carpets and rugs. They claim that in many instances orders which were placed at the beginning of the season have not been touched as yet by the mills, and that practically no attempt has been made to deliver even samples of the goods. On rugs the situation is said to be even worse than it is on carpets. The demand for rugs has been of very large size, and the mills throughout the country have been practically swamped with orders. Retailers claim that in spite of urgent letters to the mills asking for immediate delivery on goods now long overdue, no attention has been paid to these requests, and where any answer has been vouchsafed by the mill it has consisted of a paltry excuse over the shortage of raw material. It now looks as if many of the orders placed during the early months of the season would not be delivered, and the buyer will find stocks decidedly short before the season is over. The unusually late deliveries of both rugs and carpets is due to the unusual heavy demand which manufacturers had not counted upon, and also to the fact that manufacturers have very little carpet wool on hand with which to turn out the goods. Manufacturers have for the past eight or nine months confidently looked forward to lower prices for carpet wools and have purchased supplies in a hand-to-mouth manner. Now they are face to face with a situation that is anything but pleasant. The announcement to the effect that supplies of Russian wools have been withdrawn from this market, and that very little, if any, Russian

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 department. WE ARE EXCLUSIVELY WHOLESALE.

Grand Rapids Dry Goods Co.
Grand Rapids, Mich.

Place Your Orders Now for Fall Goods

Our traveling men are out with complete lines of

Fall Underwear

for Ladies, Gents, Misses and Children

also

Men's Pants, Duck Coats, Outing Flannels, Etc.

These lines we make specialties of and can save you money on same as we own them right.

Buy now and get our best values and special dating.

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

wools will be offered before the summer months, has further added to an already stringent market.

The Great Prototype of the Commercial Traveler.

The history of the first commercial traveler is well known, as is also the route over which he traveled. We even know the first article sold, to whom it was sold, and the price for which it was sold. We know just how he went to work to interest his customer who was a married man. He formed the acquaintance of the wife, and praised her beauty, told her what a lovely disposition she possessed, and that she was the fairest image that God ever created. He then described his merchandise with such wonderful power that that which before had seemed worthless now appeared to be priceless.

She worked with the salesman on the old man and the sale was made.

The article sold was a little red apple, for which a greater price was paid than for any other commodity in the world, either in the past or will be in the future.

The name of this prince of salesmen, whose methods are so closely copied by all good commercial men of to-day, was Satan, commonly called the devil by his more intimate acquaintances.

His route was from hell to the Garden of Paradise.

His first customers were Adam and Eve.

Although this occurred some time before the crime of '73, money was very scarce in this locality and neither Adam nor Eve had a cent in their pockets.

How did they pay the bill? you ask. They gave all of the innocence the human race had at that time or ever would have at any future time.

Why did they pay such a fabulous price for this little scrubby apple for which they had no need, having, no doubt, an abundance of fruit of every conceivable variety, and very likely at that time, there were water melons such as they raise in Kansas just longing for some one to eat them?

They could not resist the salesman. He was a hot number.

It also seems strange that Satan should have accepted such pay. He must have imagined that there would be a much greater demand for this commodity than ever existed since that time. The human race have stubbed along with a good brand of imitation innocence since that time, except the children under the age of three years, who, after reaching that mature age, tossed the genuine aside, and, forever afterward used the imitation as freely as shoddy aristocrats use paste diamonds.

I leave you to solve the problem of what he did with it, and state boldly that if it had not been for Satan's little business venture, there never would have been a commercial man. No dry goods or clothing man could make expenses, if the much maligned father of all commercial men had not opened up a new field for trade.

Some may dispute that Satan was

a commercial man, as he took on the form of a serpent. Those who make this claim come nearer having the genuine article of innocence that I know of.

A good commercial man is compelled to take on such forms as suit his surroundings.

He is not the same in all towns, and neither is he the same in every store in any one town. He is a boar (bore) to one, an ass to another; to another he appears a sucker, to many he is a l-y-i-n every day and to the fair sex he generally appears to be a goose or duck, according to the wisdom of the female.

When you speak ill of a traveling man's ways, you are slandering Satan, who has many excellent traits, although very much disliked by his competitors.

The following traits are common to both Satan and the commercial man of to-day:

First, Knowledge of their business.

Second, Knowledge of human character.

Third, Adaptability to their surroundings.

Fourth, Knowing when to talk, how much to say and when to stop.

Fifth, Ceaseless energy.

Sixth, The Bible says no man can serve two masters. It does not say that the devil can not and the good traveling man, being a direct descendant of Satan, permits him to serve two masters to the benefit of both. A good salesman works for his customer's interest as cheerfully as for his firm, advises him truthfully and conscientiously, is as loyal to him as he is to his employers.

Seventh, They are regular in their visits. Sunshine or clouds; rain or snow; blizzards or hot winds, do not stop them. The rare exception of similarity: in one or two instances have we known the men of to-day to hoof it, while the original hoofs it all the time. Many a man imagines that if the salesmen were all withdrawn, that everything would be cheaper, which is very doubtful. If you confine yourself to open orders, you soon learn that it is much better to have someone with a complete knowledge of his line with you when selecting a bill of goods. The commercial man has existed for all the ages of the past and will continue until the human race is no more. All good ones deserve your best wishes and they certainly have mine.

Frank Parkhurst.

Undertakers predict that automobile hearses will soon come into use, though it would seem that the processions to the cemeteries are already moving fast enough. By the employment of automobiles it would be possible for undertakers to conduct half a dozen funerals a day and the period of mourning might be considerably reduced. There would be a saving of time for everybody concerned, but it is doubtful if automobile funerals would be at all solemn or impressive with the chugging of engines and the tooting of horns. But the prophets may be right. Some of us may live long enough to go to our graves in a horseless hearse.



SOCKS

We carry a complete line of plain blacks, plain tans, fancy stripes, and jacquard effects in all the latest patterns, to retail at 10c, 15c, 25c and 50c.

Ask our agents to show you their line.

P. Steketee & Sons

Wholesale Dry Goods Grand Rapids, Mich.

"Handy" Swinging Typewriter Stand



Always handy, never in the way. Can be locked solidly in any position—no knee-rest needed. A pull brings it into position—a push and it is out of the way. It gives you the needed desk room for reference books, card boxes, typewriter and a thousand other things. Attaches to roll and flat top desks.

The points of its excellence and superiority are a Positive Locking Device, the Construction and Finish. By one turn of a large screw the stand is positively locked—no kneerest or braces needed. The rods and hinges are finished in full bright nickel where priced as nickel-plated and three coats black enamel priced as enamel finish.

These stands are positively superior in Finish and Construction to anything else produced.

Price, Full Nickel Finish, freight prepaid, \$4.00. Price, Enamel, Three Coat Polished, Freight Prepaid, \$3.50. Shipped on 10 DAYS TRIAL to reliable parties.

The SHERM-HARDY SUPPLY CO., Grand Rapids, Mich.
Complete Office Outfitters 5 and 7 So. Ionia Street

Store and Shop Lighting



600 Candle Power Diamond Headlight Out Door Lamp

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

Brilliant or Head Light Gasoline Lamps

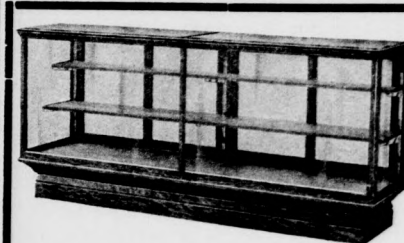
They can be used anywhere by anyone, for any purpose, business or house use, in or out door. Over 100,000 in daily use during the last 8 years. Every lamp guaranteed. Write for our M T Catalog, it tells all about them and our gasoline systems.

Brilliant Gas Lamp Co.

42 State St., Chicago, Ill.



100 Candle Power



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.

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.

READING CHARACTER

One Help To Success in a Commercial Life.

Written for the Tradesman.

Few merchants, no matter what their line may be, realize the power of suggestion—the inculcating in one mind, which perhaps is receptive, perhaps is not, the thought that is in another. It is this seeing with another's eyes that helps matters along.

A lady enters a store with, perchance, no thought of giving up any money of hers for anything that rests on the shelves. The dealer greets her according to her known disposition if he is acquainted with her; if not he gives a swift look at her face to discover immediately—even before he addresses her—what manner of person he has to deal with. Dozens of storekeepers can tell to a T the sort of character they are encountering. With some this is intuition; with others a careful daily study—the putting together of facts adduced from observation on the subject, possibly augmented by close reading of the best writers on the topic.

Some people are so expressive of countenance, the manner is so frank, that they can be read like an open book. Then there are others whose face, either intentionally or by nature, betrays absolutely no more emotion than a griddle cake. Where this characteristic is by design on the part of the wearer it is generally acquired from two motives: either to appear blase or to conceal the feelings.

I have in my mind's eye a certain cool-headed hard-hearted business man. In every iota known to his friends and other associates he is considered the soul of honor. If he says he will do a thing, the listener knows beyond question that it will be done, barring some unlooked-for intervention of Providence. His engagements, commercial and social, are kept to the minute. He is distinctly a man to be depended upon in every walk in life. That man is a business success. But he is not a social success. Society has not much use for a man who goes around with an iron mask. It likes a man that shall have a mobile face; that his manner shall be open, free. This man I refer to strained for years to get the look he has now. He schooled himself to a non-committal exterior. He got it. He has to perfection the ways—the mien—of a person burdened with a great secret. His colleagues respect him thoroughly. They look up to him as to a superior being. Yet they do not love him; they have not the slightest personal regard for the man. He feels this to be true.

And now?

Now, he would give his right hand—almost—to have the affection of his fellowmen. But he held them off at arm's length for so long that none are disposed to forget the coldness, the hauteur that has been exhibited all these years. There are memories that stick, that are welnigh ineradicable. He succeeded in accomplishing that for which he strove, but at

a cost—the cost of a genial personality.

Then there are those others—people whose unpenetrable front is not the result of choice but who have the physiognomy with which Nature endowed them—a physiognomy that is a veritable putty-face—and they have never made the least effort to infuse in it any animation, and they have not the “speaking features.”

These two kinds of presentment are, however, exceptions to the general rule, for most humans have a way of allowing their feelings to appear in the face. And it is mostly these with whom the merchant runs in contact and it is they who form, as it were, a “study group” for his determined application, and he can observe so closely that at once he can “size up” his customer and “govern himself accordingly”—humoring their “crotchets” and playing on their little idiosyncrasies, so that he really “is master of the situation” and not they. Q.

After Due Consideration.

A young man took his gold watch to a Monroe street jewelry establishment the other day to have the photograph of a young woman placed in the case. He just wanted it pasted in.

“Why don't you have it photographed directly on the inside of the case?” asked the salesman. “We can have it done for you for \$5, and it is so much more artistic.”

No; the young man didn't want that. He thought it would be well enough to have it pasted in. “You see, you can't always tell about these things,” he finally said in a burst of confidence. “You can't always tell how they are going to turn out or how long they are going to last. A friend of mine had his girl's picture photographed on his watch and then, after a while, the whole thing was declared off. It put him to a lot of trouble, embarrassment and expense. When it is just pasted in if anything happens all you have to do is just to scrape it off. I guess I'll have this pasted in.”

A Husband's Opportunity.

“Say, old fellow,” said Brown, as he laid his hand familiarly on Potter's shoulder, “didn't I see you in the stationer's a week or two ago looking at valentines?”

“You probably did, as I was in there,” was the answer.

“Buying for some sister or niece?”

“No—for my wife.”

“But you are over 50 years old, and have been married a quarter of a century. You don't say that you are still romantic?”

“I say this—that my wife can beat me at argument or scolding or doing as she pleases whether I like it or not. She's obstinate and pigheaded and touchy, and the only way I can get even with her is on Valentine's Day. Then I get 100 of the meanest burlesque valentines I can find and send them to her, and for the next three months she's wondering who sent 'em, and treats me fairly well. Try it once. It is a good deal better than threatening her with the family ax.”

Their First Thought

When people think of oat foods they naturally think first of

QUAKER OATS

WHY IS IT?

Because—

It has been longest on the market.
It is the most extensively advertised cereal.
It is unequalled in quality and flavor.
It pleases all the people all the time.

These are the best reasons why you should not tie up your money in a lot of other brands.

The American Cereal Company
Chicago, U. S. A.

Buggies

We have a most complete line of vehicles, which for style, finish and wearing qualities can not be excelled. Ask for our new illustrated catalogue of

Buggies,
Grand Rapids and Harrison
Farm Wagons,
Implements, Etc.

Brown & Sehler Co.
Grand Rapids, Mich.
WE SELL TO DEALERS ONLY



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

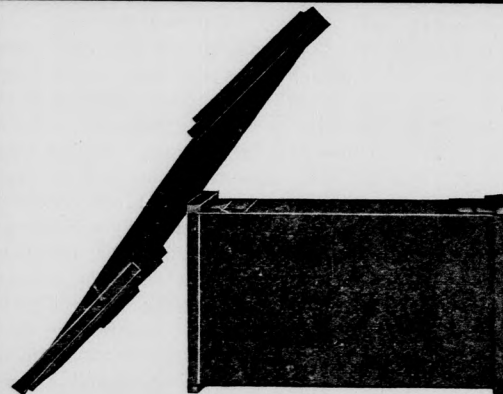
Owned by Jennings Manufacturing Co.

This cut shows our

Folding Egg Cases

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



(Patent applied for)

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

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

Character and Health the Foundation Stones of Success.

The sale of goods for profit is one of the definitions of salesmanship which we use in the science of salesmanship. It is a broad and inclusive definition, although very brief. And then when we go a little farther and seek to define salesmanship in the abstract we find in scientific salesmanship that it is a "power," the power to influence.

Our definition of salesmanship in this sense is as follows: "Salesmanship in the abstract is that power of combination of certain positive qualities and faculties which enables him who possesses it to successfully influence a high average of those whom he solicits to purchase at a profit that which he has to sell."

In scientific salesmanship we make the two foundation stones of success: First, character; second, health. Kindly bear these two foundation stones carefully in mind: character and health. And suggestion plays a most important part in the building of both. And now this brings us to necessity of indulging in more definitions. What do we mean in scientific salesmanship by character and health? This is our definition of character in scientific salesmanship: Character is that central magnetic force of true manhood and real womanhood born of a combination of the positive qualities and faculties, mental, moral, spiritual and physical, the natural product of which is the power of influence.

You will note that character is defined as a force. You will also note that it springs from a development of the positive qualities. And you will note that the natural product of the development of that force is the power to influence others.

And now what do we mean by health? Our definition of health is as follows: Health is that harmonious condition of the triune man which enables the physical organs to perform their functions properly and which promotes the development of the positive qualities, mental, moral, spiritual and physical, to a marked degree.

What are the mental processes through which the mind of the customer passes before the sale is consummated? Did you ever stop to think of this? Personally, I know that I thought on that subject long and hard before the mental law of sale became entirely clear to me. It is a simple law, just as all laws of nature seem simple when they are once made plain. As a matter of fact, the mind of anyone who acquires anything through purchase or otherwise, unless possibly it be by gift, passes through four natural processes, no more and no less: The first mental condition is attention, the second is interest, the third is desire, and the fourth is resolve to buy.

Attention properly sustained will ripen into interest; interest properly sustained will change into desire; and desire properly intensified will ripen into resolve to buy.

There is just one further law of success which I would like to mention. It is one of those eternal laws

of truth which bind all candidates for success together in universal brotherhood. It is a law which applies with equal force to the personal salesman and to the advertiser—indeed, to all men in all walks of life, and that is the eternal law of hustle, the law which crystallizes itself into our motto: "The reason why most men do not accomplish more is because they do not attempt more," and again into that vital aphorism: "Genius is only energy intensified." A. F. Sheldon.

Plea for the Women Who Have To Work.

Written for the Tradesman.

We seldom pick up a magazine or paper to-day but that we see an article headed "Women vs. Men in Business." Of course, the arguments are all in favor of the men. Now we do not pretend to know as much as the high and mighty men—it is not to be expected—but we do think they are pretty hard on us in denying our right to occupy positions in the business world.

Now, the majority of us have to do something. We do not possess a Rockefeller fortune. Nor do our parents. It is no more than fair to the latter that we should get out and do something for ourselves. Not only that—we like to be independent. I think that without question the happiest girls on earth to-day are those who earn their own living. They certainly are the most contented.

What shall we do to earn our bread and butter? We are not all born school teachers or beauty doctors or cooks or chamber maids, any more than the men are all natural born doctors or lawyers or farmers. We have a little education and we want to make use of it. The business world has a fascination for us. If there are places in that realm that we can fill satisfactorily to our employers and ourselves, why not let us have them?

As to the life spoiling us for home life, I do not think that the majority of girls fully appreciate their homes until they knock up against the world a little and see the rough side of it as well as the bright side. Our place may be in the home, but it is not possible for all of us to stay at home and enjoy its privileges. We have to get out and hustle for ourselves. It sounds very well in theory, but we can not all put it into practice.

We read of many instances where women have engaged in some particular business and made a success of it. There are few lines of work to-day in which women have not a part. It is no uncommon thing to read of some large enterprise with a woman at the head of it. Hasn't a woman as much right to be at the head of a manufactory as a man has to be a cook or to design beautiful gowns for the weaker sex? I am not an advocate of equal suffrage for men and women, but I do believe in giving credit where it is due.

A woman might not be a howling success as a Wall Street broker, but there are precious few business houses at the present time that have not at least a few women's names on their pay-roll. If, as men like to im-

ply, we are not as capable of doing the work as the men are, why do not our employers discharge us and hire the noble men? It is their privilege.

Possibly the men are getting frightened for fear the women are going to supplant them. Well, it won't hurt them to worry a little. We'll try and leave them a few places to fill. We would hate to rob them of every chance to earn their salt.

We are trying to fill our places creditably, so why not give us a little encouragement, instead of trying to drive us from the field? We are here and have come to stay, if it is a possible thing. So, cheer up, meet us halfway with a true American show of hospitality and we will try and be a credit to our calling.

Polly Typewriter.

He Kept Himself Cool.

A man and his wife were once staying at a hotel, when in the night they were aroused from their slumbers by the cry that the hotel was afire.

"Now, my dear," said the husband, "I will put into practice what I have preached. Put on all your indispensable apparel, and keep cool."

Then he slipped his watch into his vest pocket and walked with his wife out of the hotel.

When all danger was past, he said: "Now you see how necessary it is to keep cool."

The wife for the first time glanced at her husband.

"Yes, William," she said, "it is a grand thing, but if I were you I would have put on my trousers."

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

NEWSPAPER SITUATION.

Peculiar Status of the Three Local Dailies.

Conditions in the local daily newspaper field are unusual and also interesting. The city has three daily papers, and in each the control is held by outsiders, and it is a coincidence that in each instance this control is represented by a disciple or graduate of the Scripps school of journalism. What the Scripps school of journalism means is well known in Michigan.

The Evening Press is owned chiefly by George G. Booth, of Detroit, who, as son-in-law of James E. Scripps, received his newspaper education in the Detroit News business office. He makes occasional visits to the city, but it is understood does not concern himself particularly about the paper's editorial or news policy. All that he asks for is that the cash receipts shall be satisfactory, and that they have been satisfactory may be assumed from the fact that, in addition to the payment of substantial dividends on the stock, the new Press building, at the head of Monroe street, costing upwards of \$300,000, will, it is stated, be paid for out of the paper's earnings for the last four or five years.

The Herald is controlled by Ralph H. Booth, a brother of George G. Booth, and he also is a disciple of the Scripps school. He received his newspaper education in the Detroit News business office, followed it with the management of the Chicago Journal under the Scripps control, and when that paper was sold he assumed the management of the Detroit Tribune, which was then an annex to the Detroit News. His management continued something less than a year, when Mr. Scripps, discovering that The Tribune had accumulated a deficit of nearly \$100,000, ordered its suspension. It was during Mr. Booth's management of The Tribune that the Herald was seeking a purchaser on an option held by William Alden Smith. The Detroit Tribune and the Grand Rapids Herald, both morning papers, with many economies possible in their joint management and many obvious news and business advantages from their association under one control, offered an alluring prospect, and with the understanding that Mr. Booth would give much personal attention to the management of the Herald, Mr. Smith accepted his offer. Mr. Booth paid \$50,000 for bonds to that amount issued by the new company, and was given \$100,000 of the stock as a bonus, representing a two-thirds control. Mr. Smith retained \$50,000 stock and undertook the marketing of the remaining \$100,000 bonds. A few weeks after this transaction the Detroit Tribune's career was cut short by Mr. Scripps. Mr. Booth did not come here to give the Herald his personal attention. He continued to live in Detroit and in newspaper circles the story is current that his occasional visits have been far more of a detriment to the paper than to its benefit. He has, however, been on the lookout for a purchaser of his

controlling stock interest which he received with the \$50,000 bonds he purchased, and this, too, without consulting Mr. Smith's wishes or interest. Last fall he let it be known that his control was for sale and the price he put upon it was somewhere around \$50,000, he to retain the bonds. In January he made a detailed statement of earnings for the inspection of possible purchasers whom a local capitalist thought he could find for him. The offer that was made him did not prove satisfactory. In February he

gave an option on his stock to local parties at \$40,000. The holder of the option rustled hard to make good, but failed, and the deal ended with the expiration of the option last Saturday. It is stated that the discovery through third parties that this option was given brought Mr. Smith home from Washington last week to look after his interests. What the next move will be has not yet developed, but Mr. Smith may himself or through his friends be compelled to buy the Booth control and upon

the terms which Mr. Booth may dictate. According to the ethics of the Scripps school of journalism, making Mr. Smith pay handsomely may be perfectly legitimate, but in other circles it is called by another name, and recalls what the Tradesman said of the Herald's policy under the new management last winter when a lot of erroneous and misleading information was published concerning the gas companies of the State.

The third newspaper in the city is the Post, now controlled by J. W.



Brighten Your Walls With Alabastine Tints

When you clean house this spring, and want every room bright, fresh and clean, decorate the walls with dainty Alabastine tints, in harmony with your furnishings.

Alabastine is an absolutely sanitary wall coating, more hygienic and more economical than kalsomine, wall-paper or other materials. It is a pure mineral product that hardens on the wall after application, and makes a lasting and artistic finish, offering no possible lodgment for insects or disease germs.

Your wall once finished with Alabastine, can be redecorated without scraping or washing. This saving of labor enables you to decorate your entire home twice for practically what it now costs you to decorate it once.

Alabastine

The Sanitary Wall Coating

is sold by hardware, paint, drug and general stores, in properly labeled 5-lb. packages, at 50c for white and 55c the package for tints. Simply mix the Alabastine powder with clear, cold water, as directed, and apply with a brush.

Ask your dealer to show you the Alabastine Prize Designs

showing exactly how the different rooms in your home will look when decorated with Alabastine, and giving many practical suggestions for furnishing each room artistically. If your dealer does not sell Alabastine, send us his name and we will supply your needs ourselves.

Let us prove to you how little it costs to make your home more cheerful and more healthful with Alabastine. Our elaborate Book of Color Plans tells all about Alabastine and its cost, shows scores of color schemes and many beautiful interiors finished in Alabastine tints. It will be mailed you for 10c coin or stamps. Tint cards free.

The Alabastine Company

910 Grandville Ave., Grand Rapids, Mich., or 110 Water St., New York City.



The above is copy on a reduced scale of a full page advertisement of Alabastine appearing in the March Ladies' Home Journal at a cost of \$4,000 for a single insertion.

Similar page advertisements are running in the following: Woman's Home Companion, Good Housekeeping, The Housekeeper, House Beautiful, Ladies' Review, Delineator, Designer, New Ideas, Munsey's, Success, McCal's, Saturday Evening Post, Everybody's, American Homes and Gardens, Associated Sunday Magazine.

Mr. Dealer, comments are unnecessary.

Please prepare yourself for results by stocking early and liberally.

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

Hunter, another graduate of the Scripps school. Mr. Hunter received his newspaper education chiefly in the business offices of the Detroit News and Chicago Journal. He came here something over a year ago to assume the management of the Post, the control of which was then held by Wm. F. McKnight, who had \$36,000, or thereabout, of the \$50,000 capitalization. Hunter received one-half of the McKnight interest and undertook to put the paper "on its feet." What success has accompanied his efforts is best shown by the paper itself. The most that can be said in its favor is that it still lives. Mr. Hunter and Mr. McKnight are not on terms of harmony and yet neither dare do anything to oust the other lest the litigation which would necessarily follow prove disastrous. Mr. McKnight would cheerfully let go, it is understood, if he could get back a reasonable share of the money he has invested in the property, said to be about \$40,000, but Mr. Hunter is in no position to pay. On Mr. Hunter's part he would retire if he could realize a substantial profit on what he put in, and in the meantime his position seems to be that he can stand it as long as Mr. McKnight can.

The condition that the three papers are in is not altogether desirable or to the city's credit. It is probable that the next few months will, however, see some radical changes in control, management and policies of at least two of the papers and possibly of all three.

How To Manage a Wife.

A great many persons have suggested methods as to the best way to manage a husband, but it remained for a Eureka man to reduce to writing a set of rules for the successful management of a wife. The following rules were handed to a reporter after much persuasion and many promises not to reveal his identity by a business man who claims to have followed them to the letter during the last year and says they have never been found at fault in a single instance during that time:

Never contradict her. You are right, of course, nine times out of ten, and she knows it, but to tell her so makes her always unmanageable.

Never oppose her. When she suggests that in the absence of the cook you get up and light the fire do so at once, willingly and cheerfully. If she wishes you to walk the floor with the baby obey with alacrity.

Never deny her. Possibly she will exceed her allowance, but this is always your fault, because you are not man enough to support her.

Never be cross. When you come home at night, having failed once or twice during the day or been insulted by a total stranger, or with a large powerful pain in your stomach, laugh it off and conceal your real feelings.

Never tell her the truth. When she asks you how you like her new hat or cloak swear that you think it is the greatest thing for the money you ever saw. When she shows you her

new gown be lost in admiration. When she is cross and irritable tell her she is an angel.

Never disagree with her. When she suggests that you have a cold and need a hot mustard plaster grin and bear it. When she tells you she needs a change tell her you are glad she mentioned it.

Never interrupt her.

This is the only way to manage a wife.

China Once Most Civilized.

Ten centuries ago China was undoubtedly the most civilized portion of the world and 3,000 years ago only Egypt and possibly India could have competed with it. But while the others have changed in various ways China has remained the same. Think of some of its achievements! The greatest structure ever reared by human hands is the great wall. It is 1,500 miles long; without break it crosses valleys, climbs mountains, clambers up the face of precipices and bounds an empire on the north.

It was built before the formation of the Roman empire, while it was still a republic and while Christianity was still unborn, in 204 B. C. Or, to take a modern instance, while the enlightened peoples of Europe were still engaged with the crusades, before gunpowder or the printing press had been invented, China built the great canal, almost 700 years ago.

Our imagination fails us with such numbers. A thousand years of Chinese history make no impression upon us, for they stand for no events and are represented to our thought by nothing distinguished in character or literature. But to the scholar all is different. He learns to fill out the centuries and gain at least some faint idea of their magnitude. He comes to understand that it has not been quite a monotonous sameness, but that there have been wise and unwise rulers, successful and efficient dynasties, periods of refinement and periods of terrible and desolating warfare.

In China, too, he comes to understand there have been great sovereigns, great novelists, great essayists. To begin to master all that has been there achieved is beyond the powers of any man, and the most that an industrious student can hope to do is to learn more or less thoroughly the events of some single period or to trace the developments of some particular line of science or of art. Chinese encyclopedias there are in hundreds of volumes and histories which are terrifying by reason of their size and compendiums and short editions innumerable, themselves seemingly long enough for the most industrious.

In His Line.

"And so you are a journalist?" asks the girl with the trusting eyes.

"Why, in a way, yes," replies the young man with the double watch guard.

"And what part of the work do you do?"

"I have charge of the circulation."

"Oh, how lovely! Then you must manage the Heart to Heart column."

That Friendly Feeling

your customers have for you when you sell them a good, satisfactory, pleasing brand of flour is worth a good deal of money.

It means a good business; more from them and more from others.

"Seal of Minnesota" Flour

"The Great Flour of the Great Flour State"

Is the Flour

New Prague Flouring Mill Company

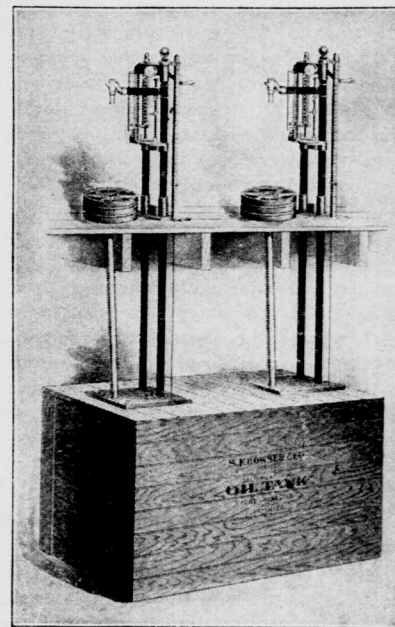
New Prague, Minn.

Capacity 3000 Barrels

Leading Wholesale Grocers Distributors

DON'T DECIDE

NOT TO BUY NOW UNTIL YOU
HAVE FULLY INVESTIGATED



DOUBLE CELLAR OUTFIT

The Bowser

Self Measuring

Oil Outfit

is greatly improved and the best we have ever made.

It has many advantages which you would find would

materially assist you in making a profit on your oil

handled. In fact, it will in a very short time save you

more than it cost. It costs you nothing to investigate.

Write today for full information. It's free. Ask for

Catalog "M" 

S. F. BOWSER & COMPANY

FORT WAYNE, INDIANA



Women Prone To Being Good by Proxy.

One of the pretty fictions of the world is that which represents woman as being only a little less angelic than the angels. Tradition has made her the custodian and regulator of our morals and the official exponent of all the virtues, and in a general way she is supposed to have cornered the whole visible supply of goodness. This point of view is too flattering for women not to have adopted it, but an amusing and somewhat cynical comment is offered on the situation by the frequency with which the sex shunts the burden of its righteousness and right doing on to other people's shoulders, for it is woman, and not man, who has hit upon the happy idea of doing one's duty vicariously and being good by proxy.

Every woman who is married to a man who lets her henpeck him speaks of herself as being a good wife. The feminine ideal of wifely duty is getting along smoothly with a man who is a good provider, and who never interferes in the house-keeping. His humble attitude of acquiescence never counts at all when she sums up her virtues, although as a matter of fact she may only be amiable because she is never crossed.

Likewise a woman invariably takes credit to herself for being a good mother when her children happen to be born with healthy constitutions and are lucky enough not to take the measles; while a good friend, as we all know, is a woman who will lend us her new skirt pattern before she has used it herself and who lets us dictate to her about what clubs she shall join, and control her vote at the election of officers. We frequently admire our own dispositions because we get along harmoniously with people who give in to us, and adjust themselves to our peculiarities.

Self-sacrifice has always been regarded as woman's star virtue, and the one in which she shines unrivaled by man, but even in this she generally manages to offer up somebody else instead of herself. It is the same spirit that prompted Artemus Ward, during the fervor of his patriotism, to declare that he was willing to sacrifice all of his wife's relation, if need be, to put down the rebellion. Women are not conscious of doing this, of course, but all the same they do it. When a woman tells you that she believes in plain living and high thinking and that she sets her face sternly against the pleasures of the table, you can be utterly sure that she is dyspeptic and can not eat anything but health food abominations, anyway.

When the time comes to economize it is somebody else's extravagances that have to be lopped off first. A woman once, in exploiting her own achievements in saving to me, exclaimed: "Why, I made my husband wear the same suit of clothes for

three years!" But that very woman continued to go to the highest priced dressmaker in town for her own frocks. However, she explained this on the ground of its always being economy for a woman to get something expensive and she probably knew what she was talking about. At any rate, she cut off every one of her husband's indulgences, and they got rich, and to this day when people speak of their prosperity they always attribute it to his having been blessed with such an economical wife. Thus was virtue rewarded, while she never denied herself anything she personally wanted. A man never knows until he is married that it is economy to do without cigars in order to put the money in bric-a-brac. If you will notice, a woman's burnt offerings are generally made of somebody else's likings, not her own.

Another vivid example of woman's proneness to let somebody else be good for her is shown in the matter of reform. When a man thinks about being good he is apt to begin on himself. He stops drinking or swearing or playing poker or whatever was the particular vice that was his besetting sin. When a woman decides on leading the higher life she turns the batteries of her good resolutions on somebody else. She does not even contemplate such a thing as giving up gossiping or playing progressive euchre or being irritable and cross with her own household. She devotes herself to trying to make her husband quit smoking or having a modest glass of beer with his dinner, and she counts it unto herself for righteousness when she can persuade him to resign from his club.

All of the great reforms inaugurated by women have the suppression of the vices of men for their object. No woman reformer has ever had the nerve to tackle the vices of her own sex. It is altruistic and unselfish in us, of course, but isn't it a trifle absurd to devote all of our time to trying to pluck the motes out of our brothers' eyes, when there are so many beams in our own? Between the crime of drink and the crime of gossiping there is precious little to choose. Both ruin lives and wreck homes and break hearts, yet there are thousands of women banded together to stop men from drinking and prohibiting the intemperate use of liquor, but there is no organized movement to stop women from talking scandal and to prohibit the intemperate use of the tongue. It is a lot more comfortable to reform somebody else's faults than it is your own, but it is not so profitable to your own soul.

Whether a woman is going to be held responsible for her husband's getting drunk and playing poker, I don't know, but I do know she is going to be held to account for cheating at progressive euchre and for a mismanaged house and for raising her children up on the streets with no idea of duty or obedience to God or man. It is about time we quit policing men's vices so much and turned our attention a little to our own, and I shall have greater hopes

of reforms reforming when I see women with a bunch of ribbon pinned on their breast that indicates they belong to the Christian Women's Temperate Talking Union or the Amalgamated Mothers' Spanking Association, and are looking after their own moral fences and not those belonging to their masculine neighbors.

One of the most outrageous features of the feminine idea of being good by proxy is the habit so many women have of making somebody else foot the bills for their charities. In every city in the land there is a coterie of women who outdo the scriptural injunction not to let the right hand know what the left hand gives, for their pocketbooks never know it at all. They sustain a flourishing reputation for philanthropy and are conspicuous on orphan asylum and hospital boards. They are the head and front of every church fair and charity bazar and missionary tea, and are supposed by people on the outside to be prodigally generous, yet they never give a cent of their own money.

Let a case of destitution in a neighborhood be known, and such a woman claps on her bonnet and is out collecting food and clothes for the sufferers, but it never occurs to her to supply them from her own pantry and wardrobe. Let a church bazar be organized and she gives herself nervous prostration rushing around begging contributions from merchants, but you never hear of her personally donating anything on her own account. Her generosity, which

**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 36 years cost has not exceeded \$10 per year per 1,000—other ages in proportion. Invest your own money and buy your insurance with the Bankers Life.

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

**BONDS
For Investment**

Heald-Stevens Co.

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

Directors:

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

We Invite Correspondence

OFFICES:

101 MICHIGAN TRUST BLDG.
GRAND RAPIDS, MICHIGAN

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

is lauded in the papers and celebrated throughout the community, is entirely vicarious and consists in holding up other people and making them give.

Perhaps it is because giving by proxy is so cheap and yet at the same time so soothing to one's conscience that women are so addicted to it. I have a suspicion that there would be about a million fewer "causes" if women had to give to them themselves, instead of making others do the contributing. As it is, every woman you know has two or three pet charities that she depends on supporting by holding up her friends. When the time comes for making her annual contribution she never thinks of going down into her own pocket. She puts her hand into theirs. It is nothing short of highway robbery with no chance of appealing to the police.

Of course, it is done decently and under the guise of a lecture or reading or amateur concert, as if anybody ever went to such things of their own accord. That cuts no figure with the woman, however. She feels that you ought to be willing to suffer in a good cause, and a self-righteous glow pervades her whole being as she pictures you being spiritually purified by listening to something that bores you to death, and being forced to contribute to a cause to which you have no desire whatever to give. In her heart she is saying, "I will be the humble instrument to save that person from his own selfish indifference to the noble Pug Dog Hospital or the Home for Superannuated Cats," and thereupon she sits down and sends you a lot of tickets to the entertainment for the benefit of this worthy charity, with a note saying she will take it as a personal compliment if you will make a subscription.

Of course, men are the worst sufferers. Women do not mind declining so much, and, anyway, as they do other people the same way, it is a case of diamond cut diamond, but it is not easy for a young man to refuse if the tickets come from a woman who has entertained him during the winter. Indeed, it amounts almost to a civil dun for dinners and dances, and if he refuses to make good, his welcome is a cold one in future when he goes to call on Mrs. Proxy G. Samaritan. If there were only one ticket it would be a small matter, but when they come in shoals, as they do during this season, they send the average young man to the free-lunch counter for food and he says things about this particular form of blackmail that it would do the vicariously charitable sister good to hear.

The ticket-sending nuisance should be suppressed. It may safely be taken for granted that every single one of us have just as many claims on our pocketbooks as they will stand. It is humiliating and embarrassing to be expected to support other people's charities, and no woman has a right to demand it of her friends. Let her give what she can herself and in a still wider charity refrain from ask-

ing others. The best sort of goodness is individual goodness, that does not do its good works by proxy.
Dorothy Dix.

Good Manners the Flower of a Good Heart.

In these later Lenten days almost every woman, without regard to creed, has her thoughts turned more or less to serious matters and is honestly trying to be a little better than ordinary. It is a kind of annual spiritual house-cleaning time, when we take account of the virtues we have worn to rags and tatters and the commandments we have broken, and try to administer a coat of white-wash to our consciences.

One of the reasons that women are no better is because they are so good. If they committed big sins they would repent them in sack cloth and ashes and reform, but their faults are so much of the tarradiddle and white-fib order, it never seems worth while being sorry for them, or to leave off doing them. But however long women may be on virtue, it must be confessed that they are short on manners, and no other Lenten observance would have more real meaning than for women to celebrate the penitential season by exhibiting to their fellow-creatures that combination of consideration and forbearance and courtesy that we call good manners.

This has no reference whatever to the matter of leaving cards or the art of using the proper fork with the proper course at dinner. A woman may have the etiquette of fashionable society at her finger tips and still be brutally rude and ill-mannered. We see it in the way in which she insolently orders a shop girl about. We see it in the way in which she selfishly spreads herself out over a street car while other people stand. We see it in the manner in which she lets her eyes travel slowly and cruelly all over a poor woman's costume, taking in and commenting on every detail in a way that is none the less perceptible because it is inaudible.

Manners and morals are the Siamese twins of virtue, and nobody has ever successfully separated them. It is a common thing for people to excuse the ill manners of some one by saying that under a rough exterior they have a heart of gold. It may possibly be true, but very few of us are in the mining business. We must take people as they come to us, and if they wound and hurt and offend us it is immaterial to us whether they did it because of thoughtlessness or malice. The result is all that we are concerned with.

Sometimes one is tempted to think that the possession of good manners is the philosopher's stone that would enable women to solve most of the problems by which they are confronted. Think of the impossibility, for instance, of domestic rows occurring in a home presided over by a woman whose manners never gave away under any of the exigencies of family life. With what tact she would guide the conversation away from dangerous topics; with what suavity she would listen to the op-

posite side of every question; with what seeming deference and with what charming compliments she would apparently yield to her husband's superior judgment, even when she meant to have her own way in the end. No man would quarrel with such a wife. No man would want to. We show this kind of politeness and consideration to the veriest stranger that enters our gates. Why should it be thought too good a thing for family consumption?

So with our children. Suppose our own good manners never failed? Suppose, instead of teaching and preaching gentleness and kindness and consideration and unselfishness to our little Johnny and Susie they beheld an animated object lesson every day of their lives in us. Shouldn't we get very different results? There are no critics so keen as children and they are relentless in measuring us up against our standards. They imitate our examples, and not our precepts, and there would be no hoodlums if all children were raised in an atmosphere of perpetual good manners.

Good manners are the flower of a good heart. Women owe it to the world to keep it fragrant and beautiful with them. Cora Stowell.

Very Likely.

Mrs. Ascum—So there's a new baby up at your house?

Tommy—Yes.

Mrs. Ascum—I suppose your papa's pleased?

Tommy—I guess he's pleased 'at it ain't twins.

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. WITTKOSKI ELECT. MFG. CO.,
19 Market Street, Grand Rapids, Mich.
Citizens Phone 3437.

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.



COFFEE

It's All in the Blend

Rich Aroma

Strength

Fine Flavor

JUDSON GROCER CO., Roasters

Wholesale Distributors

GRAND RAPIDS, MICH.

MICHIGAN'S SHAME.

One Sure Way To Wipe Out the Blotch.

Written for the Tradesman.

Advertising managers on great daily papers are necessarily busy men and have no time to devote to investigating the rectitude and general decency of advertisements submitted for publication when the announcement pertains to real estate.

Real estate speculators and real estate agents are—well, they are various. Some are absolutely upright, some are absolutely unscrupulous and some vibrate between the two extremes.

Therefore when the dubious ones see and take advantage of an opening to do crooked work, it is necessary and the absolute duty of the authorities to secure evidence such as, beyond any question of law or justice, will prove the criminality of the case, put a stop to the offending and punish the culprit for the wrong inflicted.

Now, all of this is very clear until you begin to investigate the authorities who are to investigate the crooks. Then, if it happens that the offense would be impossible to commit were it not for the connivance of those authorities, the problem becomes complicated and unbearable.

For instance:

During the past half century the great State of Michigan has winked complacently at the illegal and unscrupulous devastation of the most magnificent pine forests on our continent. It has permitted the men

who bought those lands and stripped them to evade the payment of taxes on the denuded acres by abandoning them because they are worthless except for the development of forests, and Time and Life are too deliberate and exacting to permit the avaricious ones to wait and pay while they wait.

Accordingly, the State of Michigan is now the owner of 6,000,000 acres or thereabout of pine barren upon which neither grains, fruits, vegetables or grass can be raised successfully. They are fit only for the growing of timber and they can and will do this.

Unscrupulous tricksters are permitted by the State to purchase from the State these barren lands at from 10 to 40 cents an acre, and recently in the Detroit Free Press and in Chicago papers there were published page advertisements announcing the sale of these lands in Newaygo, Mason, Lake, Roscommon and other counties. The lands were pictured in the text of advertisements as equal to the best grain growing lands in Indiana and as good as the best land in the corn belt of Illinois, and they were offered in parcels from one-fifth of an acre to five, ten, twenty and forty acres in area, at prices which were absurdly low for the kind of land they were represented to be. The sylvan beauties of the lush woods in springtime, the luring glories of shaded trout streams and beautiful lakes were set forth enticingly, so that the city-satiated people longing for a country home and a chance to

live near to nature, desperately tired and discouraged with the days-wage-struggle for existence, saw an opportunity for freedom, health, peace and comfort within reach of their limited means.

The lands were too far away from Chicago, Indianapolis, Detroit and other like centers of population to make a personal inspection; the real estate sharks were too tenacious and convincing to permit them to escape and so the poor people, scraping together their all, paid it out for homes upon lands where even weeds will not grow, intentionally.

And the great State of Michigan is primarily and directly responsible for this overwhelming outrage.

The real estate sharks are not responsible for they have no accountability of any sort, and the newspapers are not answerable because they have not the time to scrutinize such advertisements before publication, and are not expected to do so if they had the time.

And so, if the county poor authorities in Roscommon, Lake, Mason, Newaygo and other counties to the north and the Saginaw country suddenly find themselves with groups of heart broken, discouraged and penniless charges on their hands, they may, in all fairness, charge the account up to the great State of Michigan. And, more than that, the people of those counties will be called upon to pay, pro rata, their proportion of the vastly increased cost of operating the Auditor General's office at Lansing.

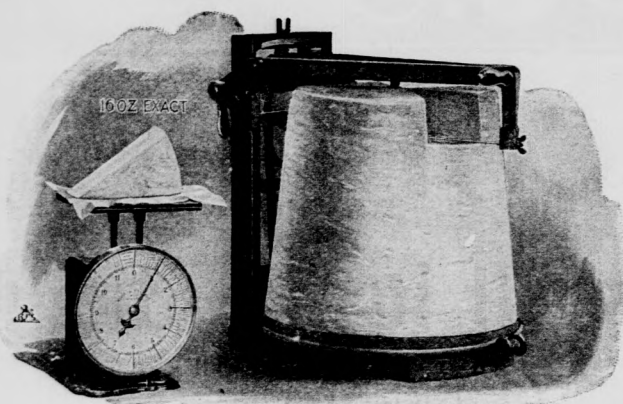
What does that mean?

It means, for example, that instead of recording a hundred thousand descriptions of lands reverting to the State for non-payment of taxes; instead of advertising annually one hundred thousand descriptions, at 40 cents per description, there will be 200,000 descriptions to advertise and pay for, because the former descriptions covering ten, twenty or forty sections will, under the summer home land sale, be replaced by the descriptions of quarter acres, half acres, one, two, ten, twenty and forty acres abandoned by the unfortunate victims who could not possibly remain on their property and gain a living.

And every upright, fair-minded citizen of Michigan owes it to himself, his family and the community in which he lives to put forth his best effort at once and continuously until the blotch upon the record of our commonwealth is wiped clean and far from a repetition. How can the thing be done? Let the State of Michigan publish and pay for page advertisements in the daily papers of Detroit and Chicago, giving the facts in the case, confessing its own shame and disgrace and promising to prevent a repetition of the indignity. Let this be done at once before further cruel swindles can be perpetrated and then let the State take those lands out of the market, stop advertising them, set them apart as forest reserves, guard them, cultivate them and ultimately make amends for its wretched dishonesty.

How Much do You Lose on Butter?

Can't Tell Exactly—Eh?



THE NEW KUTTOWAIT

You know there is a loss, if you handle tub butter, and yet you know it is the best butter, and cheaper than somebody's brand of print butter.

Well, if you knew of a machine that would save you all loss, stop your troubles, that would cut out a neat piece of butter exactly to weight, no waste, no scraps, please your customers, reduce labor and time—such a machine would be worth your consideration.

Our Kuttowait Butter Cutter Will Do the Work

Why not write us? It is certainly worth a two cent stamp to make sure.

Let us show you.

CUT OUT. MAIL AT ONCE.

Name

Street

City State

General Agents in Your Territory

C. D. Crittenden, Grand Rapids, Michigan
J. B. Peterson & Co., Detroit, Michigan
Saginaw Produce & Cold Storage Co., Saginaw, Michigan

KUTTOWAIT BUTTER CUTTER CO.

UNITY BLDG., CHICAGO

LUCK AS A FACTOR.

To What Extent It Makes and Mars Careers.

In spite of the assertion of most millionaires that luck does not have anything to do with success, there is a time in many great careers when chance, or the ulterior power for which it stands, is a determining factor.

If it had not been that Gov. La Follette happened one day to ask advice of John McCullough as to whether he should adopt the law or the stage, and if it had not been that the fortunes of the last seemed especially fickle to the great tragedian at that particular minute, probably instead of going to the United States senate La Follette would to-day be an actor.

He had a strong leaning toward the stage and was wavering between it and law, which was attracting most college men of the day. Just before he graduated he had written an analysis of the character of Iago. It won the oratorical prize from several contesting states and fell under the eye of Edwin Booth. He declared that he had gained a new conception of the character from it, and through this McCullough engaged him to write an analysis of Hamlet.

It was not as fashionable then as now for a man to go on the stage, especially in college circles, but in spite of the fact young La Follette was encouraged in that direction by his friends and admirers. There was no question as to his dramatic talent, but he went to McCullough, who gave the unexpected answer—not to. His advice was given in such an earnest and fatherly manner that the young man took it, cherishing secretly, however, his wish to be an actor. He took up the law, working away meanwhile at his Hamlet. But being of an intense nature with a great capacity for study, he found himself admitted to the bar before the prescribed time, and was thrust out in his career by being immediately nominated and elected district attorney. Those who know him best say that his consenting to his daughter's stage debut was because he has never quite forgotten his first love.

Few people to-day go far enough back into the career of Standard Oil to know that a chance encounter on the part of a shrewd relative who was interested for him opened up the millionaire career of Henry M. Flagler. Flagler had by his own efforts worked up to a place where he was earning a living for himself and wife by manufacturing salt. His wife's father, a Michigan lumberman, had some means.

One day the lumberman took a little railroad journey and happened to meet a poor young man, who was John D. Rockefeller. He had some talk with the lumberman, and he was so sure that there was money in the oil business that his hearer was convinced of the fact; also that it was a good place to invest a little money. He decided to do this for his son-in-law, believing that it would at least prove a means of setting him on his feet. He bought him an in-

terest which made him one of a new firm—Rockefeller, Andrews & Flagler.

This was in the days when Standard Oil first lifted its head among many competitors in oil refining, and when it had to fight rivals apparently much stronger than itself. The scheme of rebates and taxation which converted a struggling business into an aggressive monopoly was Flagler's contribution to the scheme, worth to the concern inestimable times the little sum which his father-in-law had paid to put him into it.

This was tame, however, compared to the way in which the chance to fortune fell at the feet of James B. Robinson, the South African millionaire. He and his wife arrived at Cape Town from England in the early '70s, possessing about \$500. They made a long and tedious journey to Bloemfontein and opened a grocery and general merchandise store. Customers were long in coming, and when they did they asked for credit—a plan at which they were old hands, and at which Robinson was new enough to let it ruin him. The crisis came, an official took charge of the store, the burghers who had ruined him came from all parts of Bloemfontein to see the sport without making any effort to pay him. Robinson stood by in a dazed sort of way, hardly realizing what was taking place.

He was nearly 40 years of age, and as the hot African sun sank down that evening he realized that he was not only homeless and penniless, but that he was in the worst country in the world in which to be without money. There was no sympathy for the man who was "broke," and he could not borrow money with which to go to the diggings at Kimberley, 200 miles away. His wife suggested that they walk there, and the husband shouldered his little belongings and they started for the diamond Mecca.

It was a fearful journey over the hot African karoo and hills, and they were a strange looking couple when they arrived at the diggings, footsore and weary. For three weeks they had to depend upon charity for food and lodging at farm houses along the way, and when they got to Kimberley things looked extremely dark for them.

Then it was that Robinson, walking around among the rude streets and dragging his feet in a listless way, kicked a shining object from the dust. It proved to be a fine uncut diamond, of which the millionaire, who now reads the value of any stone at a glance, had not the least idea of the worth. Within two hours after he had found the diamond he sold it for \$1,200, which was more money than he ever had possessed. From that time every investment that he has made has been successful to such a degree that it is said that what he touches turns to gold. His mine, known as the "Robinson mine," turned out to be the richest in the Rand. An English syndicate offered him \$10,000,000 for it, and it is only a part of his great possessions. The largest diamond in the world was

found in another of his diamond field, and an offer of \$1,250,000, which an Indian rajah made for it in the rough, Robinson refused.

When Joseph Pulitzer came over to America he talked to sailors and his absorbent mind made him believe that his future was on the ocean. He was landed, was thrown among men who were struggling for a poor living, and believed he was lucky to get a berth on a whaling vessel which was starting for a three years' cruise. But something went wrong and the young man failed to get the job that he hoped for cutting whale blubber. He went to the front in the American war with the army of the north. He had varied experiences, one of which was knocking down an officer, for which he was ordered for court martial. One day an old general of German blood was hunting for somebody who could play chess with him and was told that there was a man under arrest who played well.

To the general chess seemed of more importance than courts martial, and he was so amazed at the young man's mental force that the matter was patched over and the trial never came off. After this he earned a living by a succession of hard working experiences until he became a member of the Missouri legislature at 21.

If it had not been that the small savings representing fifteen years' work were suddenly swept away by the failure of a Paris bank Paul de Longpre would not be known as the

great flower painter of America. It was a crushing loss to the young painter, who, at 21, had lived a lifetime of hard work, having supported himself since he was 12. He had also been the father of a family since he was 18. It seemed an irreparable loss, for which there was no cure but heroic measures. These were taken when he accumulated a few hundred dollars, gathered together a few of his choicest paintings and his family, and came to New York.

It was an undiscovered country, and an unfriendly one, for the first three years; but, with the suddenness with which his affairs had taken a turn for the worse, they took one for the better when he thought of making an exhibition of the work which he had been doing but not selling. The exhibit caught the public fancy, the newspapers and the critics gave him space and praise, \$7,500 worth of his pictures were bought at one time, and from that day De Longpre's fortune was made in America.

G. R. Clarke.

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

Gasoline Mantles

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

NOEL & BACON

345 S. Division St. Grand Rapids, Mich.

Facts in a Nutshell

BOUR'S
COFFEES
MAKE BUSINESS

WHY?

They Are Scientifically PERFECT

127 Jefferson Avenue
Detroit, Mich.

Main Plant,
Toledo, Ohio



Some New Things in Prospect in Clothing.

The manufacturers of clothing are busily engaged at the present time in making spring shipments and since the middle of last month the work of starting the ready-to-wear garments on their way to their future wearers has been rapidly progressing. These shipments mark the beginning of the end of the season, and save for the work of filling duplicate orders, placed after the season has opened for the retail merchant, the greater part of the business of the season has reached its end.

General satisfaction is expressed as to the results of the lightweight season of 1906. The orders have been larger than usual, owing, no doubt, to the small stocks carried over from last season by retailers, and the most pleasing feature of all is the fact that the better grades of clothing have been the ones in demand, thus giving the manufacturer the opportunity he has deserved for manufacturing a better class of clothing instead of giving his attention to the production of garments to retail at a low price.

The month of February witnessed the close of the season during which buyers visited the wholesale salesrooms. Owing to the fact that the majority of the orders were placed with the traveling salesman on the road, there were fewer buyers in the markets during January and February than any season of past years. Their purchases were small and they were chiefly in the market to fill in their stocks with novelties or to pick up odd lots for special sales.

Designers are already busy on the lines for next season. The orders for sample pieces have been placed with the mills and as rapidly as the wools arrive they are converted into the new garments. The lines will all be completed this month and will be ready for the salesman to start out with on the fall trips as soon after April 1 as possible. Some few lines will be shown to buyers before that date, but the majority of manufacturers will withhold their samples until later.

The lines of completed sample garments will be smaller than last season, when it was thought that the lines had then been reduced to a minimum. The success of the swatch system of salesman's selling samples is responsible for this change, and it was effectually demonstrated last season that a garment made up to show the effect of our fabric, or style, with the patterns being shown by swatches, was the proper method for a manufacturer to show his line. The most satisfactory system for swatches is one by which each sample is represented by a piece of cloth of generous proportions, folded and stitched. At one end it is bound with a piece of leather. This enables the

swatch to be quickly handled and the cloth easily examined. The feature of this system is the fact that when the selling season is over the swatches are made into garments, thus preventing any waste of material.

An entirely new creation for the spring season is the new Chesterfield overcoat. It is most attractive in appearance, and from collar to skirt reveals the high attainments which manufacturers have reached in creative tailoring. The coat is long, and is shaped to the waist, has deep center vent, and is flared at the bottom. It is serviceable for all-time wear, business, daylight social functions and formal evening affairs. It may be had in black and Oxford vicunas and Thibets, and black Oxfords and gray undressed worsteds in narrow and wide weaves.

One of the new fancy waistcoats for summer wear is of gray washable material, with a black cord edging. It is of the single breasted style and is closed with smoked pearl buttons.

Another waistcoat is of an entirely new cut, showing a very pointed effect. The waist-line is made with a long dip. The garment has a deep opening and is closed with but four buttons. The top pockets display a small flap, which contains a button bale, through which appears a small button. The lower pockets are piped. These waistcoats are particularly effective in striped and plaid effects in flannel.

Another novelty in waistcoats is a single-breasted style, with a double-breasted collar, with opening of moderate depth so that when the coat is buttoned the edge of the waistcoat is perceptible.—Clothier and Furnisher.

A Claim To Fame.

A traveler in Maryland came upon a small town which he knew had been settled in 1847, yet to his surprise he saw on a prominent building one of the large bronze tablets erected by an historical society to commemorate some event in the life of Washington. Without reading the inscription on the tablet he turned to a native and remarked:

"That looks odd to me. There was no civilization hereabouts when Washington lived, so what right has this town to rank itself with the others wherein Washington spent some portion of his days? Such deceit may go down with the unread, but I happen to know this town is too modern to have—"

"One moment, suh," suggested the native, with that soft Maryland accent which makes an appetizing sound if terrapin is mentioned. "One moment, suh. Might I request you, suh, to read the inscription on the tablet befo' you make any mo' criticisms?"

The traveler turned to the tablet and saw wherein he had erred, for the heavy lettering was to this effect: "Erected by the Washingtonian Historical Society. This Is the Only Town in Maryland Wherein General Washington Did Not Plan His Campaigns, Spend the Night, or Stop for Dinner."



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**

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.**

How To Hold Your Shirt Trade.

Since the time that colored negligee shirts appeared as a substitute for or companion to the white shirt up to the present time, never have the conditions been as serious as they are now, on account of the marked advance in the cost of materials, whether percale, woven cords, plain colored or figured madras, muslins or cambrics. In recent years a periodical advance has taken place, but in a very short time prices returned to their normal figures. The syndicate of converters who have poured millions of money into the coffers of the cotton growers and spinners hold the key to the situation and the boxes of the vast storage room will never be unlocked until they obtain their price. Export business is heavier than ever before, the supply is not equal to the demand and the chance of reduction is far and remote—high prices have apparently come to stay. The question now presents itself, How is the manufacturer of shirts to satisfy his customers and the retailer his trade? In recent years when material was cheap, an excellent fabric in make and quality could be found in \$9 shirts, and many a man who never wore a shirt costing less than \$2.50 and \$3 was very easily suited with the dollar shirt.

What shall the manufacturer do? Take a firm stand, don't bother about his competitor, he cannot afford to work as a philanthropist. Give honest value. If the cost of a \$9 shirt is increased one dollar, charge \$10. His customers will think more of him than if he tells them, "We don't take any stock in this cry of high prices—our shirts are still sold at the old price." If your customer is an honorable merchant, he won't believe you, he will lose confidence in you. He knows that make, size and quality must be reduced to meet the advance. Don't lose any sleep if a bill slips through your hands. Go into details with your customers, tell them that if they want a \$9 shirt you will make them one, but inferior to that which you made before. Be frank and truthful with your customers, and eventually you will reap the reward of success that follows square dealing.

What shall the retailer do? We are aware of the fact that the worry and unpleasantness will fall more heavily on the shoulders of the retailer than upon the manufacturer's. The maker has to deal principally with merchants who will easily grasp the situation; the dealer has to face different conditions. If you are obliged to charge \$1.25 for a dollar shirt, and the customer will not at once realize and accept conditions, and reports the matter to his women relatives and friends before he buys, they will tell him, "How foolish you are to pay \$1.25 for a shirt—the great 'Bargain Palace' advertises \$1.50 shirts for 68 cents, and tie and six trading stamps thrown in. Don't you bother, I am going down shopping and I will bring some along." Nothing better could suit the retail haberdasher. Only once will your customer be fooled—get some *passee* pattern and a poorly made \$4.50 per dozen shirt for the absurd price of 68 cents.

He will be misled once but never again. To hold your customers, give them reputable merchandise. If you find you must have a dollar shirt, get your

manufacturer to make you a lot out of material costing a trifle less. It won't be long before the consumer will appreciate the situation and pay the small advance. The writer well remembers many years ago, a white cotton front laundered pleated shirt sold for \$1.50 that today you could hardly get 75 cents for. Why should articles of dress be so low that it makes a battle for existence between the large department stores and the small merchants? Be resolute, give value, treat your customers fairly and they will soon reconcile themselves to existing conditions. It is clear to every intelligent, reasoning merchant that the advance in the cost of all materials must entail an advance in the price of shirts. This is a plain law of trade from which there is no escape.—Haberdasher.

Queer Puzzle in Numbers.

Persons who like to puzzle their noddles over queer combinations of figures will find many things to interest them in the number 142,857. If you multiplied it by 2 or by 3 or by 4 or by 5 or by 6 each answer will contain the same digits merely transposed. To multiply it by 2 simply transpose the first two figures to the last two places, thus: 285,714, while to multiply it by 3 you transpose only the first figure to the last place, thus, 428,571. To multiply it by 4 you transpose the last two figures to the first two places, thus 571,428, while to multiply it by 5 you transpose only the last figure to the first place, thus, 714,285. To multiply it by 6 you merely "shift the cut," that is to say, you transpose the two sets of triplets, placing the first three figures in the last three places, thus 857,142. If you multiply it by 7 you get something entirely new, the answer containing not one of the figures in the original number. Indeed, it will contain only one digit. Try it and see how near to 1,000,000 you can make it come.

If you wish to pursue the exercise you can multiply the original 142,857 by 8 merely by deducting 1 from the final 7 and placing it before the initial 1, the result being 1,142,856. And if you don't mind a little farfetching you can multiply it by 9 by nipping the 4 out of the second place, changing it to 1 and 3 (which make 4) and placing them at the end, thus, 1,285,713.

Another little trick you can play with this original number is to add all its component digits together and make 27, thus 1 plus 4 plus 2 plus 8 plus 5 plus 7 equals 27. The 2 and the 7 of this sum added together equal 9. Now split the original number in the middle and add the two halves together and each column foots 9, thus: 142 plus 857 equals 999. Then, if you feel inclined, you can add those three 9's together and get your 27 again, which is the sum of all the digits in each of the products of all the multiplications you have made, excepting the one which is 999,999.

There now, perhaps this thing has gone far enough to prove that the number 142,857 is a very interesting one, and if you are not by this time in a hopeless mental muddle it isn't my fault.

The Ideal Clothing.

In Montana, along the line of the Great Northern Railroad, a pelting rain was falling one November day. Inside the section-house the rusty soft coal stove, setting in its box of sawdust, was red with heat. Two section hands came in, dripping like the proverbial rats, and proceeded to stand as close to the stove as they well could without being scorched. Shortly clouds of steam ascended from their soaked clothing, and the small room resembled a vapor bath.

"I tell you, Mike," said one as he squeezed the water from the hem of his trousers, "overalls is the thing to wear, for, no matter how wet they are, they are so soon dry."

"Naw, Jawn; mackinaws is the byes," replied the other as he looked down with satisfaction at his plaid suit of thick woolen. "Mackinaws is the o'ny clothes, fer whin ye are wet an' cold they kape ye so warrum an' dhry."

A writer in the Medical Record urges the use of paper handkerchiefs, which shall be burned up when soiled. "The handkerchief," he says, "is quite a dangerous bacteria carrier and preserver, chiefly on account of being stored in the depth of a pocket where a mild temperature, humidity and seclusion of air and light contribute to the increase and spread of bacteria." The handkerchief, he asserts, deposits the bacteria in clothes and pockets and spreads them broadcast.

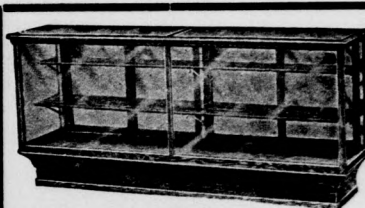


Wm. Connor

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.

Lot 180 Apron Overall

\$7.50 per doz.

Lot 280 Coat to Match

\$7.50 per doz.

Made from Stifels Pure Indigo
Star Pattern with Ring
Buttons.

Hercules Duck

Blue and White Woven
Stripe.

Lot 182 Apron Overall

\$8.00 per doz.

Lot 282 Coat to Match

\$8.00 per doz.

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

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

THE WORK HABIT.

It Is Essential to Health and Happiness.

The habit of work is the best of all habits. It is not only a disciplinarian, but a good educator of character as well. It compels economy of time, and the disposition of it, with judicious forethought. When the habit of filling life with useful occupation is acquired every minute will be turned to account, and leisure, when it comes, will be enjoyed with more zest.

Application to work, absorption in affairs, contact with men, and all the pressure which business imposes, are most valuable in training the intellect and forming the character. To regard business only as a means of getting a living is an utterly low view. A man's business is his part of the world's work, his share of the great activities which render society possible. The perpetual call on a man's readiness, self-control, vigor, the constant appeals to the intellect, the demands on the will, and the necessity for rapid and responsible judgment, makes strong and ready men and men of vast capacity for affairs.

The habit of work is wholesome not only for the body, but for the mind. The energetic man is a source of activity and enjoyment to all who come within reach of his influence, while the lazy man drags himself through life morally and spiritually dead.

The habit of work is as essential for the happiness and well being of woman as of man. Without it she is apt to sink into a state of listless ennui and uselessness, which is always accompanied by sick headache and attacks of "nerves." The best cure for these two distinctly feminine complaints is work, and plenty of it. Nowadays we hear a good deal about the business woman, but the able housewife is the most efficient business woman, and the most successful. The regulation and control of the details of the house, keeping the expenses below the income, the arranging everything to plan and system implies industry, application, method, forethought, ability, and power of organization—no more is required in the management of a successful business of any sort.

The habit of work is necessary to

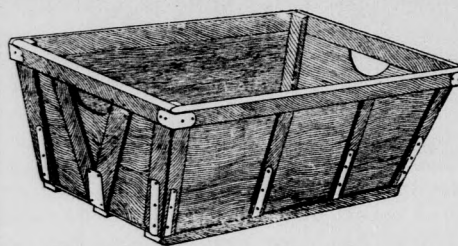
all classes of society—the rich as well as the poor. The gentleman by birth and habit, however rich, can not remain idle; he is forced to work to keep in physical and mental health, and he is also compelled by a sense of duty to contribute his quota of endeavor toward the general well being of society. To be idle and useless is neither an honor nor a privilege.

Happiness is never found without work, in which there is life, health, and pleasure. The spirits may be exhausted and wearied by work, but they are utterly wasted by idleness. Thousands can bear testimony to the truth of the saying that work is one of the great secrets of happiness.

When Charles Lamb was released for life from his daily drudgery of desk work he felt himself the happiest of men. "I would not go back to my prison," he said to a friend, "ten years longer for £10,000." He also wrote in the same ecstatic mood to Bernard Barton: "I have scarce steadiness of head to compose a letter," he said; "I am free! free as air! I will live another fifty years. . . . Would I could sell you some of my leisure! Positively, the best thing a man can do is—nothing; and, next to that, perhaps, good works." Two years—two long and tedious years—passed; and Charles Lamb's feelings had undergone an entire change. He now discovered that official, even humdrum work—"the appointed round, the daily task"—had been good for him, though he knew it not. Time had formerly been his friend; it had now become his enemy. To Bernard Barton he again wrote: "I assure you, no work is worse than overwork; the mind preys on itself—the most unwholesome of food. I have ceased to care for almost anything. . . . Never did the waters of heaven pour down upon a forlorn head. What I can do, and overdo, is to walk. I am a sanguinary murderer of time. But the oracle is silent."

An idle man, no matter how amiable and respectable, never was, or ever can be, really happy. Work is life and the best preventive of low spirits, and the annoyances, anxieties, and petty troubles arising out of idleness. Those who shirk find that troubles come to them. The indolent may contrive to do less than his share of the world's work, but the

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.

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.

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

NEW YORK
CENTRAL
LINES

KALAMAZOO MICH.

L.S. & M.S.
D46-423

A
Sample
Shipment

instinct of work implanted by nature contrives that that little shall come hard to him, and prove that he has a hard master.

Very few men die of overwork, but many die of idleness. Where men break down by overwork it is through want of systematizing their lives and neglecting the ordinary conditions of physical health. Hard work, steadily and regularly carried on, never hurts any one. The more useful work he does the more he thinks and feels, the more he really lives. The idle, useless man, no matter to what extent his life may be prolonged, merely vegetates.

The early teachers of Christianity ennobled work by their example. "He that will not work," said St. Paul, "neither shall he eat;" and he glorified himself in that he had labored with his hands and had not been chargeable to any man. When St. Boniface landed in Britain he came with a gospel in one hand and a carpenter's rule in the other; and from England he afterwards passed over into Germany, carrying thither the art of building. Luther also, in the midst of a multitude of other employments, worked diligently for a living, earning his bread by gardening, building, turning, and even clock making.

It was characteristic of Napoleon, when visiting a work of mechanical excellence, to pay great respect to the inventor, and, on taking his leave, to salute him with a low bow. Once, at St. Helena, when walking with Mrs. Balcombe, some servants came along carrying a load. The lady, in an angry tone, ordered them out of the way, on which Napoleon interposed, saying, "Respect the burden, madam." Even the drudgery of the humblest laborer contributes toward the general well-being of society.

Like other great captains, Wellington had an almost boundless capacity for work. He drew up the heads of a Dublin police bill (being still secretary for Ireland) when tossing off the mouth of Mondego, with Junot and the French army waiting for him on the shore. So Caesar, another of the greatest commanders, is said to have written an essay on Latin rhetoric while crossing the Alps at the head of his army. And Wallenstein, when at the head of 60,000 men, and in the midst of a campaign, with the enemy before him, dictated from headquarters the medical treatment of his poultry yard.

Washington also was an indefatigable man of business. From his boyhood he diligently trained himself in habits of application, of study, and of methodical work. His manuscript school books, which are still preserved, show that as early as the age of 13 he occupied himself voluntarily in copying out such things as forms of receipts, notes of hand, bills of exchange, bonds, indentures, leases, land warrants, and other dry documents, all written out with great care. And the habits which he thus acquired were in a great measure the foundation of those admirable business qualities which he afterwards so

successfully brought to bear in the affairs of government.

The same energetic vitality as displayed in the power of working has distinguished eminent men in all times and countries. The living principle of constant work, abundant occupation, and practical contact with men in the affairs of life has in all times been the best ripener of the energetic vitality of strong natures. Business habits, cultivated and disciplined, are found alike useful in every pursuit. The same industry, application, economy of time and labor which have rendered them useful in one sphere of employment have been found equally available in others. Instead of unfitting the cultivated mind for scientific or literary pursuits, the habits formed in business are often the best training one can have. Voltaire insisted with truth that the real spirit of business and literature is the same, the perfection of each being the union of energy and thoughtfulness, of cultivated intelligence and practical wisdom, of the active and contemplative essence—a union commended by Lord Bacon as the concentrated excellence of man's nature. It has been said that even the man of genius can write nothing worth reading in relation to human affairs unless he has been in some way connected with the serious every day business of life.

Charles Higgins.

He Had No Bad Habits.

They were seated about the dinner table of a fashionable boarding house enjoying the extra frills of a meal of several courses which had appealed to the inner consciousness of the entire household and made them satisfied with the landlady and the world in general. The men folk told stories and the women laughed, and the women told stories and the men folk

laughed. Then the mistress told a story:

"A very dignified young man took a seat in a smoking car. Near him were three traveling salesmen, well dressed, jolly fellows, one of whom suggested a game of cards, and the others agreed. They appealed to the young man to take part and make up a four-handed game.

"Thank you, I never play cards," came the response to the invitation.

"I am sorry for that. Will you have a cigar with us?" added the spokesman, producing his case.

"I am obliged to you, but I never smoke," replied the dignified young man.

"They thought they would jolly the young fellow out of dignity, so the leader produced a 'traveling companion,' and asked:

"As you do not play cards nor smoke, you will not refuse to join in a drink?"

"I thank you, gentlemen, but I never drink."

"With this a venerable man with ministerial aspect sitting in the seat behind the young man, reached forward and tapped him on the shoulder.

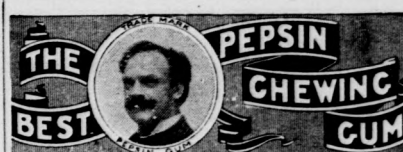
"I have heard what you have said to these men," said the sedate old fellow, "and I admire you for the stability of character which has enabled you to shun bad habits. I have a daughter in the parlor car whom I should like to have you meet."

"I thank you, sir," replied the young man, turning about and facing the gentleman, "but the fact is I never intend to marry."

An Amiable Arrangement.

"Your typewriter girl didn't leave when you cut her salary down?"

"No. She said she'd stay and not do so much work; that she had a lot of books she wanted to read, anyway."



Gillett's D. S. Extracts



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

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

Sherer-Gillett Co.
Chicago

**YOU ARE ALWAYS SURE of a sale
and a profit if you stock SAPOLIO.
You can increase your trade and the
comfort of your customers by stocking
HAND SAPOLIO
at once. It will sell and satisfy.**

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

RACE SUICIDE.

Directions in Which Reform Should Operate.

Written for the Tradesman.

Over and over again in one form or another writers and speakers tell us that the world is making desirable progress in civilization; that humanity is tending upward; that nations and individuals are reaching higher stages, mentally, morally and physically. We are proud of the fact that our own land and people are leaders in this forward march of humanity as well as in achievements along mechanical and industrial lines.

In the midst of this popular gratulation over our attainments and our approach toward the desired ideals comes the information that we as a nation are declining in the percentage of increase of population, that there is grave danger of being outnumbered by other nationalities, from which direful consequences may ensue.

To the humble enquirer after truth comes at once the question: Is this danger which threatens us the direct result, the natural, logical consequence of our coveted progress? At first thought it seems to be so, for statistics are brought forward to show that in proportion to the attainment of education, culture, refinement, wealth and social enjoyments, reproduction decreases. And yet when we look about us in other fields we see like conditions. Every advance in mechanical facilities is attended with danger. New applications of natural forces reveal new dangers. For instance, increased rate of speed in travel, by whatever method, is at first more dangerous than the methods which they supersede. As soon as these dangers become apparent steps are taken to invent means to minimize or obviate them altogether. When other means fail the people have recourse to legal enactments to regulate the use of such dangerous mechanisms. Prohibitive measures are not even suggested. The improvements must be retained; the dangers must be overcome.

If, therefore, what is believed to be real progress in civilization is attended by undesirable conditions, conditions which were unknown before, shall we condemn the endeavor to go forward? A new course of action may not cause new dangers, but simply reveal them. The ship traversing unknown seas may be beset with dangers, but it is not a crime to explore strange waters. Unnumbered dangers abound on every hand in every phase of human experience. The ordinary occupations of life are beset with dangers, some less, some greater, requiring at times the utmost caution.

The entrance upon a newly-acquired state of liberty is fraught with danger. Many foresee only pleasure and enjoyment when they shall have secured their just rights and privileges, not realizing that every such stage brings also new duties and obligations which must be rightly fulfilled if the recipient is to be benefited thereby.

And so in the subject under con-

sideration shall we not say that this unsatisfactory condition of national life is an incident of progress, a danger which may be obviated, an evil which may be remedied without sacrifice of any desirable attainments?

The danger being admitted the next step is to seek out a remedy. It is not enough to simply point out the fact. The causes must be understood. When we search for causes we shall find that the underlying motives of humanity are unchanged. They are co-existent with humanity in every age, state or condition. The individual must be made to realize the necessity or the desirability of a different condition. Appeals must be made to patriotism, to religious obligations, to selfish motives; for, lack of true patriotism, love of ease, freedom from restraint, liberty of choice, disregard of moral obligations, ignorance of what constitutes true, wholesome, well developed, symmetrical manhood and womanhood are some of the causes of the present condition.

Public sentiment is a great factor, but public sentiment must be built up, it may be, by slow and toilsome efforts. Suicide is a crime, and crime is ignorant or willful violation of law. Insofar as the diminished birth rate is due to criminal interference with the laws of nature, it is a deplorable evil, and guilty ones should be made to feel the ban of public condemnation.

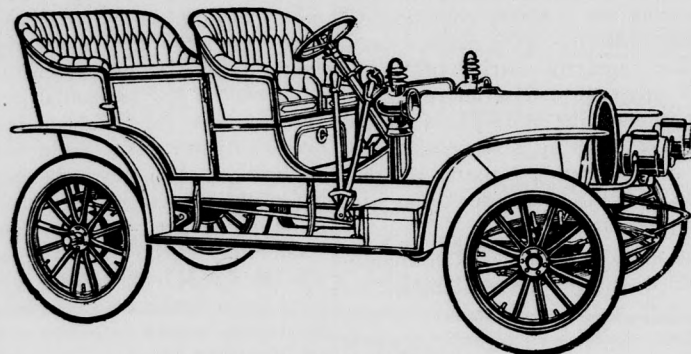
The widely diverse opinions of physicians, religious teachers, philanthropists, statesmen and leaders of public thought as to what is best for the individual, the family, or the State, must also be taken into consideration. These need not here be enumerated. Each advocate has many and earnest followers.

No thoughtful person will for a moment contend that numbers alone will assure the safety or prosperity of a nation. There must be wise leaders and counselors; there must also be intelligent, courageous, devoted citizens. The danger from the weak, ignorant and vicious within the State, and their tendency to increase by immigration and otherwise, may be greater than any which threatens from without. There can never be too great intelligence in any people; there can never be too high ideals of morality.

But progress to be desirable must be symmetrical. The tendency to exalt education, culture, mental attainments to the neglect of physical development and moral excellence, tends to one-sided, unsymmetrical life. The striving for selfish pre-eminence in any direction impairs the sympathy and helpfulness of the individual toward his less favored fellows.

It is not numbers, courage, prowess, intelligence, patriotism, loyalty, mental, moral or physical excellence alone which will result in the greatest good to all the people; neither is it wealth and material advantages, but a symmetrical combination of all that is highest and best in humanity. To gain this symmetry, some characteristics must be held

FRANKLIN



Type D. Four-Cylinder Touring Car

Five passengers. Air-cooled motor. 20 "Franklin horsepower." 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 battle-ships, 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.

in abeyance while others need to be encouraged.

To bring about this desirable condition, to inaugurate a permanent reform, greater effort should be made to educate the young to right ideals; to impress upon the child that the highest enjoyments of life, the truest pleasures, the greatest opportunities for usefulness are to be found in connection with the home. All should be encouraged to help make home the most desirable place on earth. Each should early have inculcated in its mind the expectation to some day bear a part in building and maintaining a home. The studying in school, learning a profession, acquiring ability to earn money, should all be regarded as important parts in the preparation for the real life work, that is, to provide for a home, to defend, guide, instruct and cherish its members.

Various lines of thought open up as we contemplate this vast subject. It seems an arduous task to give a general idea of the matter. One aspect, however, seems to loom up most prominently, and, whether popular or unpopular, whether welcome or unwelcome, we must state the case as it appears to us.

The much-lauded emancipation of woman has much to do with the present condition. She is no longer the slave of man. Instead of only one honorable occupation in life, household drudgery and cares of a family, there are hundreds open to her. She believes she can live happily and independently outside of the

married state. She grows up with this idea, in blissful ignorance of many things she ought to know. Her studies, her work and her surroundings do not tend in any great degree to prepare her for the duties of housekeeper, wife or mother as they ought.

Not only is she free and independent, her own mistress, but if she condescends to enter the marriage relation man must be the slave. She does not promise to obey her husband, her inferior. He must live and toil only to gratify her. She has decided what shall be and what shall not be, and man must submit to the inevitable. Let the thoughtful reader ponder this and realize the results. If man will not gracefully submit there is domestic discord and home is not home, and therefore not a desirable place for children to grow up in.

Grant that this is an extreme view, and yet it is the natural, logical tendency of woman's assuming her new-found rights. Grant that there are as many men as women who are not what they should be, and yet men everywhere like to believe that every woman is better than men. They desire to give her all honor and sympathy, to defend, cherish, protect and provide for her; yet when she assumes the attitude as above portrayed, she becomes contemptible in the eyes of her brother—man.

There are questions in connection with this subject which no human being is able to answer satisfactorily. There are some which parents and teachers should strive to aid the

young to decide wisely and happily. There are some which, by careful thought and observance of the lives and experiences of those about them, no one need fail to interpret rightly.

Who can tell which will develop the greater percentage of desirable citizens, the large families, subjected to toil and privation, or the small families of well dressed, properly nourished children, given the highest educational and social advantages? Who can tell which will be the happy, contented, self-possessed mother and which the tired, fretful, discouraged one, the mother of few or many? Which is more desirable, the unsatisfied life of the rich society woman whose rooms never echo with childish glee, or the life which is filled with the joys of ministering to a numerous brood? Which is better, the lonely life of the man who shirked the responsibilities of building and providing for a home and family, or the aged grandparent who lives over again his childhood with beloved children and grandchildren, and is always welcome in every home?

Which is better, to strive for self alone, or to feel that we are helping, controlling, shaping the lives and destinies for the good of others about us? E. E. Whitney.

Superstitions of Women.

When man proposes in the evening it is a sign he is flirting, but if he proposes in the broad light of day it is a sure indication he means business.

To have your husband's mother

pay you a visit is a sure sign that there is a woman coming who will cause you much trouble.

To tell a woman anything in confidence is a sign it will be all over town before night.

To go to a bargain sale is a sign that you will purchase many things you don't want.

To lend money to another woman is a sign that you will lose both your money and your friend.

To eat a lunch of ice cream and lobster after a hard day's shopping is a sign that you will have a mysterious and inexplicable illness.

To have your dearest enemy tell you you are looking well is a sign that you need to consult a complexion specialist and get a new dress-maker.

To try to make over your last winter's frock is a sure sign that you will spend more on it than a new one would have cost.

Sent or Scented.

Horace T. Eastman, the inventor of the locomotive pilot, said the other day:

"This morning I was sitting in a drug store waiting to get a prescription filled when a young Irishman entered.

"The Irishman pointed to a stack of green Castile soap and said:

"'Oi want a loomp o' thot.'

"'Very well, sir,' said the clerk. 'Will you have it scented or unscented?'

"'Oi'll take ut with me,' said the Irishman."

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



Story of a Successful Hardware Business.

Fred Thompson and Harry Norton had been warm friends for years. They had been chums at school, where the difference in their manners and appearance had excited much banter from their companions. Fred was early known as "Puggy," because of his bulkiness and easy-going manner, while Harry was nicknamed "Pug," because of his early prowess with his fists and his readiness to use them. They had left school about the same time, both starting as messenger boys in stores in their home town, a place of about 4,000 population. Fred went into a dry goods, Harry into a hardware store.

The intimacy was maintained throughout the years during which they learned something of the tire-someness of running messages, the difficulties in the pathway of clerks, and some of the intricacies of business. To the astonishment of almost everyone, Fred seemed to make a much better clerk than his old chum. His manner with customers, while possibly not as brisk as some of the hurried ones would like, was so continuously genial, and his memory of names and faces so thorough, that he was a general favorite. Harry, while a favorite with his employers, did not "draw" the trade because of his affability. He was constantly on the move, and when his customer was served he busied himself with some other duty. His knowledge of the goods he handled was, however, much superior to most clerks of his age.

One August evening, when they were both about 22 years of age, they were "up the river" together. Harry was rowing. Suddenly he stopped.

"Can you put up \$500?" was his unexpected question.

"How far up?" came the rejoinder.

"I'm not fooling. Could you raise \$500 without giving a mortgage on what you'd invest it in?"

"I've got more than that of my own," answered Fred.

"Well, I've been thinking for weeks that there is a fine opening for another hardware store in J—. I have \$450, and can easily get the rest from my father. I'd like you to go shares with me."

"But I don't know the hardware trade."

"No, there would be a good deal for you to learn. But you get along with people so well that you'd soon be able to sell more in a day than I would."

Fred was curious, and it took Harry months to convince him to make the venture. But he at last consented. A good stand was secured. This was stocked with the most up-to-date goods on the market. For two weeks before their store was opened to the public they devoted a "double quarter column" space to invitations to

young and old to call and examine their stock.

For the first year nothing but regular hardware lines were kept. Then they accepted an agency for one of the most widely advertised bicycles. There was no bicycle repair shop in the town, and soon they were sending parts to Toronto to be either repaired or replaced. "This won't do," said Harry one day, "we are losing a good chance to make a few dollars by not doing our own repairing."

"Well, I couldn't learn to do that, and you haven't time," answered Fred.

"No, but we must get someone who can do it."

"Would it pay?"

"If Frank (a younger brother of Harry's, who was acting as clerk) could do that in his spare time it would pay well. I was thinking of advising him to take a year off and secure a position where he could learn the business. We would get a mechanic to take his place while he was away—one who could help around the store when he was not busy."

The matter was fully discussed and it was finally agreed to try the experiment. Frank secured a position in Montreal. A capable man was hired to look after the repair shop. The installation of this department was well advertised and it was put on a paying basis much sooner than anticipated.

This took up considerable space, and before long floor room in the store was congested. As the trade of the firm had steadily increased, and had been done on a fair margin, and as both of the partners had been content to take out of it only enough cash to pay necessary current expenses, there was some profit in the first year's business. This, and a portion of the original capital, was devoted to making an extension, which gave the necessary floor space. By judicious advertising attention was directed to these changes in such a way as to emphasize the fact that the young firm was progressive.

While Fred devoted his time to convincing customers of the comparative values offered by Horton & Thompson, Harry gave much time to planning, scheming and studying that his partner often called a "modern method" crank. Many of his changes were slight, but some were entirely radical, necessitating a complete rearrangement of the goods in the store.

In two years Frank came back with a good general knowledge of mechanics. Instead of dismissing the man who had been secured to look after the repair work while Frank was away, the firm agreed that it would be far more advantageous to branch out a little more and repair all kinds of small machinery, implements, etc. This was found profitable from the first, and the business done steadily increased until about two years ago, when a first class machine shop was opened, with first class lathes, punches, etc., installed, and the manufacture of hardware specialties started. Now a jobbing trade extending over

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.

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

DO IT NOW

Investigate the

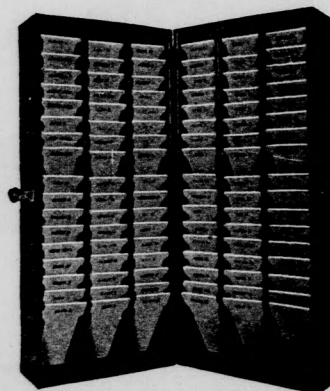
Kirkwood Short Credit System of Accounts

It earns you 5% per cent. on your investment. We will prove it previous to purchase. It prevents forgotten charges. It makes disputed accounts impossible. It assists in making collections. It saves labor in book-keeping. It systematizes credits. It establishes confidence between you and your customer. One writing does it all. For full particulars write or call on

A. H. Morrill & Co.

105 Ottawa St., Grand Rapids, Mich.

Both Phones 87.



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

several counties is done in many lines.

In the meantime the trade in the store has steadily increased. The town has grown materially during the past five years and several industries have been started. These have caused a demand for several lines hitherto not handled. These lines have been put into stock. In the case of one line which is neither made in Canada nor handled by the wholesale dealers here, the name of the manufacturer in Europe was secured and the stock imported direct. In addition to their regular hardware lines they have put into stock a big range of both carriage hardware and harness. Last fall a second extension was necessary. When this was being made, shelf boxes, bicycle step-ladders and other modern devices were installed.

The result is that while both partners are still young men they own a business which compares to advantage with any similar concern within a radius of fifty miles. The causes which contributed to these results were, in the writer's opinion, an ever watchful desire for improvement and a careful study of conditions on the part of one member of the firm, a wise, genial treatment of customers on the part of the other, and the ability as a mechanic of the younger brother, who, by the way, has been admitted into partnership.—Canadian Hardware.

Abandoned the Plan of Hiring Female Drummers.

Woman, fair woman, is invading the realm of business, and it really seems as though we should have to look up men slaves to do our cooking and washing if this thing keeps on. The female drummer has ceased to be a novelty. From all accounts I have not yet heard that she has invaded the shoe business to any serious extent, still it may come, alas, any day when the old war horses, whose faces we have known for years and who have visited the retail trade spring and fall every year for a decade or two, will be laid upon the shelf and their places taken by more (or less) beautiful females who will attempt to induce shoe retailers to place large orders with them. From what I have heard of the invasion of other trades by these petticoated salesmen I should judge that

the change is not exactly agreeable to many retailers who, although they may have a naturally high respect for the sex and who are invariably courteous in their treatment of them when in society, are loath to see them mingling in business matters.

It was only the other day that a merchant in another line of business told me of a case where a firm had failed to sell him a bill of goods, the said retailer being very well satisfied to continue trading with the manufacturer who had served him well for several years. For four successive trips the representative of the rival house called and endeavored to have him place an order, but without success, but last fall a change came over the spirit of his dreams when there marched into his store a trig young woman, dressed in the height of fashion, straight front corsets, L'Aiglon dingle-dangles, and all the rest of the latest ideas. Following her was a hotel porter with two big grips looking like sample cases. It did not take long to find out that the woman represented the firm whose drummer of the male persuasion had been unable to secure an order during the previous seasons, for the woman with the volubility for which her sex is noted opened fire, and took the retailer's breath away with the torrent of her praise of the goods.

The dealer was at first courteous and considerate, but firm in his previously announced position that he was well satisfied with the firm with whom he was dealing and did not wish to see the samples. But that made no difference, and for three solid hours that woman talked, wheedled and cajoled in endeavoring to place an order for those goods. The man's patience had deserted him and when the lady commercial ventured to remark, "You don't seem really to like lady drummers," he was hasty enough to give her a most forcible negative, at the same time consigning the entire tribe of female salesmen to the old-fashioned orthodox locality of eternal punishment. It was not a gentlemanly remark. He was not in the habit of saying such things, and he was naturally courteous to women, but he claimed afterwards that he lost his temper under the unusual provocation.

The drummer did not sell the goods and this dealer told me that the

change in the policy of the firm in hiring female drummers was abandoned before the saleswoman had reached the further point of her outward trip, and long before the return route was entered upon there was a telegram calling her back to the factory and she was given a liberal check for the remainder of the term for which she had been engaged and allowed to seek some other and perhaps more feminine field of industry.—Geo. E. B. Putnam in Boot and Shoe Recorder.

In Dakota.

Divorce Lawyer—What is the cause, madam?

Client—I have been married two years.

Delivery Wagons

We have an extensive line of wagons, and if you expect to buy one it will pay you to see our line before placing your order.

Sherwood Hall Co., Ltd.

Grand Rapids, Mich.

QUALITY IS REMEMBERED

Long After Price is Forgotten

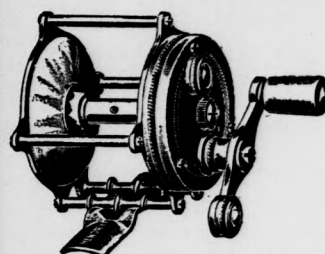
We Have Both

Volk Stamp and Stencil Co.

W. J. VOLK. J. P. SOLOMON. 62-64-66 GRISWOLD ST., DETROIT, MICH.

A trial order for anything in our line will convince you.

Fishing Tackle and Fishermen's Supplies



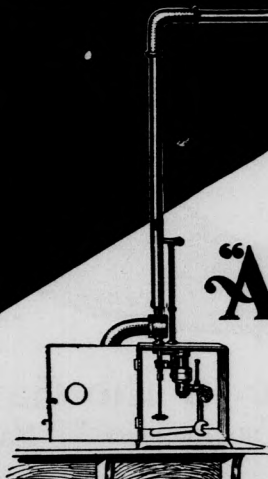
Complete Line of Up-to-Date Goods

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.

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



Proper Treatment of the Display Windows.

Much mooted questions in every day store-keeping life are:

Does it pay to spend money on show windows?

Does it pay to invest in display fixtures and striking backgrounds for the display of shoes?

Those to whom experience has been a devoted teacher will say "yes" in reply to both questions.

A show window that has not thoroughly up-to-date fixtures or modern electric light reflectors is apt to be as somber as a sepulchre. The success of the large department stores is, in a large measure, due to their fearless and almost lavish expenditure of money for window displays. Smaller and exclusive stores would find it to their profit to emulate the example insofar as their capital will permit. Modern and artistic displays, with adequate fixtures and abundant light, are prime essentials in all efforts to "make good."

To-day the advertising interests of a modern store are placed in charge of a man of unquestioned ability—his salary is a secondary consideration, and none the less carefully should the window trimmer be handled. The window trimmer should be selected from the ranks of capable men. You must have a man who is prolific of ideas, of good judgment and possessed of executive ability. You must not be "skimping" in appropriating money for him to expend during the year for fixtures, wax figures, glass shelving and other necessary paraphernalia requisite for securing results.

The professional window trimmer knows the inestimable value of that best of all direct advertising mediums—the show window. He knows what it requires. The show window is the best agent a shoe merchant can employ to boost him to the front ranks of the successful. Always bear in mind that buying fixtures is not a matter of expense, but one of investment that will pay return dividends in increased sales and an increased bank account.

Appropriate backgrounds and floor coverings have a value not to be counted in dollars and cents. They serve to bring out and enhance the beauty of the goods. Tastefully displayed shoes with correct environments compel the attention of the passersby and create sales. If your competitor makes a better window display than you he is apt to get the business, even if his line of goods is not equal in value to yours. It is an easy matter to place your \$2.50 shoes in the window and say they are \$2.50 shoes. The trick of window dressing is to so arrange the shoes that they will look more like \$3 or \$3.50 values. It can be and is done in all the leading establishments. These stores never think of placing a shoe on display unless it contains a foot mold

or is stuffed with curled hair or cotton to give it shape and style.

The shape is a prime factor in the eye of femininity; the quality of the leather, the standard of workmanship is not nearly so important to milady as that mysterious something called "style."

Another failure of many merchants lies in their insane idea that the window must be crammed to its full capacity. This is all wrong. Experience has taught me that a few shoes tactfully and artistically displayed will prove far more effective and sell many more goods than the "stocky" window. The public is not much interested in the extent of your stock, and it does not impress a patron very deeply if she is obliged to wait until you "get a pair out of the window."

The importance of frequent changes in window displays can not be too strongly impressed on the mind of every merchant. It is far better to lead the public to believe that the variety of your stock is adequate to all demands. A few neat showcases distributed about your store at advantageous points will help to display and sell goods. And price tickets; they, too, have a value that you can not estimate. Never think of having a window display without price tickets. Modern fixtures and backgrounds are the first consideration, however. They are not expensive if you buy them right. The comparatively small amount they cost will come back a hundredfold in increased sales.

If you handle a line of shoe findings, do the people know it? No one not connected with your business knows what you have packed away on your shelves. Why not vary your window displays now and then with a display of findings in your silent salesman" show case. Of course, you have one or two for the display of fancy, party and wedding slippers.

Be sure that the inside of your store has life, that it has an air of hustle and activity about it. Do not hesitate to spend a few dollars for decorative effect—just remember that the big, successful stores were not always big. Follow their example as closely as you can afford. It was push, energy and the wise expenditure of money for sale attracting displays that put them where they are. "History repeats itself," you know.—Geo. E. Mac Faddin in Shoe Retailer.

Patent Leather Shoes Not Indispensable.

Patent leather shoes, although always an addition to evening dress, have ceased to be regarded as indispensable. Many men seen on Sundays as they walk on the avenue wear ordinary button gaiters, for they are out to take exercise and are dressed because it is Sunday. That does not alter the fact that patent leather shoes are more suited to this kind of dress. It is in recognition of this fact that many men who go out for exercise on Sunday mornings do not put on their Sunday clothes until they come home. Then they assume the frock coat and the rest of the dress that goes with it.



"Come Again, Customers"

The First Sale of Hard-Pan Shoes

never fails to bring the buyer back for another pair. One first-class dealer in a town sells them. That's where your profit comes in. There is a big demand right now for Hard-Pan Shoes from the dealers who handle them. Made in 15 styles—High cuts, Bals and Congress, plain toe and tipped, single soles, half double soles and double soles and tap.

We're stocked all right on every number. Don't want to unload any goods on you—just give us a chance to show you samples.

Our name on the strap of every pair of genuine Hard-Pans.



The Herold-Bertsch Shoe Co.

Makers of Shoes

Grand Rapids, Mich.

The PROOF of the RUBBER is in the WEARING

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

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

(Name supplied upon request.)

WHAT MORE CAN WE SAY? ONLY THIS:

Send your orders for rubbers to

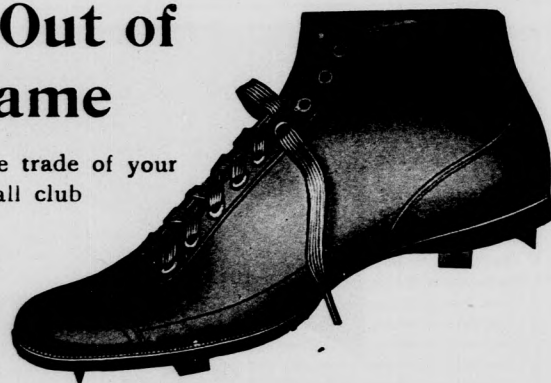
Waldron, Alderton & Melze, Saginaw, Mich.
Wholesale Shoes and Rubbers. State Ag'ts Lyco. R. Co.

You Are Out of The Game

Unless you solicit the trade of your local base ball club

They Have to Wear Shoes

Order Sample Dozen



And Be in the Game

SHOLTO WITCHELL
Everything in Shoes

Sizes in Stock

Majestic Bld., Detroit

Protection to the dealer my "motto"

No goods sold at retail

Local and Long Distance Phone M 2226

Millinery Good Field for Men Workers.

All other things being a little more than equal, the field of the man milliner in the United States offers to man's millinery talent more inducement to venture than is to be found in any other occupation.

As a first proposition, the man milliner is accepted generally as the dictator of all that is desirable in hats and bonnets, regardless of the measure of his art in the concrete product. That a hat designed by a man and bought of a man naturally should be better than the same hat designed by a woman and bought of a woman is one of woman's superstitions, to say the least. In this alone the man milliner has a business proposition made before he opens shop which may go a long way toward distancing any possible woman competitor opening a place in the same block.

But stronger than this is the further fact that where a man with the taste for a millinery creation and the nerve to tackle the business does undertake the work of the man milliner, he promises far more to the art of hat making than does the woman who has the same inherent art.

Suggestive of just what the man milliner's opportunity is in the United States at large, the figures from the national census are striking. The total number of persons worthy the denomination "milliners" is 87,859. But as indicating the chances of the man in the business, the fact that of these milliners 82,936 are women and only 1,696 are men, the opportunity for hat and bonnet talent in the ranks of young men seems almost inexhaustible.

One light on these figures in comparison is that few of the men who are listed in the ranks of the man milliners really work at making hats, and that at the same time a good many of the men so classified are only owners of shops, administering the business as they would any other commercial line of which they were the heads. Doubtless several thousands of these women milliners are working milliners in the shops of the men milliners.

But the figures of the same census on the apprenticeships of the two sexes show that, while 3,184 girls are working at the trade, there are only forty-three boys attempting to master its intricacies.

From the point of view of the woman milliner, the wonder is not that so few men are engaged in the business but that so many have found a field of work where they "had no business whatever."

As against this view, too, the man milliner has little to say as a "come back." He doesn't know just why it was that he went into the business in the beginning, although he plumes himself upon the fact that were he to go out of the business which he has built up and relinquish it to a woman, his women customers would be the first to rise in protest, however their husbands might chuckle. For it is one of the laws of the man milliner that the woman wearer of

his creations shall pay dearly for the privilege.

All levity aside, however, there are few who will dispute that the capable man milliner naturally should be the leader in the art. Under any circumstances where the taste of the woman leans toward millinery and when her condition in life is such as to force her to work the millinery shop is a most natural venture for her. Just as her material needs press upon her, the ease with which she goes into the millinery business is patent.

On the other hand, even where the man feels a natural taste and aptitude for the millinery business as a business, he is not likely to regard the prospects with any great show of enthusiasm. He is not likely to take the subject of the venture up in general conversation at the club. And especially where the man is moved to become a designer of hats and bonnets for women he is likely to feel that the taste and bent are sadly out of harmony with his sex.

It is as a millinery designer that the man always has shone. Women everywhere are willing to concede that in this work the competent man is the superior of the competent woman, even if she will not acknowledge just why it is so. Not all women are to be flattered into buying a hat creation just because it is the work of a man and for that reason should cost twice what the same hat from a woman's hand would cost. The man dressmaker is the epitome of his art; the man milliner naturally follows a close second to him. In each of these fields there is the natural indisposition of the man to enter, all else being equal, and it may be conceded that it is some overmastering taste in the art of millinery and dressmaking alike which brings the man into it.

There are more great men painters than there are women painters, more great men poets than women poets; more great men in literature than there are women. Yet for generations these fields have been open impartially to women.

So far as concerns the artistic nature in the man and the woman who are designing hats the point is that the impulse to the woman is natural and the taking up of the work easy; whereas for the man the impulse is unnatural and the expression of public opinion a natural deterrent. Thus a greater art in the man is exacted before he goes into the work, and having this greater art and the higher concentration of his powers his work shows them.

As an opening for men's endeavor the millinery field in this country is broad and inviting. First, to experience the strong, intuitive promptings to the work is a necessity; after that, application and study promise more than an ordinary degree of worldly success.

William G. Richards.

Then They Had Some.

He—There's one thing I will say you make quite as well as your mother used to make it!

She—What's that?

He—Trouble.



Mayer
MARTHA WASHINGTON
COMFORT SHOES

These splendid comfort shoes are little wonders. They secure and hold the trade **solid**.

Once you get a Martha Washington customer, you can depend upon a **permanent** customer.

The secret of their popularity is in their fitting qualities. Try as hard as they may, imitators cannot duplicate the comfort features of Martha Washington shoes. Now being extensively advertised. Write for samples.

F. Mayer Boot & Shoe Co
Milwaukee, Wis.

MILWAUKEE
F. MAYER & SONS
CUSTOM MADE

MICHIGAN
SHOE CO
DETROIT

Buy Now
Buy Bostons

Bostons are always durable. The line contains every practical and desirable feature in rubber footwear that ingenuity and experience have evolved up to date.

Prices advance May first. If you place your order now you will come nearer having the right assortment for your locality than you will if you buy a month from now, when the demands of the past season are not as fresh in your memory as they are to-day.

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

MEN OF MARK.

Chas. F. Louthain, Manager Leonard Crockery Co.

Fortunate is the man who was born to good opportunity; more fortunate is the man who was born with a faculty to see and a will to embrace an opportunity. Life is full of opportunities or chances to do things and acquire advantages, and the main thing is to make the most desirable selection among the many. Yet the majority of men go through life with their eyes apparently closed to the good fortunes that are tempting them on every hand; although probably the fact is that the majority lack the courage or the energy to seize any opportunity that will involve risk and hard and persistent effort. The boy or young man who is willing to embrace the first promising chance, without reference to the strenuousness of the career involved in it and is willing to work hard and persistently for all the advantage there is in his allotted pursuit, is sure to realize a large measure of real success.

If we were to scan carefully the lives of successful business men we would find that the greater number of them did not make a special selection of their vocations after having compared them with many others. In the majority of instances chance and necessity throw people against opportunity and they accept it as the best thing at the time. At this initial point comes the test of the individual character. If the boy or youth take hold of his chance vocation with zeal, steadfast purpose and persistence he will make progress toward success. He will have an eye single to what he is doing, and will not fiddle, loiter and complain because other youngsters have easier jobs at better pay. He will accept his line of work as his fortune and make the best of it. Without knowing it by the name, he will be a true philosopher and settle to the conclusion that not all young men were destined to the same pursuit and that one is about as good as another if it be well followed. Such an one seems to have been Chas. F. Louthain, the contemplation of whose instructive life has evoked these remarks. There is nothing very spectacular or thrilling in the recital of his career. He was not born over seas, was not nurtured in a log cabin, did not drift from place to place and encounter various trying experiences, was not poverty stricken and in distress until chance gave him the opportunity to begin the upward ascent in a fortunate career. Perhaps the recital of his life's history would be of greater interest to many if he had been subjected to more heroic adventure than fell to his lot. Yet to the wisely considerate Mr. Louthain's life is deeply impressive, because it is illustrative of the truth that the best results can be attained in any ordinary situation, if the character of the man be right and the pursuit toward the desired end along the lines of fair dealing and integrity. Such a business course as that shows that success does not depend, as many men suppose, on brilliant facul-

ty, oversharphness that trenches on dishonesty or on adroit taking advantage of others' deserved or undeserved weakness, ignorance or malfortune.

Chas. F. Louthain was born on a farm in Grundy county, Illinois, March 1, 1856. He resided there until 15 years of age, when he went to Chicago, where he happened to be at the time of the big fire of 1871. His education was obtained in the country schools and the ungraded school of a nearby village, and it is a matter of record that he never attended any scholastic institution very long except the school of Experience.

Mr. Louthain's first work in Chicago was handling fruit for a commission house on South Water street. In 1875 he entered the employ of Stettauer Bros. & Co., corner Mad-

two years. From this department he passed into the sales department, of which he ultimately became Assistant Manager. During his connection with this department he developed his business selling system, which is calculated to increase the volume of any business house which places the system in full operation. He retired from the employment of J. V. Farwell & Co. in March, 1901, and during the past five years he has introduced this system into the following houses: Hargadine-McKittrick Dry Goods Co., St. Louis; Ely & Walker Dry Goods Co., St. Louis; Koehler & Hinrichs, St. Paul; Wright, Barrett & Stilwell Co., St. Paul; Guiterman Bros., St. Paul; Leithead Drug Co., Duluth; John Leslie Paper Co., Minneapolis; P. Hayden Saddlery Hardware Co., St. Louis; Cahill-Swift Manufacturing Co., St. Louis; Ed-

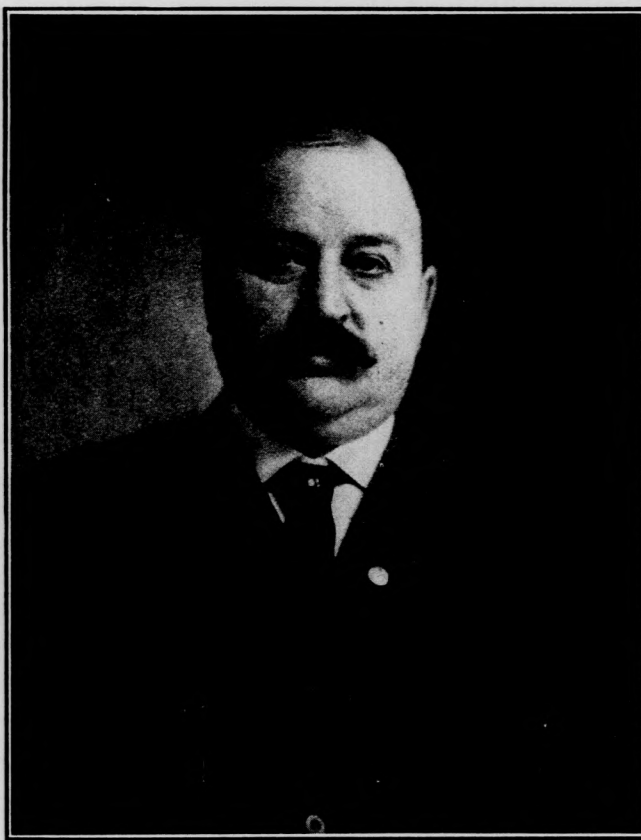
sion work, having long been identified with the Pacific Garden Mission in Chicago as vocalists as well as field workers. Since removing to this city they have joined hands with the Market Street Mission and their voices are frequently heard at that place. Mr. Louthain is also a member of the Gideons and the Royal Arcanum. He has had charge of the music at the National conventions of the Gideons for several years. He has a hobby in the shape of fishing and hunting, especially the former, and can hold a rod all day, whether he gets a bite or not. Before he acquired so much avoirdupois he enjoyed hunting ducks and prairie chickens in the Northwest.

Personally Mr. Louthain is a very entertaining talker, especially the subject with which he is most familiar. His devotion to business system amounts almost to a mania, inasmuch as he has given the subject so much study and thought that he has acquired many ideas on the subject with which the average merchant is unacquainted. He argues that the selling department is the vital feature of any business. He admits the old maxim that "goods well bought are half sold," but says no matter how well the goods may be bought, no money is made until they are completely sold, and this requires salesmanship to-day of a high order. He believes that the sales of any house can be augmented by the adoption of the proper system, and his constant effort is put forth to perfect himself and his associates and customers along these lines.

Credit a Priceless Possession.

Credit is the most precious possession a business man can have. It is acquired, maintained and preserved by certain qualities that seem to be inherent in the man. Credit is like a delicate piece of porcelain. You may break it and put it together again, and for purposes of utility may possibly be just as good as it ever was, but the cracks are there and you can see where it was broken. And so it is with the man whose credit is once impaired. He may be able to buy goods again, his standing among mercantile houses may be very fair, but it can never be restored to the superb condition in which it once was. And so all merchants, young and old, should regard credit as a priceless possession. Do not let it be trifled with, and allow nothing to impair it or injure it.

On account of the open winter which has permitted the continuance of outdoor work, a smaller number of laborers have returned to Europe than usual. The number returning to Italy for the winter was about 75,000 below the usual figure. For this and other reasons immigration is expected to show a falling off this year. A vast amount of work customarily done in summer is already finished, and this will have the effect of making the labor market easy until August or September, when it will be too late to greatly affect the year's immigration.



Charles F. Louthain

ison and Franklin streets, as office boy. He remained with this house five years, when he entered the employ of J. V. Farwell & Co., taking a position in the shipping department of the wholesale store. He remained with this house from 1880 to 1885, when ill health compelled him to seek outside work and he went on the road as specialty salesman for Warder, Bushnell & Glessner, of Chicago and Springfield, Ohio. He remained with this house several years, covering Wisconsin and Iowa with the regularity of clock work. The work was so congenial that he gained a pound a week for the first twelve weeks—and has never lost it since. On the complete restoration of his health he returned to the employ of J. V. Farwell & Co. as general assistant in the shipping department, remaining in that capacity for

son, Moore & Co., Detroit; Wemott, Howard & Co., St. Paul, and many others.

In June, 1905, Mr. Louthain came to Grand Rapids to put his system into effect in the wholesale department of H. Leonard & Sons. Three months later the Leonards realized that they had found a man, as well as a system, and that it would be to their advantage to retain him as General Manager of the establishment, which they proceeded to do by merging their business into a stock company and placing Mr. Louthain in the position of General Manager.

Mr. Louthain was married March 27, 1875, to Miss Rose Ferris, of Chicago. They have had no children. They are members of the Garfield Park M. E. church, of Chicago, but find their greatest enjoyment in mis-

Reeder's

Poetical Truths

Simple Simon went a fishing,
For to catch a whale;
And all the water that he had
Was in his mother's pail.

But catching naught made Simon mad
And to the store he ran;
Said he, "Now help me out, dear sir,
As soon as e'er you can."

"Tis easy done," replied the man,
"Just buy a pair of Hood's,
Then to the fish pond go with haste
And you will get the goods."

"You need not fear wet feet or chill,
For Hood's are safe and sure.
They're made for use instead of show
From rubber that is pure."

This good advice did Simon heed,
And hooked the long-sought whale.
Said he, "When fishers trust in Hood's
Their luck can never fail"

HOOD RUBBERS

Geo. H. Reeder & Co.

State Agents

Grand Rapids, Mich.

WHITE HOUSE

DWINELL-WRIGHT CO.
BOSTON.—Principal Coffee Roasters.—CHICAGO.

COFFEE



It Must Be a Great Satisfaction

for retail grocers to be able to insure the goods they sell against dis-satisfaction. Knowing this, and thoroughly imbued with the idea, when Dwinell-Wright Co. first put on the market the now-celebrated

White House Coffee

the firm created a standard of excellence the whole coffee-world has since adopted. Even the "Pure Food" principles—the *sine qua non* of commercial integrity—coincide exactly with the "White House" Coffee platform: **absolute purity, insurance against adulteration, and coffee robbery.** It will be a great satisfaction to your customers if you supply

WHITE HOUSE COFFEE

SYMONS BROS. & CO., SAGINAW, MICHIGAN

Wholesale Agents for the Distribution of

DWINELL-WRIGHT CO.'S COFFEES AND SPICES

Has it Occurred to You That There Is a Difference



In Rubbers?

Some are good, others are better.

The "Glove" Brand Is the Best

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

Hirth, Krause & Co.

Shoe Manufacturers

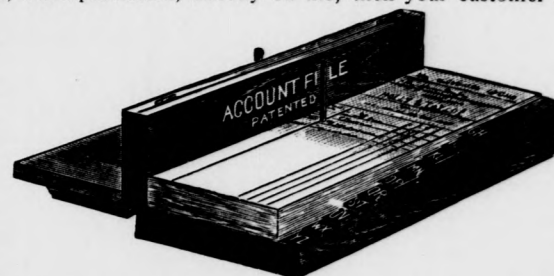
Grand Rapids, Michigan

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

A Merchant of the "Old School."

That there exists—"still and here and there," a preterist would parenthetically remark—appreciation of the fact that to accumulate a great fortune is not the only form of success that justifies pride was well illustrated when the family of a man who had long kept a little shoe store on Eighth avenue told the reporter in search of material for an obituary article how this man had been content to conduct his business on the quietest and most conservative lines, and yet had been able to give each of his sons an effective "start" in a learned profession. He never had any "marked-down sales," it seems, and, indeed, had been content to let his stock dispose of itself on its merits and adaptation to the needs of those living in the vicinity of the shop. It consequently remained about the same as year after year went by, supplying comfortably all the family needs as the family understood needs, including that of a good education for its members, but there was no commercial growth, no "spreading out," nothing at all sensational or distinctively modern, and, as most people will say, no "enterprise." We are not quite sure that the implied criticism of merchants who follow other methods has even a little justification, and our doubt is not based on any instinctive disapproval of a man who does not utilize the assistance which advertising offers. It rests, rather, on a feeling that this excellent man simply followed his own tastes, and that the difference between his tastes and those of other men as excellent as he was a matter of constitutional peculiarity rather than of superior virtue. Enterprising merchants—merchants who transform the little shop into the great store of many departments—also have a desire to give their children good educations, and not quite all their sons escape the more or less pleasant slavery of a learned profession. The Eighth avenue shoe dealer did well, and his sons have the best of rights to rejoice as much as they see fit over the combined modesty and elevation of his desires, but, just as he filled his place, so others fill theirs, and it takes all sorts of people to make a world. The dangers of wealth are undoubtedly many, but those of poverty are at least as numerous, and it is not for nothing that such a vast majority of human beings are reckless in preferring the former to the latter. On no subject is more cant talked than on this one of money perils.—New York Times.

German manufacturers are buying American shoemaking machinery, importing American foremen and preparing to imitate on a large scale the shoes produced in the United States. Perhaps by the time they have become familiar with our methods we shall have discarded them for better ones, as has occurred in other lines, but, nevertheless, the Germans are indefatigable in industrial enterprise and Americans must be alert to the competition they are developing.

Hardware Price Current

AMMUNITION			
Caps			
G. D., full count, per m.	40		
Hicks' Waterproof, per m.	50		
Musket, per m.	75		
Ely's Waterproof, per m.	60		
Cartridges			
No. 22 short, per m.	2 50		
No. 22 long, per m.	3 00		
No. 32 short, per m.	5 00		
No. 32 long, per m.	5 75		
Primers			
No. 2 U. M. C., boxes 250, per m.	1 60		
No. 2 Winchester, boxes 250, per m.	1 60		
Gun Wads			
Black Edge, Nos. 11 & 12 U. M. C.	60		
Black Edge, Nos. 9 & 10, per m.	70		
Black Edge, No. 7, per m.	80		
Loaded Shells			
New Rival—For Shotguns			
No.	Drs. of Powder	oz. of Shot	Size Gauge Per
120	4	1 1/4	10 100
129	4	1 1/4	9 10
128	4	1 1/4	8 10
126	4	1 1/4	6 10
135	4 1/2	1 1/4	5 10
154	4 1/2	1 1/4	4 10
200	3	1	10 12
208	3	1	8 12
236	3 1/4	1 1/4	6 12
265	3 1/4	1 1/4	5 12
264	3 1/2	1 1/4	4 12
Discount, one-third and five per cent.			
Paper Shells—Not Loaded			
No. 10, pasteboard boxes 100, per 100.	72		
No. 12, pasteboard boxes 100, per 100.	64		
Gunpowder			
Kegs, 25 lbs., per keg.	4 90		
1/2 Kegs, 12 1/2 lbs., per 1/2 keg.	2 90		
1/4 Kegs, 6 1/4 lbs., per 1/4 keg.	1 60		
Shot			
In sacks containing 25 lbs.			
Drop, all sizes smaller than B.	1 85		
Augurs and Bits			
Snell's	60		
Jennings' genuine	25		
Jennings' imitation	50		
Axes			
First Quality, S. B. Bronse	6 50		
First Quality, D. B. Bronse	9 00		
First Quality, S. B. Steel	7 00		
First Quality, D. B. Steel	10 50		
Barrows			
Railroad.	15 00		
Garden.	33 00		
Bolts			
Stove	70		
Carriage, new list.	70		
Plow.	50		
Buckets			
Well, plain.	4 50		
Butts, Cast			
Cast Loose Pin, figured	70		
Wrought, narrow.	60		
Chain			
1/4 in 5-16 in. 3/4 in. 1/2 in.			
Common.	7 c.	6 c.	4 c.
BB.	8 c.	7 c.	6 c.
BBB.	8 c.	7 c.	6 c.
Crowbars			
Cast Steel, per lb.	5		
Chisels			
Socket Firmer.	65		
Socket Framing.	65		
Socket Corner.	65		
Socket Slicks.	65		
Elbows			
Com. 4 piece, 6 in., per doz.	75		
Corrugated, per doz.	1 25		
Adjustable	dis. 40&10		
Expansive Bits			
Clark's small, \$18; large, \$26.	40		
Ives' 1, \$18; 2, \$24; 3, \$30	25		
Files—New List			
New American	70&10		
Nicholson's	70		
Heller's Horse Rasps.	70		
Galvanized Iron			
Nos. 16 to 20; 22 and 24; 25 and 26; 27, 28	dis. 12 13 14 15 16 17		
Discount, 70.			
Stanley Rule and Level Co.'s	60&10		
Glass			
Single Strength, by box	dis. 90		
Double Strength, by box	dis. 90		
By the light	dis. 90		
Hammers			
Maydole & Co.'s new list.	dis. 32 1/2		
Yerkes & Plumb's	dis. 40&10		
Mason's Solid Cast Steel	300 list 70		
Hinges			
Gate, Clark's 1, 2, 3.	dis 60&10		
Hollow Ware			
Pots.	50&10		
Kettles.	50&10		
Spiders.	50&10		
Horse Nails			
Au Sable.	dis. 40&10		
House Furnishing Goods			
Stamped Towels, new list.	70		
Stamped Towels.	50&10		

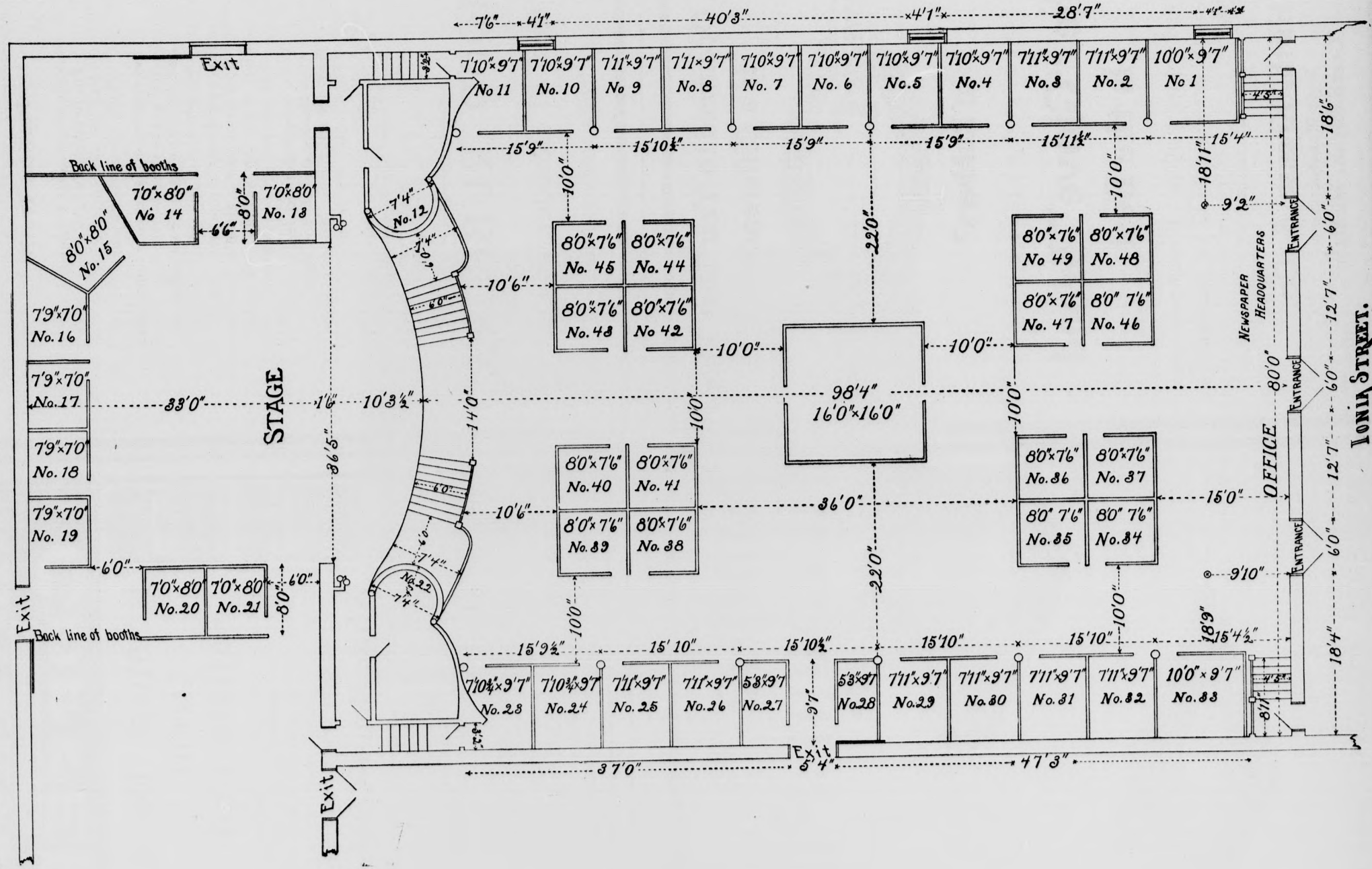
Iron	
Bar Iron	2 25 rate
Light Band	3 00 rate
Knobs—New List	
Door, mineral, Jap. trimmings	75
Door, Porcelain, Jap. trimmings	85
Levels	
Stanley Rule and Level Co.'s	dis.
Metals—Zinc	
600 pound casks	8
Per pound	8 1/2
Miscellaneous	
Bird Cages	40
Pumps, Clister.	75&10
Screws, New List	85
Castors, Bed and Plate	50&10&10
Dampers, American.	50
Molasses Gates	
Stebbins' Pattern	60&10
Enterprise, self-measuring.	30
Pans	
Fry, Acme	60&10&10
Common, polished	70&10
Patent Planished Iron	
"A" Wood's pat. plan'd, No. 24-27.	10 80
"B" Wood's pat. plan'd, No. 25-27.	9 80
Broken packages	1/2 c per lb. extra.
Planes	
Ohio Tool Co.'s fancy.	40
Sciota Bench	50
Sandusky Tool Co.'s fancy.	40
Bench, first quality.	45
Nails	
Advance over base, on both Steel & Wire	
Steel nails, base	2 35
Wire nails, base	2 15
20 to 60 advance	Base
10 to 16 advance	6
8 advance	20
6 advance	30
4 advance	45
3 advance	70
2 advance	15
Fine 3 advance.	15
Casing 10 advance	25
Casing 8 advance.	25
Casing 6 advance.	25
Finish 10 advance.	25
Finish 8 advance.	25
Finish 6 advance.	45
Barrel 1/2 advance	85
Rivets	
Iron and tinued	50
Copper Rivets and Burs	4
Roofing Plates	
14x20 IC, Charcoal, Dean	7 60
20x28 IX, Charcoal, Dean	9 00
14x20 IC, Charcoal, Dean	15 00
14x20 IC, Charcoal, Allaway Grade	7 50
20x28 IX, Charcoal, Allaway Grade	9 00
20x28 IX, Charcoal, Allaway Grade	15 00
20x28 IX, Charcoal, Allaway Grade	18 00
Ropes	
Sisal, 1/2 inch and larger	9 1/2
Sand Paper	
List acct. 19, '86	50
Sash Weights	
Solid Eyes, per ton	28 00
Sheet Iron	
Nos. 10 to 14	3 60
Nos. 15 to 17	3 70
Nos. 18 to 21	3 90
Nos. 22 to 24	4 10
Nos. 25 to 26	4 20
No. 27	4 30
All sheets No. 18 and lighter, over 30 inches wide, not less than 2-10 extra.	4 10
Shovels and Spades	
First Grade, Doz.	5 50
Second Grade, Doz.	5 00
Sole	
1/2 1/2	21
The prices of the y other qualities of solder in the mar indicated by private brands vary ding to composition.	
Steel and Iron	
Steel and Iron	60-10-5
Tin—/n Grade	
10x14 IC, Charcoal	10 50
14x20 IC, Charcoal	10 50
10x14 IX, Charcoal	12
Each additional X on this grade, 1/2	
Tin—Allaway Grade	
10x14 IC, Charcoal	9 00
14x20 IC, Charcoal	9 00
10x14 IX, Charcoal	10 50
14x20 IX, Charcoal	10 50
Each additional X on this grade, 1/2	
Boiler Size Tin Plate	
14x56 IX, for Nos. 8 & 9 boilers, per lb	13
Traps	
Steel, Game	75
Oneda Community, Newhouse's	40&10
Oneda Com'y, Hawley & Norton's	65
Mouse, choker, er doz. holes	1 25
Mouse, delusion, per doz.	1 25
Wire	
Bright Market	60
Annealed Market	60
Coppered Market	50&10
Tinned Market	50&10
Coppered Spring Steel	40
Barbed Fence, Galvanized	2 75
Barbed Fence, Painted	2 45
Wire Goods	
Bright.	30-10
Screw Eyes.	30-10
Hooks.	30-10
Gate Hooks and Eyes.	30-10
Wrenches	
Baxter's Adjust. No. 1, Nickel.	80
Co's Goods.	40
Co's Patent Adjust. No. 1, Wrought.	70&10

Crockery and Glassware

STONEWARE	
Butters	
per doz.	48
gal. per doz.	6
ch	56
sach	70
12	84
15 g	1 20
20 gal	1 60
25 gal	2 25
30 gal	2 70
Churns	
2 to 6 gal.	6 1/2
Churn Dash s, per doz	84
Milkpans	
1/2 gal. flat or round bottom, per doz.	48
1 gal. flat or round bottom, each	6
Fine Glazed Milkpans	
1/2 gal. flat or round bottom, per doz.	60
1 gal. flat or round bottom, each	8
Stewpans	
1/2 gal. fireproof, ball, per doz	85
1 gal. fireproof ball, per doz	1 10
Jugs	
1/2 gal. per doz.	60
1/4 gal. per doz.	45
1 to 5 gal., per gal.	7 1/2
Sealing Wax	
5 lbs. in package, per lb.	2
LAMP BURNERS	
No. 0 Sun	51
No. 1 Sun	38
No. 2 Sun	50
No. 3 Sun	50
Tubular	50
Nutmeg	50
MASON FRUIT JARS	
With Porcelain Lined Caps	
Pints	Per gross 6 00
Quarts	6 00
1/2 gallon.	8 00
Caps.	2 25
Fruit Jars packed 1 dozen in box.	
LAMP CHIMNEYS—Seconds	
Per box of 6 doz.	
Anchor Carton Chimneys	
Each chimney in corrugated tube	
No. 0, Crimp top.	1 70
No. 1, Crimp top.	1 75
No. 2, Crimp top.	2 75
Fine Flint Glass in Cartons	
No. 0, Crimp top.	3 00
No. 1, Crimp top.	3 25
No. 2, Crimp top.	4 17
Lead Flint Glass in Cartons	
No. 0, Crimp top.	3 31
No. 1, Crimp top.	4 04
No. 2, Crimp top.	5 04
Pearl Top in Cartons	
No. 1, wrapped and labeled.	4 60
No. 2, wrapped and labeled.	5 30
Rochester in Cartons	
No. 2, Fine Flint, 10 in. (85c doz.)	4 61
No. 2, Fine Flint, 12 in. (\$1.25 doz.)	7 50
No. 2, Lead Flint, 10 in. (95c doz.)	5 50
No. 2, Lead Flint, 12 in. (\$1.65 doz.)	8 75
Electric in Cartons	
No. 2, Lime, (75c doz.)	4 26
No. 2, Fine Flint, (85c doz.)	4 60
No. 2, Lead Flint, (95c doz.)	5 50
LaBastie	
No. 1, Sun Plain Top, (\$1 doz.)	5 70
No. 2, Sun Plain Top, (\$1.25 doz.)	6 90
OIL CANS	
1 gal. tin cans with spout, per doz.	1 25
1 gal. galv. iron with spout, per doz.	2 11
2 gal. galv. iron with spout, per doz.	2 11
3 gal. galv. iron with spout, peer doz.	3 11
5 gal. galv. iron with spout, per doz.	4 11
3 gal. galv. iron with faucet, per doz.	3 75
5 gal. galv. iron with faucet, per doz.	4 75
5 gal. Tilted cans	7 00
5 gal. galv. iron Nacetas	9 00
LANTERNS	
No. 0 Tubular, side lift	4 65
2 B Tubular	6 40
15 Tubular, dash	8 60
2 Cold Blast Lantern	7 75
12 Tubular, side lamp	12 60
o. 3 Street lamp, each	3 50
LANTERN GLOBES	
No. 0 Tub., cases 1 doz. each, bx. 10c.	50
No. 0 Tub., cases 2 doz. each, bx. 15c.	50
No. 0 Tub., bbls. 5 doz. each, per bbl.	1 00
No. 0 Tub., Bull's eye, cases 1 dz. each	25
BEST WHITE COTTON WICKS	
Roll contains 32 yards in one piece.	
No. 0 1/2 in. wide, per gross or roll.	25
No. 1, 1/2 in. wide, per gross or roll.	30
No. 2, 1 in. wide, per gross or roll	45
No. 3, 1 1/2 in. wide, per gross or roll	85
COUPON BOOKS	
50 books, any denomination	1 50
100 books, any denomination	2 50
500 books, any denomination	11 50
1000 books, any denomination	20 00
Above quotations are for either Tradesman, Superior, Economic or Universal grades. Where 1,000 books are ordered at a time customers receive specially printed cover without extra charge.	
Coupon Pass Books	
Can be made to represent any denomination from \$10 down.	
50 books	1 50
100 books	2 50
500 books	11 50
1000 books	20 00
Credit Checks	
500, any one denomination	2 00
1000, any one denomination	3 00
2000, any one denomination	5 00
5000, any one denomination	10 00

MICHIGAN TRADESMAN

Floor Plan of the Fourth Annual Food and Industrial Exposition, Given by the Grand Rapids Retail Grocers' Association at the Auditorium May 7 to 19, inclusive



IONIA STREET.

DOLLARS AND CENTS.

They Are the Most Vicious Standard of Success.

The most vicious standard of success in the world is that which sets up dollars and cents as the height of human ambition, for the simple reason that no matter how much money a man may acquire there never comes a time when he can rest and be content that he has enough if he has been a devotee to the money god. There is a man in New York who has set his ambition at one billion dollars, and if he ever lives to acquire that he will be sorry that it is not two billion. The man who makes money the be-all and end-all of his career is the most miserable in the world. I do not believe that any man should have more than \$10,000 a year, for if he lives right he does not need any more.

Organized society as it exists to-day might fairly be divided into two general classes—those who have more appetite than dinners and those who have more dinners than appetite. I feel positively certain that the greater amount of real misery exists among the people of the latter class.

We ought to be careful not to let ourselves get too deeply engrossed with the affairs of this world in the matter of money getting. It cramps and narrows the soul, weakens the character in its power to resist temptation, and blinds the perceptive faculties to many of the higher and greater virtues to be found in art, literature, charity to our fellow men, and all that goes to the upbuilding of a character that will command respect after the man is through with the things of this world.

As a life work I would rather be able to provide for the needs of a family, enjoy the fellowship of good books and good friends, and write one book that would be read a hundred years from now than to be able to amass all the money in the world.

It often is said that the opportunities for the young man are as good to-day as ever they were in the history of the world, and I heartily agree with that idea. All young men may not see the matter in that light. When I was a young man I used to think that if I had come to Minnesota in 1854 I would have had better opportunities than I did have, but it was a mistaken idea of youth, and I am glad now that I did not, for the simple reason that I would have been dead now and there is no hope in this world for the dead man though he be not buried. I wish to impress this upon all—that as long as you have the breath of life you should aim to be achieving something. Do not allow yourselves to go like bits of dead bark that have been chipped from a log and go floating listlessly down the stream of life toward the great ocean of eternity, with not character enough to breast the tide.

What, then, is the most desirable thing in the world and the foundation for all true success? It is character, that quality that makes a man the same being when he is alone in the privacy of his own room as he is in public under the scrutiny of the

world. All the money in the world can not buy an honest man, despite the infamous taunts of skeptics which we often hear quoted that every man has his price. Being a good poker player may sometimes put a man into the legislatures of this country, or at least not debar him, but it is honesty that makes men railway managers and bank presidents, and there never was such a demand for honest men in the world as there is to-day.

Young men, I wish to impress upon you this truth—for every night you spend in what may appear to you an innocent debauch, when you come to be 40 years of age you will regret it if there is enough of manhood left about you to be capable of that feeling. If you could come into the room where the board of pardons holds its sessions and see, as I have seen, the broken hearted fathers and mothers, sisters and wives, pleading for the redemption of those whose iniquities have brought disgrace to their families and despair to the hearts of friends, you would value a blameless character as the most priceless thing in the world, and you would learn that the moment a man departs from the path of rectitude and takes a dollar that does not belong to him, that moment he has lost something that he never can recover though he may live to be a better man in after life, for it is never too late to reform, but he never can win back what he once held—a spotless character.

To the young men I want to say that it is one of their highest duties to take an intelligent interest in politics and to become as well informed as possible on the political history of the past, and the quotations which now hold the platform before the American people. It is a duty that you all owe to the land of your birth or of your adoption. The future of this nation depends upon the character of the young men who are entering now upon the duties of life. I do not mean to say that you should have political positions as one of the aims of your ambition unless you feel yourself specially qualified, but it is only as the young men of the nation take an interest in honest politics and demand honest men for public trust that the future of the nation will improve.

Make a resolve never to sell your conscience for the sake of making a friend, for the man who would ask you to do something contrary to what is right is not worth having for a friend. Remember this, that Abraham Lincoln stands and always will stand as a bright star in the political firmament of America not because he was right, or brilliant, or witty, but with all his other fine qualities he was above all things a good man and left behind him a character absolutely spotless. Had he done one dishonest act for the purpose of gain it would have been like a blot of ink on a sheet of white paper.

Good character is like the mountain tops which one sees towering above the mists and fogs which may obscure the sun from those at the base, but the mighty columns eternally

rear their heads above the clouds and bask serene in the full glory of the heavenly sunshine. So in the storms and trials which are bound to beset every life the only sure and safe pillars are honesty and truth, upon which all success in life is based.

John A. Johnson,
Governor of Minnesota.

The Only Thing To Do.

By all means, my son, if you truly feel the divine afflatus, go into Literature, with the large L that attaches to daily newspaper work. Why, just think of the influence you can control, the power you can exert. Then, too, it is such fun to sit all day before a desk and in an antiquated cushioned chair that squeaks its approval every time your afflatus cuts loose and gets there with both feet. And there isn't anything of gears, shafting, pulleys and things that are noisy and greasy about them. You can wear white shirts, collars and cuffs, smoke cigarettes, look wise when you are in the dark and disgusted when you are wise. By all means, my son. Why, there isn't any question about it, or if there is it is ably and correctly answered by the last annual canvass made by the State Labor Bureau of Michigan.

This canvass shows that there are eighty-five daily papers published in Michigan, which furnish employment to 462 persons in the editorial and reportorial departments, and that the average salary of these 462 bright lights is 70 cents less than the daily wage paid to linotype operators, which is \$3.42 per day. Figure this out, my boy, and see where you're at, remembering all the time that, as a reporter or editorial writer, you can go and come somewhat as you please, wear creased trousers and all the latest styles in haberdashery and get free tickets to all church dinners, picnics and elocutionary recitals. And they are great I assure you.

An Incurable Complaint.

"The doctor says there's one complaint he can't cure."

"What's that?"

"The one his patients make about their bills."

An "Opening" Sale

Do something. Start the spring business coming your way.

You cannot overestimate the value and profit of a rousing Spring "Opening" Sale. It will throng your store with cash customers. It will sell quantities of your goods at a profit. It will advertise your business. My personally conducted "Opening" Sales make spring business doubly active and are a success in the truest sense of the word. Attractive store decorating and card and sign writing, combined with forceful advertising, add to the value and effectiveness of my trade winning plans.

Are you ready for a big business movement of this kind? Write me. Right now.

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.

Established 1888. The Test of Time



Your Choice
Expert Sales Managers
Stocks Reduced at a Profit. Entire Stock Sold at Cost. Cash Bond Guarantee.

G. E. STEVENS & CO.
324 Dearborn St., Chicago, Suite 460
Phone 5271 Harrison, 7252 Douglas
No commissions collected until sale is brought to successful point. No charge for preliminaries. Job printing free. If in hurry, telegraph or phone at our expense.

Deal With Firm That Deals Facts.

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.

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

Sold only in bottles bearing our address

FOOTE & JENKS
JAXON
Highest Grade Extracts.

Foot & Jenks
JACKSON, MICH.

COLEMAN'S
HIGH FOOTE & JENKS CLASS
EXTRACTS

GRAIN AND FEED

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.

GRAND RAPIDS GRAIN & MILLING CO., Grand Rapids, Mich.
L. FRED PEABODY, Manager

HE SAW THE END.

Drug Clerk Who Did Not Heed a Warning.

Written for the Tradesman.

When Tom entered the drug store he found Charley, the clerk, brooding at the end of the counter. Tom and Charley were chums and had been roommates for years.

"What you need," said Tom, seating himself on the counter, "is more ozone. You box yourself up here like a man serving a life sentence on the installment plan. Can you get away from the store this afternoon?"

"It is my afternoon off," replied Charley.

"Then come out on the river for a skate."

Charley shivered, though the thermometer in the store stood at 70.

"I am afraid of the river," he said.

Tom gave a roar that spoke volumes for the strength of his lungs.

"Purely a physical condition, my son," he said. "Come with me and I'll show you what a good old thing the river is. It is a peach just now, with an overcoat of ice, trimmed with pretty girls with rosy cheeks and hair floating in the wind. Get your skates, old fellow, and come on."

"I have dreamed of the river every night for a week," said Charley, "and I don't like the idea of going on the ice."

"It isn't necessary for you to take the river to bed with you," said Tom, with a grin, "for it has a bed of its own, you know."

"Yes, and I see that river bed every night," replied Charley, "and it holds dead faces—bloated faces, with staring eyes and features nibbled by fishes."

"Why, man," said Tom, anxiously, "you'll go stark, raving mad if you do not get out of this mood. It is not like you at all. Forget it! Come out with me and see how harmless the river is, sealed in by good old Jack Frost. You can live a hundred years in a minute out there, with the steel ringing under your feet and the sweet, swift wind in your face. Come!"

And so the young men went out to the river, blanketed with ice that shone and sparkled in the sun.

"Why," said Charley, standing on the bank, "when were we here before?"

"Never, my son," said Tom, struggling with his skate.

"But I have been here before, and with you," insisted Charley, "and the ice lay on the river just as it does now, and the groups of skaters out there were arranged as you see them now. Ugh! I feel as if some one was walking on my grave!"

"I guess I didn't get you out of that hot store any too soon," laughed Tom. "Come, here's for a glorious spin. I'll beat you across."

Charley hesitated.

"Wait a moment," he said, his hand at his forehead, "when we were here before something happened—something horrible. I can't think now just what it was."

"I think you'll have to cut out midnight lunches," said Tom. "It is not fair to lug your evil dreams out into the sunlight."

"Can you recall the drowning of any person when we two were together in a place like this?" asked Charley. "I think now that men came with grappling hooks, but they did not find the body."

Tom regarded his friend keenly.

"I don't think we ever officiated at a drowning," he said. "Come! The ice is as safe as the floor of a rink."

"Something holds me back," said Charley with a shiver. "I think I'm going to be ill. There's a black band before my eyes when I look out on the ice."

"There's a bevy of pretty girls before mine," laughed Tom, "and I think I know one of the bunch. If you feel that way about it, you just skate along the shore here and I'll go out and kow-tow to the little

dear in the red jacket. If we take a spin up the river you wait."

And Tom whirled away, cutting fancy figures in the ice, and came to the group of girls he had spoken of, and together they went swarming up the stream.

He forgot Charley, forget everything save Nellie's bright eyes and her shining hair, streaming behind under the swift motion.

When he returned an hour later there was confusion at the place where he had left his chum. Charley was nowhere in sight, and men were chopping holes in the ice and working in the black water with grappling hooks.

A hat lay on the ice and Tom lifted it with trembling hands and turned back the lining to the place

where Charley always wrote his name. The name was there.

"He went through that air hole," said a man in a white sweater. "He hung on for a second and then went down. It is a hundred to one that the body will never be found."

"My God!" Tom said. "He understood! Poor Charley! Is there an element in the blood that drags at the heart when death is near? Are there pitying hands in the air that bind the sight with black when danger threatens?"

And the men working grimly with grappling hooks made no answer, for Tom was asking questions which have puzzled the wisest of the world.

The body was never recovered.

Alfred B. Tozer.

When Quality Is Talked We're Entitled to the First and Last Word



No one knows better than we do the supreme quality that crowns every Ben-Hur cigar. With forty years of painstaking experience we set out to roll the best possible 5 cent cigar. Tobaccos were studied from every view point to that end and when in '86 we accomplished our ambition, the goal was not reached through discovering some new artificial flavor or a process of manipulating tobacco leaf.

The Ben-Hur cigar today leads every favorite because it contains, leaf for leaf, better tobacco than can be found in any other brand—so much better in fact that thousands of smokers have passed the 10 center up and have centered their demand on this brand which makes good every time. Give the Ben-Hur a chance to prove out what we say.

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

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



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.

Characteristics of the Modern Salesman.

Pages, folios and volumes have been written about the much-abused and well-advertised commercial gentleman, drummer, angel of commerce, commercial tourist, etc., but under whichever label he still remains the same. We hear it remarked frequently that the commercial salesman of to-day has to be a different character than the drummer of twenty-five or thirty years ago. This is an error, he has simply had to keep up with the times and put up a different front. Had the same opposition and conditions confronted him in the good old days we hear so much about he would have met them.

From the time goods were first sold by samples or catalogues in the hands of the agent sent out to solicit trade up to the present time, and for all time to come, the four great cardinal virtues will have to be indelibly stamped in the makeup of the successful salesman. These virtues are honesty, talent, tact and perseverance.

Of the four, the two absolutely essential are honesty and tact. You can not have tact without honesty.

Tact is a word that is misunderstood in the mind of the casual observer, and stands for trickery, not to be relied upon, deceitful. The opposite of these definitions is what tact means as applied to the up-to-date salesman. The only way to acquire a reputation for being square and honest is to be square and honest, not in words, but in every act, both with customer and employer. When this reputation is fully established the opportunity to exercise tact, talent and perseverance is afforded.

Talent is the knowledge of the line of goods, not a smattering of things read or heard, but a knowledge superior to that of the buyer, so that no question can floor or corner you. The buyer will at once be impressed with the fact that he is talking to no novice. Talent also means knowledge of everything pertaining to the methods of transacting business in the line represented, and also incidentally to know something.

Perseverance is the great virtue that is lacking to a great extent in many of our commercial men of to-day, and the lack of it has been the rock on which hundreds have foundered. The man who has the nerve against almost unsurmountable obstacles to keep on trying will surely succeed; there are no exceptions to this rule. The commercial traveler

of to-day is looking out for his personal comforts to a much greater degree than the old timer, and is a little more of a sticker for the code of ethics.

No salesman has ever accomplished his desire to get on top without having made lots of mistakes and profited thereby. A salesman who is dissatisfied with his business, or whose work is a drudgery to him should, in justice to himself as well as his employer, seek some other vocation.

The up-to-date retail merchant, like the commercial salesman, has had to adopt new methods and make a closer study of his business than in former years, and if he has been a success he has at all times been courteous to the salesmen who call upon him from time to time. The average merchant hardly realizes the influence the salesman has with the house he represents; in nine cases out of ten his advice on credits, prices, terms, etc., is taken. The friendly smile, the hearty handshake given to the salesman goes a long way to offset the disappointment he feels at not receiving an order, and the feeling of good fellowship is advertised with the hundreds of other men he meets.

The commercial salesman is constantly on the lookout for pointers that will be of practical use to his customers, and no one can impart more information of a practical value than he. The friendship of the salesman keeps him constantly thinking of benefiting, while a cold reception, a curt, short answer leaves him with impressions that are hard to obliterate from his mind.

Common courtesy is the most effective advertisement and doesn't cost a cent.

These few thoughts jotted down may possibly reach the eye of some who may be benefited by turning hard experience into capital for further struggles: To respect their profession, to be honest and fair; to be a booster, not a knocker; a pusher, not a kicker; to in all instances be a gentleman in the full sense the term implies.

George P. Moore.

Working Traveling Salesmen.

Do you ever work traveling salesmen?

I mean for the information they possess?

A salesman goes forth day after day, and sees things with his eyes and hears with his ears, and he will "give up" these things to the man who is sufficiently interested to work them out of him.

For they are valuable and well worth the gathering.

Why not form the habit of asking every salesman who is the most prosperous merchant he calls upon, and then encourage him to talk about that merchant half an hour or so?

Ask questions, hold him down to the subject, and listen with care to all you hear.

Here are a few questions to ask: How does he dress his show window? How often does he change it? Does he display prominently two or three things, or have a conglomeration of footwear in his window? Does

he use price cards liberally? Does he handle cheap stuff or dependable goods? Is he a liberal advertiser and what are his principal methods? Does he advertise persistently, or carelessly from time to time? Is he deeply interested in his business, or does his mind wander from duck shooting to nine pins?

If you will ask these questions, and many more that will naturally occur to you, and if you will listen keenly to the answers and analyze them and incorporate the good points in your business, you will be glad you "worked the salesmen."

Now don't misunderstand, me, please.

I don't mean to say that you can extract enough information from the first salesman who comes along to boom your business so you must engage new clerks and build an addition to your structure.

What I mean is that if you will systematically keep on the still hunt for valuable information and useful pointers, and if you will persistently follow the various trails you strike, you will find the tide of your business rising higher and still higher, and you will look forth upon the world with glad content.



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

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

COUPON BOOKS
SUPERCEDE BOOK-KEEPING DISBURSED ACCOUNTS BALANCE SHEETS
We make four grades of books: in the different denominations.
CIRCULARS ON INQUIRY
TRADESMAN COMPANY, GRAND RAPIDS, 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

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

Gripsack Brigade.

A Greenville correspondent writes: William J. Fuller has taken a position with the Mills Paper Co., of Grand Rapids, as salesman, with headquarters at Traverse City.

An Albion correspondent writes: E. E. Kern, of this place, has resigned his position with T. J. Furey and taken a position as traveling salesman with A. A. Walt & Co., of Toledo. He will continue to reside in this place.

Cadillac News: Wells S. Murphy has resigned his position as traveling salesman for the Remington Typewriter Co. to accept a position as State agent in Michigan for the Chattanooga Medicine Co., of St. Louis, Missouri.

D. S. Hatfield, traveling salesman for Hecht & Zummach, who has been confined to his home with severe illness for the past five weeks, has recovered to that extent that he hopes to resume his regular visits to the trade next week.

Henry D. Marks, who has covered Michigan several years for the David Adler & Sons Clothing Co., of Milwaukee, has opened a permanent sample room at 145 Jefferson avenue, Detroit, where he will show his complete line during the season.

Fred N. Hackett, although a native of Pennsylvania, is a Michigan man by adoption, having gone to Detroit twenty-two years ago to work at harnessmaking. In 1888 he began his career as a traveling man, going on the road for a saddlery house. Mr. Hackett was born in Union City, Pa., in 1861. His early work was all in the harness business. From his position as traveling salesman for the saddlery house he branched off into patent leather goods, representing a manufacturer in Woonsocket, R. I. For seven years Mr. Hackett has represented the Tubular Rivet & Stud Co., Boston, Mass. He has traveled through the United States and Canada, but his present territory is Ohio, Indiana, Illinois, Iowa, Missouri, Nebraska, Minnesota and Michigan. He is a thirty-second degree Mason, a Maccabee, member of the Iowa State Traveling Men's Association, the Illinois Travelers' Association and the United Commercial Travelers. His home is at 252 Twenty-fifth street, Detroit.

Pledged To the Repeal of the Baillie Law.

Grand Rapids, Mar. 13.—At the last meeting of Grand Rapids Council, No. 131, United Commercial Travelers, the following resolution was unanimously adopted:

Resolved—That we condemn the 1905 State Legislature for passing an act known as the Baillie law, which provides that in case of death by railroad accident, only heads of households, or those who have persons depending on them for support shall be entitled to recovery. Thus if our wives, sons or daughters are killed, recovery for damages is impossible; in other words, 80 per cent. of the people traveling in Michigan do so at their own risk; and be it further

Resolved—That every commercial traveler work and talk for the re-

peal of said Baillie law; that a copy of these resolutions be sent to every Council in the State of Michigan and to the Michigan Tradesman; also to Governor Warner.

O. F. Jackson, Sec'y.

Annual Banquets of Two Associations.

The sixth annual banquet of the Kalamazoo Retail Grocers' Association was held at Elks' Temple last Wednesday evening and, as usual, was well attended. The menu was excellent and the entire affair passed off very pleasantly. The invocation was by H. R. VanBochove. John A. Steketee delivered a cordial address of welcome, when he turned the affair over to Samuel Hoekstra as toastmaster. The toastmaster's son, Clarence Hoekstra, then sang two very enjoyable selections, after which Walter R. Taylor, Mayor of Kalamazoo, delivered an excellent address, in which he announced himself as favorable to the establishment of a public market. E. A. Stowe spoke on the New Regime, after which Fred Mason, of New York, delivered an extended address on Confidence and Consistency. His remarks were timely and pertinent and were listened to with rapt attention by all present. Brief addresses were made by W. C. Hipp, H. J. Schaberg and Walter K. Plumb.

The sixteenth annual banquet of the Grand Rapids Retail Grocers' Association was held in the Knights of Columbus Hall last Thursday evening. The hall was beautifully decorated and every available seat was occupied. The menu was wholesome and appetizing. The invocation was by Rev. L. H. Davis. Fred W. Fuller, President of the Association, presided as toastmaster. The first address was by Claude Cady, of Lansing, who spoke briefly and to the point and congratulated the members of the local Association in capturing the State convention, bespeaking for the State meeting a large and representative attendance. Miss Harriett McConnell gave two vocal selections, after which E. A. Stowe spoke on Harmonious Co-operation. W. H. Hathaway contributed greatly to the amusement of the occasion by a series of animal imitations, after which Fred Mason, of New York, spoke at considerable length on the subject of Confidence and Consistency, covering practically the same ground he covered in Kalamazoo the evening before. The speech was very effective and made a lasting impression on his hearers.

H. J. Vinkemulder and C. D. Crittenden have returned from their vacation trips, the former going to New Orleans and the latter to Havana. Mr. Crittenden bought a farm for Mr. Vinkemulder in Cuba, while the latter retaliated by bringing home a liberal portion of Lookout Mountain for Mr. Crittenden.

A. H. Fordyce, of Ishpeming, has added a harness shop to his business, Sherwood Hall Co., Ltd., furnishing the stock.

The girl with red hair usually has a vocabulary as fiery as her locks.

Process for Making Powdered Milk.

Traverse City, March 13.—After three years of constant work and study William A. McCool, of 316 Rost street, has perfected a process whereby milk can be reduced to an absolutely dry state, ground and bolted like flour, without losing any of its constituents with the exception of its moisture. In this invention Mr. McCool has one of the most valuable of modern times and has solved a problem on which inventors have been busy for seventy years.

The value of powdered milk, which is easily soluble, only the addition of water being necessary to make it fluid again, is recognized everywhere. Armies on the march, explorers, in fact, everyone who is obliged to transport food, use the product. Mr. McCool's process is such that the powder does not take on moisture by exposure to the air and will keep in any climate.

At present there are but two companies putting out powdered milk. One of these puts out a product known as dried milk, which is not soluble, while another puts out a soluble product. This latter concern was made possible by Dr. Eckenburg's discovery, but experts who have examined Mr. McCool's product state that it is superior to that of Dr. Eckenburg.

The process is very simple, consisting merely of forcing hot air through the milk tank. A blower is attached to a dome on the milk tank, while on the opposite side pipes enter the dome bearing air which previously has been heated by passing over steam coils. These pipes pass to the bottom of the tank. The blower by its action creates a vacuum in the dome and the atmospheric pressure being relieved the air goes to the top of the tank, taking the moisture with it. It is drawn through the blower and escapes. It takes five hours to reduce the milk to a perfectly dry state, after which it can be handled in barrels or paper sacks.

The cost of the operation is surprisingly cheap, the mechanical cost being but one cent per pound. Another value of the invention is that skim milk can be utilized, which is more valuable for a food product than the butter fat. One hundred pounds of skim milk will produce on an average of nine pounds of dried milk, selling for from 12 to 15 cents a pound. The value of the 100 pounds for the cream alone would be \$1.

A surprising thing in connection with this is that if a baker uses this milk in his output, it so increases the amount that the cost of the milk is entirely wiped out. There is a great demand for powdered milk everywhere, one of the concerns now in operation having signed contracts to furnish five tons daily to foreign armies.

Mr. McCool is at present figuring on organizing a company, building a plant and putting the product on the market. He has not made any definite plans as yet but has several under consideration.

Mr. McCool is a milk dealer and

his invention is the result of the fact that in order to supply his customers he had to have a surplus each day. It was necessary to throw this away at the end of the day as there was no market for it. This waste set him figuring, with the result that he invented a process whereby milk can be put up in tablet form.—Herald.

Failure of Stein & Co., at Allegan.

J. G. Stein & Co., grocers at Allegan, have uttered a trust chattel mortgage of their stock for about \$5,500, securing thirty-nine creditors. The list of creditors and the amount owing each is as follows:

Judson Grocer Co., G. R.	\$ 428.74
W. J. Quan & Co., Chicago	12.00
W. H. McGee, Baltimore	8.00
Woodhouse & Co., G. R.	119.76
National Candy Co., G. R.	351.64
Verdon Cigar Co., Kalamazoo	61.12
National Biscuit Co., G. R.	366.42
Jacob Harlen & Son, Monroe, Wis.	31.23
J. Bell, Chicago	32.50
Scotten-Dillon Co., Detroit	23.40
J. G. Flint Co., Milwaukee	27.50
National Grocer Co., G. R.	46.00
Lyman Reid, Bloomingdale	93.78
Armour & Co., Kalamazoo	198.12
Lemon-Wheeler Co., G. R.	232.04
Worden Grocer Co., G. R.	578.75
J. B. Lavvezori, Chicago	30.60
Renfro Bros., Chicago	138.00
W. F. McLaughlin & Co., Chicago	147.95
Berdan & Co., Toledo	92.06
W. M. Hoyt Co., Chicago	31.10
G. J. Johnson Cigar Co., G. R.	71.25
W. D. Messenger, Chicago	19.25
J. K. Roderick, Chicago	9.00
Wheeler Packing Co., Baltimore	66.25
Dornbos Bros., Grand Haven	26.90
Chas. Gastrine Co., Chicago	35.00
F. M. Strong, Grand Rapids	11.50
Lockwood & Co., Grand Rapids	5.75
Mittenthal Bros., Battle Creek	13.55
Yuille-Zemurray Co., G. R.	99.45
Carl Cigar Co., Grand Rapids	5.60
Young & Stratton Bros., Allegan	45.00
Fairfield & Kolvoord, Allegan	20.00
S. A. Guard, Allegan	20.00
Standard Oil Co.	5.50
A. B. Wilmink, Grand Rapids	24.00
First National Bank, Allegan	1750.00
First National Bank, Allegan	41.66

Butter, Eggs, Poultry and Potatoes at Buffalo.

Buffalo, Mar. 14.—Creamery, fresh, 22@27½c; creamery, cold storage, 18@21c; dairy, fresh, 17@21c; poor, 14@16c; roll, 17@20c.

Eggs—Fresh, 15@15½c.

Live Poultry — Fowls, 12½@13½c; chickens, 13@14½c; ducks, 16@17c; geese, 13@14c; old cox, 9@10c.

Potatoes—50@55c per bushel.

Rea & Witzig.

"Every man is too apt to be contented, that is, cancelled," said Jacob Riis. "Why, I know a man who, on being accosted by a beggar, said: 'Why don't you go to work? Why do you waste your time begging?' The beggar drew himself up. 'Did you ever beg?' he asked. 'No, of course not,' said the man. 'Then,' said the beggar, 'you don't know what work is.'"

Adrian—A. B. Park has merged his dry goods and carpet business into a stock company under the style of the A. B. Park Dry Goods Co., which has an authorized capital stock of \$30,000 common and \$30,000 preferred, of which amount \$30,000 has been subscribed, \$9,000 being paid in in cash and \$21,000 in property.

J. P. Vail & Sons, commission produce dealers, Columbus, Ohio: The Michigan Tradesman is the most interesting paper of the kind ever placed on our office desk.

H. C. Standish, formerly of Copemish, has opened a blacksmith shop at New Wexford. Sherwood Hall Co., Ltd., furnished the stock and tools.



Michigan Board of Pharmacy.
 President—Harry Helm, Saginaw.
 Secretary—Arthur H. Webber, Cadillac.
 Treasurer—Sid. A. Erwin, Battle Creek.
 J. D. Muir, Grand Rapids.
 W. E. Collins, Owosso.
 Meetings during 1906—Third Tuesday of
 January, March, June, August and No-
 vember.

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, De-
 troit; S. A. Erwin, Battle Creek.
 Trades Interest Committee—H. G. Col-
 man, Kalamazoo; Charles F. Mann, De-
 troit; W. A. Hall, Detroit.

Indiana Officials on the Wrong Side.

In view of the attitude of the In-
 diana State Board of Health on ter-
 peneless extract of lemon, the follow-
 ing letter from C. E. Foote to that
 body will probably prove of general
 interest:

Jackson, March 12—The article on
 lemon extract in your Bulletin for
 Nov., 1905, is so full of errors and so
 completely misstates the qualities of
 terpeneless extracts and of their by-
 products that truth demands at your
 hands a full correction and statement
 of the real facts. It is true that the
 present food laws of Indiana are prac-
 tically identical with those of several
 other states, and it is also true that
 some State Food Commissioners have
 attempted to give the force of law to
 rulings similar to those established by
 you.

About three years ago the Food
 Commissioner in Michigan, having
 erroneously set up the formula for
 Spirit of Lemon U. S. P. 1890, as the
 sole authorized formula for extract of
 lemon, brought suit against C. W.
 Jennings, a reputable manufacturer of
 Grand Rapids, for making and selling
 an adulterated extract of lemon. This
 maker was producing a terpeneless
 extract of lemon for domestic flavoring
 purposes and made no pretense
 that it was a medicinal preparation
 or made in accordance with any phar-
 macopoeial formula and he freely ac-
 knowledged the facts as stated.

The question of the propriety of
 making and selling a terpeneless ex-
 tract was of great interest to Foote
 & Jenks because we are the origina-
 tors of terpeneless extracts, having
 made them continuously since 1884,
 and we, together with Dr. Victor C.
 Vaughan, of the University of Michi-
 gan, and Dr. Edward Kremers, of
 the University of Wisconsin (Chair-
 man of the Committee for Revision
 of the U. S. P. for 1900 on Essential
 Oils), were able to establish the su-
 periority of terpeneless extracts for
 all flavoring purposes over the sim-
 ple solutions of essential oils in alco-
 hol, our statements regarding them
 being adopted by the Supreme Court,
 to whose unanimous opinion in the
 case we invite your careful attention.
 People vs. Jennings.

After this decision by the Supreme
 Court, the Food Commissioner, who
 had been led into his error by the mis-
 directed zeal of one of his assistants,
 altered his rulings to conform with
 the law as laid down by the Supreme
 Court and the sale of this class of
 goods has continually extended as
 their superior merits have become
 better known.

The National Commission for Mak-
 ing Standards for Food Products,
 appointed under authority of the Sec-
 retary of Agriculture, Dr. Wm. Frear,
 State College, Pa., Chairman, profit-
 ing by knowledge of the Jennings
 trial, has authorized and defined Ter-
 peneless Extracts and erected stand-
 ards for these preparations of lemon
 and orange.

The aim of this National Commis-
 sion, as stated in its announcements,
 is to work in harmony with reputable
 manufacturers for the benefit alike
 of manufacturers, merchants and con-
 sumers.

Most manufacturers are engaged in
 inter-state commerce and the neces-
 sity of uniform laws and of reason-
 able rulings conforming to them is
 too plain to require argument, and it
 is highly desirable that these various
 State laws and rulings should con-
 form to those of the National Gov-
 ernment and should give due weight
 to well-established facts when those
 facts overturn errors as in the case
 under consideration.

Foote & Jenks make flavoring ex-
 tracts of various sorts and pay par-
 ticular attention to terpeneless ex-
 tracts of lemon, which we make in
 various strengths.

Our citrus concentrations of
 orange, of lemon and limes, repre-
 senting 15 per cent. of their respec-
 tive essential oils used in making
 them, and of which one ounce is suf-
 ficient to flavor one gallon of syrup
 for soda fountain use, are highly es-
 teemed and much used in Indiana by
 druggists, confectioners and bottlers
 of soft drinks, all persons well qual-
 ified to judge of the merits of flavor-
 ing extracts and glad to pay us our
 price (which is not cheap) for a per-
 fect, natural, soluble and unalterable
 flavor.

Nothing could be more opposed to
 the truth than your assertion that
 terpeneless extracts, so-called, are cit-
 ral solutions or are made from wash-
 ed-out oils. A thoroughly washed-
 out essential oil is worthless for flav-
 or, although an extract made by
 dissolving a washed-out oil in ethyl
 alcohol would pass such a test for
 quality as is imposed by rulings
 such as you erect and such as were
 made in our State of Michigan be-
 fore the law was rightly interpreted.

It appears that all the erroneous
 rulings on flavoring extracts have
 arisen out of the false notion that
 the U. S. Pharmacopoeia is the
 proper standard for these products,
 and although extract of lemon is a
 preparation not to be found in any
 edition of the U. S. P., it has been
 held that the formula for Spirit of
 Lemon, U. S. P. 1890, is the only
 proper recipe for making extract of
 lemon.

In view of the prevalence of this
 false notion, the Committee for Re-

vision for the U. S. P. 1900 did what
 they could to correct the error by
 dropping from the Pharmacopoeia
 the preparation, spirit of lemon, so
 that it is now impossible to point to
 its formula in the present only offi-
 cial Pharmacopoeia, and further
 clearly defined the facts by the fol-
 lowing statement, the declaration be-
 ing printed in italics in the U. S. P.
 1900.

Inasmuch as there has existed in
 the past on the part of the public a
 misconception of the purposes of a
 Pharmacopoeia, and penalties have
 been imposed upon those who have
 sold substances bearing pharmaco-
 poeial names which were to be used
 in the arts, for manufacturing, and
 for other purposes, and not as medi-
 cines, it has become necessary to
 make the following declaration:

"The standards of purity and
 strength prescribed in the text of
 this Pharmacopoeia are intended to
 apply to substances which are used
 solely for medicinal purposes and
 when professedly bought, sold or dis-
 pensed as such."

The refuse oil of lemon—about 90
 per cent. of the quantity of oil of
 lemon taken—removed from the ex-
 tract by our process has only a very
 faint odor of lemon and has a taste
 resembling that of a bland fixed oil,
 except for a biting sensation on the
 tip of the tongue. It has absolutely
 no value as a lemon flavor and, on
 exposure to light and air, readily de-
 velops the odor and taste of turpen-
 tine, with which it is chemically iden-
 tical.

The constituents of oil of lemon to
 which the flavor is due—citral being
 only one of these—are fixed in per-
 manent solution in the menstruum
 used in our process, which men-
 struum is composed of distilled water
 and ethyl alcohol. No heat, alkalies
 or acids are used and the unaltered
 flavor of the fresh fruit is retained.

The statements here made regard-
 ing oil of lemon apply measurably to
 other citrus oils and to other es-
 sential oils having a terpene con-
 tent, the soluble, oxygenized consti-
 tuents, of course, varying with the var-
 ious oils, but all equally capable of
 permanent improvement by the elimi-
 nation of the terpenes.

If you will take the trouble to con-
 sult any modern descriptive price-list
 of essential oils, you will find, as to
 many of the oils, a guaranteed per-
 centage of valuable named constitu-
 ents.

In all these the terpenes are merely
 the vehicle of the flavor. Nowadays
 many of these oils are offered having
 the terpenes removed, but because of
 the changes taking place in essential
 oils by application of heat, the pure
 natural flavor is best retained by the
 mechanical extracting process devis-
 ed by us in 1884 and since continu-
 ously in use by us, applied chiefly but
 not exclusively to citrus oils.

We shall be happy to offer to you
 proof of the truth of all our state-
 ments as here set forth and to show
 you why terpeneless extracts are to
 be preferred and will, on request,
 send for your examination samples of
 citrus products and eliminated by-
 products.
 C. E. Foote.

Queer Drugs and Their Uses.

"The venom of the rattlesnake has
 been known to cure locomotor ataxia
 and scarlet fever," said a chemist.
 "Homoeopathic physicians often pre-
 scribe it.

"You know the curara, the deadly
 poison that the South American In-
 dians smear on their arrow tips? Well,
 curara is very helpful in hydro-
 phobia.

"There is a seaweed called 'bladder-
 wrack.' They make of this an anti-
 fat, a marvelous antifat. By the use
 of this antifat I know a man who
 reduced his weight forty pounds in
 three months.

"There is a deadly fungus, the fly
 agaric, which unfortunate people
 sometimes eat in mistake for mush-
 rooms. They make a medicine of
 the fly agaric, a medicine called mus-
 carine nitrate, which, injected under
 the skin, causes a copious flow of
 tears. French actresses, in weeping
 scenes, such as are in 'La Dame aux
 Camellias,' have sometimes used this
 drug.

"Cocca' stimulates, exhilarates and
 removes all desire for food or drink.
 An Alpine guide will chew fifty or
 sixty grains of it before commenc-
 ing a difficult ascent."

The Drug Market.

Opium—The market is dull. Lower
 prices are looked for.

Morphine—Is unchanged.

Quinine—Is firm but unchanged in
 price.

Carbolic Acid—Stocks are small
 and the price advancing.

Citric Acid—The tendency is high
 and prices are firm at the last ad-
 vance.

Bromides—Are unchanged but are
 firm.

Glycerine—The market is a little
 easier, but not quotably changed.

Nitrate Silver—Has advanced on
 account of higher price for metal.

Oil Peppermint—Continues firm.
 Higher prices are looked for later
 on. The plants are still being de-
 stroyed by the weather.

Oil Anise—Is firm and advancing.

Gum Camphor—Has again advanc-
 ed 4c per pound and is tending
 higher.

Gum Gamboge—Has been advanc-
 ed 10c per pound and is tending
 higher.

Ipecac Root—Is very firm and is
 again advancing.

Cloves—Are in a very strong posi-
 tion and have advanced. A higher
 price is looked for.

Oil Cloves—Is very firm and is ad-
 vancing.

Don't do a thing till you see our new lines

Hammocks, Fishing Tackle, Base
 Ball Supplies, Fireworks and Cele-
 bration 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—
Advanced—Citric Acid, Oil Peppermint, Camphor.

Aceticum 60 8	Copaiba 15 25	Scilla Co 50 50	Liquor Arsen et Hydrarg Iod 25	Rubia Tinctorum 12 14	Vanilla 9 00 00
Benzoinum, Ger. 70 75	Cubebae 20 30	Tolutan 50 50	Liq Potass Arsinit 10 12	Saccharum La's. 22 25	Zinc Sulph 7 8
Boracic 17	Evechthitos 1 00 10	Prunus virg 50 50	Magnesia, Sulph. 2 3	Salacin 50 4 75	
Carbolicum 26 29	Erigeron 1 00 10		Magnesia, Sulph bbl 1 1/2	Sanguis Drac's. 40 50	Oils
Citricum 48 50	Gaultheria 2 25 25		Mannia, S F 45 50	Sapo, W 12 14	Whale, winter bbl. gal
Hydrochlor 3 5	Geranium 02		Menthol 3 30 3 40	Sapo, M 10 12	Lard, extra 70 80
Nitrosum 8 10	Gossypii Sem gal 50 60		Morphia, S P & W 2 35 2 60	Sapo, G 10 15	Lard, No. 1 60 65
Oxalicum 10 12	Hedeoma 1 00 10		Morphia, S N Y Q 2 35 2 60	Seidlitz Mixture 20 22	Linseed, pure raw 45 48
Phosphorium, dil. 10 15	Junipera 40 21 20		Morphia, Mal. 2 35 2 60	Sinapis 18	Linseed, boiled 46 49
Salicylicum 42 45	Lavendula 90 22 75		Moschus Canton. 40	Sinapis, opt 30	Neat's-foot, w str 65 70
Sulphuricum 1 1/2 5	Limonis 1 00 10		Myristica, No. 1 25 30	Snuff, Maccaboy, 40	Spts. Turpentine ..Market
Tannicum 75 85	Mentha Piper 3 25 3 50		Nux Vomica po 15 25 28	DeVoes 51	Paints
Tartaricum 38 40	Mentha Verid 5 00 5 50		Os Sepia 25 28	Snuff, S'h DeVoe's 51	Red Venetian 1 1/2 2 3/4
	Morruhae gal 1 25 1 50		Pepsin Saac, H & 50	Soda, Boras 9 11	Ochre, yel Mars 1 1/2 2 3/4
Ammonia	Myrica 3 00 3 50		P D Co 01 00	Soda, Boras, po. 9 11	Ocre, yel Ber 1 1/2 2 3/4
Aqua, 18 deg. 4 6	Olive 75 3 00		P D Co 01 00	Soda et Pot's Tart 25 28	Putty, commer'l 2 1/2 2 3/4
Aqua, 20 deg. 6 8	Picis Liquida 10 12		P D Co 01 00	Soda, Carb 1 1/2 2	Putty, strictly pr 2 1/2 2 3/4
Carbonas 13 15	Picis Liquida gal 10 12		P D Co 01 00	Soda, Bl-Carb 3 5	Vermillion, Prime
Chloridum 12 14	Ricina 98 102		P D Co 01 00	Soda, Ash 3 1/2 4	American 13 15
	Rosmarini 01 00		P D Co 01 00	Soda, Sulphas 2 4	Vermillion, Eng. 75 80
Black 2 00 2 25	Rosae oz 5 00 5 00		P D Co 01 00	Spts, Cologne 2 60	Green, Paris 14 18
Brown 30 100	Succini 40 45		P D Co 01 00	Spts, Ether Co. 50 55	Green, Peninsular 13 16
Red 45 50	Sabina 90 1 00		P D Co 01 00	Spts, Myrcia Dom 2 00	Lead, red 7 1/2 7 3/4
Yellow 2 50 3 00	Santal 2 25 2 50		P D Co 01 00	Spts, Vini Rect bbl 50 55	Lead, white 7 1/2 7 3/4
	Sassafras 75 80		P D Co 01 00	Spts, Vini Rect 1/2 b 50 55	Whiting, white S'n 7 1/2 7 3/4
Bacca	Sinapis, ess. oz. 1 10 1 20		P D Co 01 00	Spts, Vini Rect 10 gl 50 55	Whiting, Gilders' 2 1 25
Cubebae, po. 20 15 18	Tigil 1 10 1 20		P D Co 01 00	Spts, Vini R't 5 gal 50 55	White, Paris Am'r 2 1 25
Juniperus 7 8	Thyme 40 50		P D Co 01 00	Strychnia, Cryst'l 1 05 1 25	Whit'g Paris Eng 2 1 40
Xanthoxylum 30 35	Thyme, opt 01 00		P D Co 01 00	Sulphur Subl 2 1/2 4	Universal Prep'd 1 10 1 20
	Theobromas 15 20		P D Co 01 00	Sulphur, Roll 2 1/2 3 1/2	Varnishes
Balsamum			P D Co 01 00	Tamarinds 8 10	No. 1 Turp Coach 10 1 20
Copaiba 45 50	Potassium		P D Co 01 00	Terbenth Venice 28 30	Extra Turp 1 60 1 70
Peru 50 50	Bi-Carb 15 18		P D Co 01 00	Theobromas 45 50	
Terabin, Canada 60 65	Bichromate 13 15		P D Co 01 00		
Tolutan 35 40	Bromide 25 30		P D Co 01 00		
	Carb 12 15		P D Co 01 00		
Cortex	Chlorate, po. 12 14		P D Co 01 00		
Abies, Canadian. 18	Cyanide 34 38		P D Co 01 00		
Cassiae 20	Iodide 60 63		P D Co 01 00		
Cinchona Flava. 18	Potassa, Bitart pr 30 32		P D Co 01 00		
Buonymus atro. 30	Potass Nitras opt 7 10		P D Co 01 00		
Myrica Cerifera. 20	Potass Nitras 6 8		P D Co 01 00		
Prunus Virgin. 15	Prussiate 25 28		P D Co 01 00		
Quillaia, gr'd 12	Sulphate po 15 18		P D Co 01 00		
Sassafras, po 25			P D Co 01 00		
Ulmus 25	Radix		P D Co 01 00		
	Aconitum 20 25		P D Co 01 00		
Extractum	Althae 30 33		P D Co 01 00		
Glycyrrhiza Gla. 24 30	Anchusa 10 12		P D Co 01 00		
Glycyrrhiza, po. 23 30	Arum po 0 25		P D Co 01 00		
Haematox 11 12	Calamus 20 40		P D Co 01 00		
Haematox, 1s 13 14	Gentiana po 15 12 15		P D Co 01 00		
Haematox, 1/2s 14 15	Glycyrrhiza pv 15 16		P D Co 01 00		
Haematox, 1/4s 16 17	Hydrastis, Canada 1 90		P D Co 01 00		
Ferru	Hydrastis, Can. po 2 00		P D Co 01 00		
Carbonate Precip. 15	Hellebore, Alba. 12 15		P D Co 01 00		
Citrate and Quina 2 00	Inula, po 18 22		P D Co 01 00		
Citrate Soluble 55	Ipecac, po 2 25 2 35		P D Co 01 00		
Ferrocyanidum S 15	Iris plox 35 40		P D Co 01 00		
Solut. Chloride 40	Jalapa, pr 25 30		P D Co 01 00		
Sulphate, com'l 2	Maranta, 1/4s 0 35		P D Co 01 00		
Sulphate, com'l, by bbl. per cwt. 70	Podophyllum po. 15 18		P D Co 01 00		
Sulphate, pure 7	Rhel 75 100		P D Co 01 00		
Flora	Rhel, cut 1 00 1 25		P D Co 01 00		
Arnica 15 18	Rhel, pv 75 100		P D Co 01 00		
Anthemis 22 25	Spigella 30 35		P D Co 01 00		
Matricaria 30 35	Sanuginari, po 18 15		P D Co 01 00		
	Serpentaria 50 55		P D Co 01 00		
Folia	Senega 85 90		P D Co 01 00		
Barosma 25 30	Smilax, off's H. 40		P D Co 01 00		
Cassia Acutifol. 15 20	Smilax, M 0 25		P D Co 01 00		
Tinnevely 25 30	Scilla po 45 20 25		P D Co 01 00		
Cassia, Acutifol. 25 30	Symplocarpus 0 25		P D Co 01 00		
Salvia officinalis, 1/2s and 1/4s 18 20	Valeriana Eng 15 20		P D Co 01 00		
Uva Ursi 8 10	Valeriana, Ger. 12 14		P D Co 01 00		
	Zingiber a 12 14		P D Co 01 00		
Gummi	Zingiber j 16 20		P D Co 01 00		
Acacia, 1st pkd. 4 65	Semen		P D Co 01 00		
Acacia, 2nd pkd. 4 45	Anisum po 20 0 16		P D Co 01 00		
Acacia, 3rd pkd. 4 35	Apium (gravel's) 13 15		P D Co 01 00		
Acacia, sifted sts. 4 28	Bird, 1s 4 6		P D Co 01 00		
Acacia, po. 45 65	Carul po 15 10 11		P D Co 01 00		
Aloe Barb 22 25	Cardamon 70 90		P D Co 01 00		
Aloe, Cape 25	Coriandrum 12 14		P D Co 01 00		
Aloe, Socotri 45	Cannabis Sativa 7 8		P D Co 01 00		
Ammoniac 55 60	Cydonium 75 100		P D Co 01 00		
Asafoetida 35 40	Chenopodium 25 30		P D Co 01 00		
Benzoinum 50 55	Dipterix Odorate. 80 100		P D Co 01 00		
Catechu, 1s 13	Foeniculum 0 18		P D Co 01 00		
Catechu, 1/2s 14	Foenugreek, po. 7 9		P D Co 01 00		
Catechu, 1/4s 16	Lini, gr'd. bbl. 2 1/2 3 6		P D Co 01 00		
Comphorae 1 12 1 16	Lobelia 75 80		P D Co 01 00		
Euphorbium 40	Pharlaris Cana'n 9 10		P D Co 01 00		
Galbanum 01 00	Rapa 5 6		P D Co 01 00		
Gamboge, po. 1 35 1 45	Sinapis Alba 7 9		P D Co 01 00		
Guaiacum, po 35 40	Sinapis Nigra 9 10		P D Co 01 00		
Kino 45	Spiritus		P D Co 01 00		
Mastic 60	Frumentum W D. 2 00 2 50		P D Co 01 00		
Myrrh 45	Frumentum 1 25 1 50		P D Co 01 00		
Opil 3 20 3 25	Juniperis Co O T 1 65 2 00		P D Co 01 00		
Shellac 50 60	Juniperis Co 1 75 2 30		P D Co 01 00		
Shellac, bleached 50 60	Saccharum N E 1 90 2 10		P D Co 01 00		
Tragacanth 70 1 00	Spt Vini Galli 1 25 2 00		P D Co 01 00		
	Vina Alba 1 25 2 00		P D Co 01 00		
Herba	Sponges		P D Co 01 00		
Absinthium 4 50 4 60	Florida Sheeps' wool carriage 3 00 3 50		P D Co 01 00		
Eupatorium oz pk 20	Nassau sheeps' wool carriage 3 50 3 75		P D Co 01 00		
Lobelia 25	Velvet extra sheeps' wool, carriage. 02 00		P D Co 01 00		
Majorum 28	Extra yellow sheeps' wool carriage. 01 25		P D Co 01 00		
Mentra Pip. oz pk 23	Grass sheeps' wool, carriage. 01 25		P D Co 01 00		
Mentra Ver. oz pk 25	Hard, slate use. 01 00		P D Co 01 00		
Rue 39	Yellow Reef, for slate use. 01 40		P D Co 01 00		
Tanacetum V. oz pk 22	Syrups		P D Co 01 00		
Thymus 25	Acacia 0 50		P D Co 01 00		
	Aurant Cortex 0 50		P D Co 01 00		
Magnesia	Cajiputi 0 50		P D Co 01 00		
Calcined, Pat. 55 60	Caryophilli 1 10 1 20		P D Co 01 00		
Carbonate, Pat. 18 20	Cedar 50 60		P D Co 01 00		
Carbonate, K-M. 18 20	Chenopadi 3 75 4 00		P D Co 01 00		
Carbonate 18 20	Cinnamon 1 15 1 25		P D Co 01 00		
	Citronella 60 65		P D Co 01 00		
Absinthium 4 90 5 00	Conium Mac 80 85		P D Co 01 00		
Amygdalae, Dulc. 50 60			P D Co 01 00		
Amygdalae, Ama 8 00 8 25			P D Co 01 00		
Anisi 1 75 1 80			P D Co 01 00		
Aurant Cortex 2 60 2 80			P D Co 01 00		
Bergamili 2 75 2 85			P D Co 01 00		
Cajiputi 85 90			P D Co 01 00		
Caryophilli 1 10 1 20			P D Co 01 00		
Cedar 50 60			P D Co 01 00		
Chenopadi 3 75 4 00			P D Co 01 00		
Cinnamon 1 15 1 25			P D Co 01 00		
Citronella 60 65			P D Co 01 00		
Conium Mac 80 85			P D Co 01 00		

Drugs

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.

Hazeltine & Perkins
Drug Co.
Grand Rapids, Mich.

Cereal Premium Concerns Are Again at the Bar

The Country is full of Coupon Schemes with Oats and Flake Foods and No Relief is in Sight.

The retail grocer of the country is going to be transformed from "The Man With the Hoe" into "The Man With the Axe" on the question of cereal foods with premiums or else the fight of the grocers against premiums will be dropped entirely.

The situation has become actually strained. To-day there are as many premiums with cereal foods as before the fight began and this in spite of the splendid battle against them made by the independent trade papers of the country, into which the editor of *Eli Grocer* was with both hands and two feet.

This fight began on August 13, 1904, when the writer began a battle against the Cereta coupon scheme. It is doubtful if as vigorous a warfare was ever conducted by a trade paper—and it won. The American Cereal Co. abandoned its Cereta premium plan on December 14, 1904.

In the following February the Great Western Cereal Co. abandoned its part cash premium plan, but it did not drop its other coupon schemes—the exchange of coupons from packages for premiums.

In April, 1905, at a conference held in Chicago there was as pretty a lot of bluffing as was ever seen at a poker table.

The officers of the National Retail Grocers' Association told the cereal manufacturers that they must drop premiums with their goods. All of them but three said they would gladly do so. The three, Great Western Cereal Co., American Cereal Co. and H-O-Force Co., each said, "We'll quit if they'll quit," but none of them would be "they." They were given until July to get together.

They have never gotten together and *Eli* is not backward in saying that they never will.

It has resolved itself into a case of "We will if you will," and the trade has come to suspect that it really means "We won't if you won't."

At the Niagara Falls convention of the National Association of Retail Grocers a sharp resolution was introduced and passed with a hurrah condemning the H-O-Force Food Co. of Buffalo for its mail-order-part-cash premium scheme. This scheme was as pure a Sears-Roebuck one as anybody ever saw. All you had to do was to send in some coupons and some money, enough of each, and

you could get anything from these manufacturers of cereal foods, from a boy's air rifle to a pair of lady's lorgnettes or from a silverine sugar spoon to a coffin plate engraved "Our Dear Willie."

Within a week President John A. Green, of the National Association, came out in his bulletin with a semi-apology for the H-O-Force people. He said therein that they had promised him to so revise their mail order business as to "made it no worse than those of the Great Western and others."

"Hully Gee!" How is that for a straightener? President Green, who is an honest man, and a good man, was cleverly worked into issuing this statement, which is used to frazzle by the people whom it was intended to set straight.

That Mr. Green's attitude and good intentions were misunderstood, is shown by the following article printed in the *New York Commercial*, a daily commercial paper, under the heading, "Apology to Cereal Companies Not Appreciated Here:"

The controversy between the cereal manufacturers and the retail grocers over the premium question is day by day growing more heated, and the probabilities now appear to be that the manufacturers must either abolish all premium schemes or else accept the position of defying the dealers.

At the recent national convention of retail grocers at Niagara Falls strong resolutions were adopted condemning premium-giving, the schemes of the H-O and Force companies being characterized as specially obnoxious. New York members of the Association voted for the resolutions in good faith, so a number of them said yesterday, and were much surprised to receive the following letter from President Green:

To the Members of the Retail Grocers' Association of the United States:

Gentlemen:—Having investigated the premium plans as at present conducted by the H-O Co. and the "Force" Food Co., having been made acquainted with the nature of their plans for the future, and having received from them a satisfactory guaranty that those plans will be carried out, I feel justified in certifying to the members of this Association that the premium plans of these companies will in the future contain no features that will make them more objectionable to the retail dealers in general than are the premium plans of either of the other large cereal companies.

I think that this statement is due these two companies in view of the resolutions passed by the convention

at Niagara Falls, which severely criticised the attitude in which they were supposed to stand on the premium question.

Yours truly,
John A. Green.

President National Association of Retail Grocers.

The communication is eminently unsatisfactory to local retailers, and many letters have been written to Mr. Green requesting him to publish in full immediately his correspondence with the H-O and Force companies. The letter is considered here as a back-down from a well-established position, and the grocers wish to know the why and the wherefore of it.

New York representatives of the large cereal companies give it as their opinion that the manufacturers without exception would be only too glad to abolish all premium schemes, and a conference with that end in view is among the probabilities of the near future.

Now—and here comes the injustice of the whole thing—the good, solid, substantial, never-went-wrong people in the cereal trade are left to get business as best they can. **The EGG-O-SEE people never used a premium and will not.** The Shredded Wheat people never did. They have both created the demand for their goods in a legitimate way by advertising to the consumers through regular channels and by reaching the wholesalers and retailers through the legitimate trade papers like *Eli Grocer*.

Nobody is boosting them for being good, nobody—except *Eli*—is saying that they ought to have all the business all the time. They are left to fight their battle against the handicap of premiums that the other fellows have, and they are winning.

The Shredded Wheat people have their field alone, and they sell lots of it.

The EGG-O-SEE people sell more flaked food than all the other flaked food people put together. They also sell more of a single cereal in packages than any other concern in the country except one, and that is **Quaker Oats**, and it is claimed that more cases of EGG-O-SEE will be sold this year than of **Quaker Oats**.

Good. They deserve it, both **Shredded Wheat** and EGG-O-SEE. They are decent, fine people, doing business on business principles, regarding the rights of the retail merchants in all lines. They are not trying to sell cereal foods to the grocer and at the same time make him their dodger, distributor for their crockery

and furniture and silver spoon mail order business.

Now, note the methods of the opposition. Their silver spoon-crockery business will eventually be bigger than their cereal food business. They put themselves into direct competition with the retail jeweler and sporting goods dealers, and china-ware stores and furniture houses and the food retail grocer is the sucker who distributes their coupons for them and without a cent of profit to himself thereon.

H-O, Force and Vigor are three brands that carry premiums enough to start a department store with the samples thereof.

Mother's Oats, Friends Oats and other products of the Great Western Cereal Co. are loaded to the guards with premium schemes and crockery ware.

Zest is carrying a dose of cups and saucers and china in every package and the jobbers' salesmen are being paid a commission or bonus on each case to sell it.

All salesmen who sell Dr. Price's food are paid 25 cents a case bonus to load the retailer up with it as much as possible.

Mapl-Flake is, in the Eastern territory, giving a bonus of 25 cents to jobbers' salesmen who put it on the retailers' shelves.

X-Cel-O, made by the National Food Co., at Battle Creek, carries enough different premiums to sink a ship—or a breakfast food.

So, there you are. If the retail grocers and their associations did not wear backbones like fishing worms they could put a stop to this in 30 days.

They have said they do not want premiums with their cereals. They asked their trade papers to say it for them.

If they don't want them all they need do is to stop handling goods which carry them. Hang the consumer and his demand for certain brands! If he asks for a brand with coupons in it, tell him you are out and stick to it. To substitute is no trouble at all.

And, if the retailers do want premium goods, let them say so and let them quit asking the independent trade papers to fight premiums in their behalf while they go on selling them.

Which is it to be?—*Eli Grocer*.

EGG-O-SEE

GREAT CONCENTRATION PLAN

SPECIAL OFFER TO RETAIL MERCHANTS

THE CEREAL SUCCESS OF THE CENTURY

From March 15th to April 30, 1906, inclusive, we will make drop shipments to retailers, to be billed through your jobber, we prepaying freight to nearest railroad station, and on all such shipments we will make the following

Special Free Offer

With 10 Cases of EGG-O-SEE.....1 Case **FREE**

With 5½ Cases of EGG-O-SEE... ½ Case **FREE**

In order to protect the retail grocer and general merchant from the numerous inferior brands of cereals, which are being forced upon them by unbusinesslike methods, such as coupons and premium schemes, we have decided to make this great offer for a limited time to the retail grocer and general merchant.

Instead of packing premiums, coupons, or resorting to mail order methods, or subsidizing salesmen, this Company prefers to give the extra profit to the retail grocer and general merchant, to whom we believe it rightfully belongs.

We do this in order to facilitate the distribution of our product and to save the time and expense necessary for our salesmen to call upon every retail grocer and general merchant in the United States.

GOODS RIGHTLY BOUGHT ARE HALF SOLD. This is your opportunity to buy right. Concentrate your efforts on selling EGG-O-SEE. You will make increased profit and will solve the cereal question.

REMEMBER that EGG-O-SEE purchased while this plan is in effect will net you \$1.20 per case or 33⅓% profit. This makes EGG-O-SEE, which is the highest grade of cereal food in the world, the most profitable one. You need not be afraid to stock with EGG-O-SEE. We GUARANTEE its keeping qualities.

You will realize that, in order to participate in this offer, you must respond at once. We will make shipments in the order in which we receive replies to this letter. In all probability this will be the only offer that we will make to the trade this year and every grocer should take advantage of it NOW and make his purchases for his summer requirements.

We will reserve the right to reduce any orders that in our opinion seem excessive. Why not resolve NOW to sell EGG-O-SEE only? Is it not wiser and better for you to concentrate your efforts on the one brand of cereal food that meets all requirements than to load your shelves with unsalable and unprofitable brands, that grow stale on your hands?

We guarantee EGG-O-SEE to keep sound and salable and to comply with the PURE FOOD LAWS of every State in the Union.

ORDER NOW. You will save 1-10 the cost by doing so and you will make a profit of \$1.20 per case or 33⅓% on all you purchase during the life of this offer.

EGG-O-SEE is the most favorably known, best-advertised and largest selling brand of cereal food in the world and it will be more widely and effectively advertised this year than ever before.

SEND YOUR ORDER TO US OR TO YOUR JOBBER AT ONCE

EGG-O-SEE CEREAL CO.

QUINCY, ILLINOIS

Special Price Current

AXLE GREASE



Mica, tin boxes .75 9 00
Paragon .55 6 00

BAKING POWDER

JAXON
1/4 lb. cans, 4 doz. case.. 45
1/4 lb. cans, 4 doz. case.. 85
1 lb. cans, 2 doz. case 1 60



Royal
10c size 90
1/4 lb cans 1 35
6oz. cans 1 90
1/4 lb cans 2 50
1/4 lb cans 3 75
1 lb cans 4 80
3 lb cans 13 00
5 lb cans 21 50

BLUING



C. P. Bluing

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 bd
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, Bock35
Jockey Club35

COCOANUT

Baker's Brazil Shredded



70 1/4 lb pkg. per case 2 60
35 1/4 lb pkg. per case 2 60
28 1/4 lb pkg. per case 2 60
16 1/4 lb pkg. per case 2 60

FRESH MEATS

Beef
Carcass5 @ 7 1/2
Hindquarters6 @ 8 1/2
Loins7 @ 16
Ribs7 @ 13
Rounds5 1/2 @ 6 1/2
Plates4 @ 5
Livers2 @ 3

Pork.
Loins@ 9
Dressed@ 7
Boston Butts@ 8
Shoulders@ 7 1/2
Leaf Lard@ 8 1/2

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
60ft.75
72ft.90
90ft.1 05
120ft.1 50

Cotton Victor
50ft.1 10
60ft.1 35
70ft.1 60

Cotton Windsor
50ft.1 30
60ft.1 44
70ft.1 80
80ft.2 00

Cotton Braided
40ft.95
50ft.1 35
60ft.1 65

Galvanized Wire
No. 20, each 100ft. 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., Saginaw;
Meisel & Goeschel,
Bay City; Godsmark, Du-
rand & Co., Battle Creek;
Fleibach Co., Toledo.

CONDENSED MILK



4 doz. in case
Gail Borden Eagle6 40
Crown5 90
Champion4 52
Daisy4 70
Magnolia4 60
Challenge4 60
Dime3 85
Peerless Evap'd Cream 4 90

FISHING TACKLE

1/2 to 1 in6
1 1/4 to 2 in7
1 1/2 to 2 in9
1 3/4 to 2 in11
2 in15
2 1/2 in29

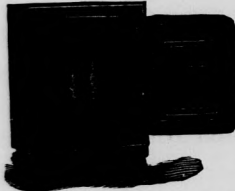
Cotton Lines
No. 1, 10 feet5
No. 2, 15 feet7
No. 3, 15 feet9
No. 4, 15 feet10
No. 5, 15 feet11
No. 6, 15 feet12
No. 7, 15 feet15
No. 8, 15 feet18
No. 9, 15 feet20

Linen Lines
Small20
Medium26
Large34

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
Oxford75
Plymouth Rock1 25

SAFES



Full line of fire and burglar proof safes kept in stock by the Tradesman Company. Twenty different sizes on hand at all times—twice as many safes as are carried by any other house in the State. If you are unable to visit Grand Rapids and inspect the line personally, write for quotations

SOAP

Beaver Soap Co.'s Brands



100 cakes, large size..6 50
50 cakes, large size..3 25
100 cakes, small size..3 85
50 cakes, small size..1 95
Tradesman Co.'s Brand.



Black Hawk, one box 2 50
Black Hawk, five bxs 2 40
Black Hawk, ten bxs 2 25

TABLE SAUCES
Halford, large3 75
Halford, small2 25

Notions

A Profitable Side Line

You could add no more profitable a side line than the notions of ALL lines.

Though profit in pennies may look small, remember that little profits mean many sales. And small profits, made often enough, total more than gains less frequent because larger.

We began with notions only and to-day, as America's foremost jobber of general merchandise, we make a most important feature of the notions of all lines.

With our March catalogue—the big spring number—at hand you would have full information concerning the notions of all lines.

Shall we send YOU this catalogue—No. J568?

Butler Brothers

Wholesalers of General Merchandise
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.

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

You don't have to explain, apologize, or take back when you sell

Walter Baker & Co.'s Chocolate & Cocoa



Registered,
U. S. Pat. Off.

Grocers will find them in the long run the most profitable to handle.

They are absolutely pure; therefore, in conformity to the pure food laws of all the States.

45 Highest Awards in Europe and America

Walter Baker & Co. Ltd.
Established 1780, DORCHESTER, MASS.

PILES CURED

...without...

Chloroform,
Knife or Pain

Dr. Willard M. Burleson
103 Monroe St., Grand Rapids

Booklet free on application

Use
Tradesman
Coupon
Books

BUSINESS-WANTS DEPARTMENT

Advertisements inserted under this head for two cents a word the first insertion and one cent a word for each subsequent continuous insertion. No charge less than 25 cents. Cash must accompany all orders.

BUSINESS CHANCES.

For Sale—Good clean dry goods and shoe business, \$5c on dollar, \$4,500. Robert Adamson, North Adams, Mich. 536

For Sale—Drug stock and property. Everything new and up-to-date. Good country. Address No. 535, care Michigan Tradesman. 535

For Sale—Double store, new. Fine location for good general store or hardware. Address No. 534, care Michigan Tradesman. 534

For Sale—Clean stock of dry goods, clothing, shoes and notions. Reason for selling, poor health. Address Box 325, Edmore, Mich. 533

For Sale—Hardware, furniture and undertaking stock, new and well assorted. A rare chance for a man who wants business. One of Michigan's best towns. Address No. 532, care Michigan Tradesman. 532

For Sale—Stock dry goods, groceries, boots and shoes. No. 1 location. Best reason for selling. Box 1, Waterford, Mich. 531

For Sale—Cheap—24 foot frame store front, in good condition, two windows. Address No. 529, care Michigan Tradesman. 529

For Sale—The cleanest stock of shoes and dry goods in Michigan. Inventories about \$10,000; business established 27 years; situated in a beautiful village of 950 on Grand Trunk; two-story brick building, 24x70, for sale or rent; want to retire from trade. Address E. D. Lathrop & Son, Armada, Mich. 528

For Sale—New clean stock general merchandise, consisting of dry goods, groceries and shoes. Located in one of the best towns in the state. Terms to suit purchaser if sold at once. Reason for selling, wish to engage in other business. Address Box 147, Ithaca, Mich. 526

For Rent—Brick store building with cement basement in Avon, S. D. Enquire Josefa Bouza, Tyndall, S. D. 525

For Sale—Complete butchers' outfit, up-to-date, with residence, team and wagon, in village of 1,200. Address L. G. Bishop, Necedah, Wis. 524

34-room brick hotel; steam heat; good trade; barn, bar, six lots; only hotel; price with furniture, \$13,000, cost price; a bargain for hotel man. Address Fowler House, Fowler, Mich. 523

For Sale—Stock of hardware and implements in live Western Michigan town, surrounded by rich farming country. Good established trade. Liberal discount for cash. Address No. 522, care Michigan Tradesman. 522

Extra Good—I did over \$10,000 worth of business last year, with about \$1,000 stock. Do not believe you can find anything better. For further particulars address C. F., care Michigan Tradesman. 520

Wanted—Orders for smokestacks, tanks, structural and other steel work, by the largest makers in Central Michigan. Jarvis, Lansing, Mich. 519

For Sale—In booming town of Muskegon, \$2,000 stock of staple and fancy groceries. Also fixtures. Population 24,000. Doing \$25,000 per annum. Cash only. Address No. 518, care Michigan Tradesman. 518

For Sale—Confectionery and cigar store, established thirty years. Splendid location and good business in one of the best towns in Michigan. Nice soda fountain. Lock Box 87, Lowell, Mich. 517

For Sale—Drug stock, \$1,100. All cash business. Full prices. Growing Northern Michigan town. Bargain. Address U. S., care Michigan Tradesman. 516

For Sale—Good clean stock of general merchandise, consisting of dry goods, shoes and groceries. Situated on R. R. in small country town about 15 miles from Grand Rapids. Stock inventories about \$2,000. Did over \$8,000 business last year. Will rent building on terms and time to suit purchaser. Reason for selling, poor health. Address Merchant, care Michigan Tradesman. 515

For Sale—One of the best hardware stocks in Western Michigan; inventories \$8,000; best retail fence trade in the state; sold forty-five cars in one year. Charles H. Loomis, Est., Sparta, Mich. Bell Phone No. 5, Sparta, Mich. 537

For Sale—Stock of groceries, boots, shoes, rubber goods, notions and garden seeds. Located in the best fruit belt in Michigan. Invoicing \$3,600. If taken before April 1st, will sell at rare bargain. Must sell on account of other business. Geo. Tucker, Fennville, Mich. 538

\$100 per month, simply mailing postal cards. No book or coupon scheme. If interested write me. J. H. Crowson, Linden, Texas. 514

Wanted—Partner, 20 years in business. Seaport city, 35,000 population. \$7,000 stock, general store. Or will sell. Address H., care Michigan Tradesman. 472

If you are interested in making an investment of \$30, and share in the immense profits to be made by a high-class mining and townsite corporation, now being organized to operate in the rich gold mining districts of Nevada, write at once for full information. Nevada Mining & Townsite Co., Oklahoma City, Okla. 471

For Sale—Harness and trunk business. Also building. Only shop in good farming town. Stock invoices about \$1,000. Here is a bargain if sold soon. Address R. S., Box 15, Climax, Minn. 494

For Sale—My butter, egg, poultry and cheese business. Good cold storage, located in Southern Wisconsin. Plenty of eggs and poultry. Good dairy country. For further particulars write to W. H. Funk, Wauwec, Wis. 495

Water power to let for any kind of factory. For full particulars address C. G. Pickel, Barryton, Mich. 500

For Sale—My general stock, consisting of dry goods, furnishings and groceries. This is a good clean stock and will invoice about \$8,000. I occupy the finest brick store in town, 27x72 feet with balcony 16x27 and store room about 16x27. Cellar under whole building, cemented. Store heated by furnace, lighted by the Noel & Bacon system. Rent \$280. Located in the best little town in Michigan. J. E. Craven, Elsie, Mich. 501

California—Sunshine and flowers the whole year; cool summers. We are opening several thousand acres of fruit land; hundreds of families coming; business openings in growing town. Our plan offers an orange, lemon, fig grove for few hundred dollars; \$2,000 to \$10,000 yearly profits; values will treble first year. Free 64 page illustrated book. Write to-day, Pacific Empire Development Co., Dept. 158, Los Angeles, Calif. 493

For Sale—The best and most modern grocery store in the city; good trade established; stock and fixtures \$6,000; will make favorable lease for storeroom; fireproof building. Address Box 41, Station A, Minneapolis, Minn. 492

If you want to sell your entire stock of merchandise for cash, we buy them. Address The United Purchase Company, 76 Euclid Ave., Cleveland, Ohio. 485

Cash Store. Party with successful experience managing cash store and with capital of \$5,000 or more, can find good opening in the flat belt of North Dakota by addressing No. 445, care Michigan Tradesman. 445

For Sale—Drug stock. Beautiful store. Corner. Good business and location. For particulars address W. E. C., care Tradesman. 486

Will exchange for hardwood lumber or for sale, one 26x30 in. 400 h. p. Nordberg automatic box framed engine. Replacing same with larger power. This engine can be seen running at our factory. Phoenix Furniture Co., Grand Rapids, Mich. 502

Drug Stock For Sale—Located in a smart, up-to-date town of 1,500; good agricultural country surrounding; easy rent; in good location; stock light; will give purchaser a fair deal; poor health, reason for selling. B. C. Eldred, Chesaning, Mich. 503

For Sale—Clean stock merchandise, consisting of dry goods, shoes and groceries. Invoicing \$6,500. Can be reduced. Counter sales \$21,000. Also big poultry and produce business. Pretty village of 800 on Wabash R. R. Best of schools and churches, public hall and library donated by Carnegie. No saloons. Good German and English cash trade. Nice brick building. Reasonable rent. You will not be disappointed if you investigate this, as it is a money-maker for someone. Hartzler & Sons, Topeka, Ind. 505

For Sale—A first-class 10 syrup American soda fountain, dispensing counter, tools, silverware, tumbler washer, 3 steel 10 gal. founts. Liquid gas outfit. All in first-class condition. Will sell cheap for cash or on contract. J. H. Edsall, Greenville, Mich. 482

Cash Store. Party with successful experience managing cash store and with capital of \$5,000 or more, can find good opening in the flat belt of North Dakota by addressing No. 445, care Michigan Tradesman. 445

For Sale—New clean \$3,500 stock staple dry goods, Central Michigan. Best location. Brick store. Splendid chance. Address No. 480, care Michigan Tradesman. 480

For Sale—Harness, buggy and implement business. Also building if desired, in one of the best towns in Michigan. Address No. 466, care Michigan Tradesman. 466

For Sale—Drug stock, with or without building. Good location for the right man. Enquire Hazeltine & Perkins Drug Co., Grand Rapids, Mich. 467

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. Sickness, 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

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—Cheap, our North Dorris cheese factory. Address No. 433, care Michigan Tradesman. 433

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

Wanted to buy for cash, good stock general merchandise in good town and good location. Address J. E. Meyers, 1127 Wrightwood Ave., Chicago, Ill. 506

Patent Business a Specialty—We buy and sell, promote and incorporate companies for the inventor; information furnished free of charge; best of references. Call on or write Lancaster & Seward, Room 13, Chamber of Commerce Bldg., Richmond, Va. 484

Business Opportunity—Building for rent. Port Huron, Michigan, ground and first floor and finished basement, each 22x100 feet, third floor 44x100 feet. Arranged for factory using light machinery like sewing machines making corsets, underwear, overalls, pantaloons, etc. Equipped with electric elevator, toilet rooms, and all modern conveniences. Double third floor with large sky-lights and block has daylight on four sides. W. F. Davidson, Port Huron, Mich. 483

For Sale—Complete box factory on Pacific coast. Large exclusive territory. Big profits. J. E. Horton, No. 426 Lindelle Block, Spokane, Wash. 460

For Sale—A three thousand dollar stock of crockery and bazaar goods. Located in Flint, Mich. One of the best towns in the State. 15,000 population. Other business is the reason for selling. Address Lock Box 194, Flint, Mich. 476

For Sale or might exchange for farm, store stock and dwelling. Well located in country town. Address No. 477, care Michigan Tradesman. 477

Cheese outfit cheap, consisting of one steel gang press, twelve Fraser hoops, curd sink, one horizontal and one perpendicular curd knife. Goods used only one season. For size write Lock Box 19, Le Roy, Mich. 479

For Sale—Stock and fixtures of long established dry goods and carpet business in growing town of 18,000 in Middle West. Modern store. Long lease, best location in city. Good reasons for selling. Splendid opportunity for right party. Address No. 468, care Michigan Tradesman. 468

For Sale—My general stock, consisting of groceries, dry goods, shoes, paints, drugs, hardware, hay, grain, feed, some farm implements, store and fixtures, living rooms attached, 22x40 frame barn. About \$4,000 stock. Business about \$10,000 a year. Practically no expense. Reason for selling, wish to engage in business with brother in California. Address C. W. Samis, Chase, Mich. 447

For Sale or exchange for merchandise or farm, a 50bbl. flour mill in Northern Central Indiana, price \$6,000. T. M. Warne, Amboy, Ind. 446

Little Rock is the center of the timber districts of Arkansas, Yellow Pine, Oak, Hickory, Ash, Gum and other timbers, and is surrounded by cotton fields, producing the finest grade of cotton. Three systems of railroads center here and the Arkansas River insures cheap rates. A city of 60,000 insures good labor, and a mild climate reduces the expense of manufacturing. As healthy as any city in the United States. We want all kinds of wood-working factories and cotton mills. Timber from one to three dollars per thousand stumpage. Will give proper inducements to responsible parties. Business Men's League, Little Rock, Ark. 427

For Sale—\$900 stock of gents furnishings and fixtures in booming town of Muskegon. Enquire Lemire & Co., Muskegon, Mich. 443

Best cash prices paid for coffee sacks, sugar sacks, flour sacks, burlap in pieces, etc. William Ross & Co., 59 S Water St., Chicago, Ill. 457

POSITIONS WANTED

Wanted Situation—Registered pharmacist, 16 years' experience. Married. Can furnish references. Address Salol, care Michigan Tradesman. 462

Wanted—Position in general store or with produce company. Several years experience, age 35, married, can give reference. Address No. 440, care Michigan Tradesman. 440

HELP WANTED.

Wanted—Reliable young dry goods salesman with \$1,500 to \$2,000 with services. Write Champeny Dry Goods Co., Helena, Mont. 513

Wanted—April or May 1st, tinner clerk, hot water, hot air furnace man. Must be reliable. No booze or cigarette fiend need apply. State wages, age, ability, experience, nationality. Whether married, first letter. Steady employment, right man. Morgan & Co., Starkweather, N. D. 521

Wanted—An experienced, reliable all around dry goods clerk with some knowledge of shoes. Young man preferred. State experience had and salary wanted. Address L. B. No. 28, Alma, Mich. 527

Experienced and reliable salesman in dry goods and groceries to drive peddling wagon. J. Patterson, Beaverton, Mich. 530

Wanted—A first-class cracker and cake salesman for Michigan and Wisconsin. Must be acquainted with trade. Address No. 491, care Michigan Tradesman. 491

Wanted—A tinner, one having some knowledge of the hardware trade preferred. A steady job to the right kind of a man. E. Bartholomew, Ravenna, Mich. 490

Wanted—First-class salesmen visiting hardware trade to carry our goods, side line; good commissions. Caledonia Chemical Co., Caledonia, N. Y. 509

Salesman calling on furnishing trade to take side line on commission; Near-linen collars and cuffs; an attractive and up-to-date line, one there is call for. The Windsor Collar & Cuff Co., Inc., Windsor, Conn. 496

Salesman—Cloaks and suits, to cover Middle West. Only those having a knowledge of the business need apply. Commission basis, good income for right man. J. & J., 438 Broadway, New York. 497

Experienced salesman for high class 5 per cent. bonds, collateral secured against loss, with an equal amount large money earning stock as bonus. Liberal commissions. Oscar Meyer, 59 Clark St., Chicago, Ill. 499

AUCTIONEERS AND TRADERS.

H. C. Ferry & Co., Auctioneers. The leading sales company of the U. S. We can sell your real estate, or any stock of goods, in any part of the country. Our method of advertising "the best." Our "terms" are right. Our men are gentlemen. Our sales are a success. Or we will buy your stock. Write us, 324 Dearborn St., Chicago, Ill. 490

Manufacturing Matters.

Dundee—The Maumee Motor Car Works has been incorporated to manufacture automobiles. The corporation has an authorized capital stock of \$100,000, of which amount \$50,100 has been subscribed and \$10,000 paid in in cash.

Imlay City—The Imlay City Creamery Co. has been incorporated for the purpose of manufacturing butter. The corporation has an authorized capital stock of \$5,000, of which amount \$4,100 has been subscribed and \$3,900 paid in in cash.

Holland—A corporation has been formed under the style of the Holland Veneering Co. to manufacture wood novelties. The new company has an authorized capital stock of \$20,000, of which amount \$12,000 has been subscribed and paid in in cash.

Blanchard—The business formerly conducted under the style of the Blanchard Co-operative Creamery Co. has been merged into a stock company under the style of the Blanchard Creamery Co., with an authorized capital stock of \$5,000, of which amount \$3,600 has been subscribed and paid in in cash.

Detroit—A corporation has been formed under the style of the Webster Manufacturing Co. to manufacture engines and equipments. The company has an authorized capital stock of \$24,000 common and \$1,000 preferred, of which amount \$12,500 has been subscribed, \$1,000 being paid in in cash and \$11,500 in property.

Kalamazoo — L. E. Armstrong, formerly foreman in the machine shop of the Shakespeare Reed Co., and Carl J. Veley, also connected with that concern, have purchased the machine shop formerly owned by G. R. Farley, who has conducted the shop for the past year. The new owners will do all kinds of repair work and make a specialty of developing patents and manufacturing tools and dies.

Detroit—A corporation has been formed by the merging of the Seely Manufacturing Co., which manufactures perfumes and toilet articles, and E. N. Lightner & Co., who manufacture perfumes and extracts, under the style of the Lightner-Seely Co., which will continue the business so long conducted by both houses. The new company has an authorized capital stock of \$30,000 common and \$30,000 preferred, all of which has been subscribed, \$30,000 being paid in in cash and \$30,000 in property.

The Grain Market.

The wheat market has been of a dull and dragging nature the past week. May quotations are off practically 2c per bushel, at 77c per bushel in Chicago, with July selling at 77½c per bushel. We have now had a decline of nearly 10c per bushel in the option market, and there seems to be a general feeling that prices are pretty near on bed rock. The Government crop report, out on the 10th of the month, gives the amount of the 1905 crop of wheat in farmers' hands on the 1st of March as 158,000,000 bushels, or 22.9 per cent. of the crop, as compared with 20.1 per cent. at the same date last year and

20.8 per cent. two years ago. Corn in farmers' hands March 1 is estimated at 1,108,000,000 bushels, or 40.9 per cent. of the crop, compared with 38.7 per cent. one year ago and 37.4 per cent. two years ago. Oats are reported at 379,000,000 bushels, or 39.8 per cent. as compared with 38.8 per cent. one year ago and 34.9 per cent. two years ago.

The visible supply shows the following changes for the week: Increases of 418,000 bushels of wheat, 68,000 bushels of corn and decreases of 73,000 bushels of oats, 40,000 bushels of rye and 110,000 bushels of barley.

Corn has shown a little more strength the past few days, cash grain advancing from 1½@2c per bushel. Receipts have not been large, owing to bad condition of country roads; then, too, prices have worked down so low that farmers are inclined to hold back their offerings for more money.

The tendency in the oat market has been decidedly weak, prices having declined about 1c per bushel for the week. The price of oats is considered very fair compared with other grains and there seems to be an inclination to sell as soon as the roads are in a condition to permit.

L. Fred Peabody.

Mike Had Recovered.

There is a lawyer of Baltimore who tells a story of how he secured a verdict in favor of an Irishman charged with assault with intent to kill. The lawyer secured his client's acquittal on the ground of temporary insanity. Counsel and client did not meet for several months after the release of the accused. When they did meet the following conversation ensued:

"Well, Mike, isn't it about time you handed me that \$500?"

"What \$500?"

"Why, the fee of \$500 that you promised me I should have if I saved you from the penitentiary!"

"Shure an' did I promise ye that? I don't raymimber."

"Don't remember! Why, you were so grateful that you promised me over and over again that I should have it within a week!"

Mike gave a sickly smile. "Shure I think the claim is not a good wan," said he; "ye know I was crazy thin!"

Illuminating engineers assert that of the \$200,000,000 spent by the people of the United States for gas and electric light 10 per cent. is wasted every year. This is largely due to the improper disposition of the light sources or inequitable equipment of lamps, globes, shades or reflectors. Further the experts say that the intrinsic brightness within the ordinary field of vision is so common as to cause apprehension among those who have studied the question from a physiological standpoint that our eyesight is suffering permanent injury. Much of the trouble due to this cause would be removed if the light sources would be concealed and the illuminating power from them derived from reflected rather than direct rays. Happily the tendency of modern illumination is in this direction.

What We Owe the Salesman.

At a recent convention of credit men in St. Louis, L. D. Vogel made an excellent address, of which the following is an extract:

"Salesmanship is the science of putting into each day's work honesty in speech, loyalty to employer, the hustle of modern civilization, of watching your weak points, of strengthening them, of not only keeping your customers but gaining new ones, of being always a gentleman.

"It has been my pleasure to meet many salesmen—in our office and during my travels—and a more courteous and pleasant lot of gentlemen it has never been my pleasure to become acquainted with. * * * Quoting from the sayings of a wise man, 'The principal thing to strive for is wisdom.' Next to that the thing we are all working for is the almighty dollar. The salesman is human; he wants his share, and the employer who does not cheerfully give it to him makes a mistake. * * * A salesman's efforts can be supplemented by the firm employing him. Proper attention and treatment of the customer by the house will certainly strengthen their position. There are so many ways. Setting aside the question of equipping a man with salable goods and proper prices, the attention an account receives by the firm in any and all of the departments of a business has a vast influence on the efforts of a salesman. Modern and thorough business methods suggest so many excellent ways of doing what is right and proper that it must be a careless man indeed who does not give this subject thought and attention.

"And the house should not only give attention to those that the traveler sells, but those as well on whom he calls and does not sell. It is certainly important to give attention to prospective customers, and the firm can often put on the final touch needed to supplement the efforts of the salesman and open up a desirable account. * * * The traveling salesman, if he is a gentleman and has not proven himself unworthy of your confidence, deserves courteous treatment and all the encouragement you can afford to give him. He calls on you because it is his business, and, in most cases, his pleasure also. There can be cited plenty of cases in which the buyer suffered more by discourtesy than the salesman against whom it was directed, whether thoughtlessly or intentionally."

Andrew Carnegie will have his little joke now and then at the expense of those who ask him for donations. A church in New Rochelle wanted a new \$1,000 organ. Mr. Carnegie was asked to contribute. He replied that if the congregation would first raise \$500 he would see what could be done. The amount was quickly secured and Mr. Carnegie was notified. Then a letter came from Mr. Carnegie, who, instead of sending his check, said that he had found that the congregation was too small for a \$1,000 organ, but thought that one for \$500 would answer the purpose very well, and, inasmuch as they had

collected this amount, there was no need of any help from him.

Small boys are now employed to escort women about the streets of Chicago in the daytime as well as at night. Experience demonstrates that they are very good guardians, but the union thugs of Chicago will probably manage to get into league with them and then Chicago will become practically impossible as a place for decent women.

When a clock is fast you can always turn it back, but it is different with a young man.

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, gentlemen'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—Meat market, stock and fixtures, in good live town Southern Michigan. Daily business, average \$60. Pleasant, convenient shop. Address No. 541, care Michigan Tradesman. 541

For Sale—An old-established grocery business at Vermontville, Michigan. Housed in the finest store building between Jackson and Grand Rapids. C. M. Ambrose. 540

For Sale—Full set tailor tools, including Singer sewing machine, press jacks, pants board, irons, shears, button hole cutters, squares—everything to start tailor shop. C. A. Gilmore, 381 South Lafayette street, Grand Rapids. 539

For Sale—\$1,500 to \$2,000 stock groceries, good location for railroad trade; sugar factory to build here this year. Address Box 118, Las Animas, Colo. 470

I will sell my bazaar stock for 90c on the dollar. Only store of its kind here. Reason for selling, other business. Lock Box 163, Charlevoix, Mich. 458

For Sale—Cheap, 1 steel gang press, 10-15x6 Galvanized cheese hoops, 45-12x6 Tinned cheese hoops, 1,500 new Kell 15½x6 cheese boxes, 1,000 15x6 seamless cheese bandages, 1,500 12x6 seamless cheese bandages, 2 new style No. 32 Sharples turbine cream separator in first-class condition. Address No. 432, care Michigan Tradesman. 432

For Sale—Clean stock of drugs and fixtures. Centrally located in hustling town Southern Michigan. Cheap rent, doing good business. Reason for selling, ill health. Will sell at a bargain. Address No. 438, care Michigan Tradesman. 438

For Sale—Harness business in city of 9,000 population. Established 44 years. Splendid country surroundings. Nice clean stock, invoicing from \$2,400 to \$2,800. Age and ill health, the only reason for selling. Address F. Kuhn, Galion, Ohio. 294



However it may be with other Cocoas, you can make a fair profit in selling **LOWNEY'S**, and we promise you that we will create a larger and larger demand for **LOWNEY'S** every year by generous and forcible advertising as well as by the superior and delicious quality of our product.

In **LOWNEY'S** dealers have a guarantee against any cause for criticism by Pure Food officials.

The **WALTER M. LOWNEY COMPANY**, 447 Commercial St., Boston, Mass.

This is the
Sign That



Indicates
Good Service

Better Than Ever Now

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

Michigan State Telephone Company

C. E. WILDE, District Manager, Grand Rapids

Every Cake



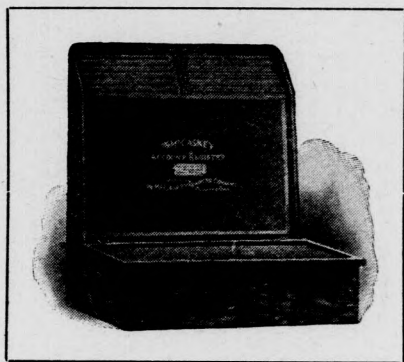
of **FLEISCHMANN'S**
YELLOW LABEL COMPRESSED
YEAST you sell not only increases
your profits, but also gives complete
satisfaction to your patrons.

The Fleischmann Co.,

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

The McCaskey Account Register

257



Different
Styles
and
Sizes

Registers for your **Pads**.

Pads for your **Registers**.

We fit your **business**.

It's the famous McCaskey **one writing** system.
New catalog just out. It's **free**. A postal brings it.

The McCaskey Register Co.

Home Office—Alliance, Ohio

New York Office—140 West 42nd St.

Chicago Office—1430 Masonic Temple Bldg.

San Francisco Office—Jas. Flood Bldg., Powell and Market Sts.

OFFICES IN ALL THE PRINCIPAL CITIES

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

Does Your Competitor Sell More Flour
Than You?

If so, look at his brand and you'll probably
find it to be

Golden Horn Flour

Reason Enough

Manufactured by

Star & Crescent Milling Co., Chicago, Ill. ||

The Finest Mill on Earth

Distributed by

Roy Baker, Grand Rapids, Mich.

Special Prices on Car Load Lots

Some Vexing Trade Problems And How to Solve Them

**Pernicious
Mail Order House
Competition**

Almost all retail merchants, but more especially those of the country towns and cities, are confronted with the exceedingly grave and annoying problem: **How to successfully combat the strong, pernicious competition of the gigantic mail order house?** Every dollar drawn by these concerns from the rural districts (and they amount to many millions every year) is just that much loss to the country merchant, so that his very existence is threatened unless he finds some means to retain the trade of his town and vicinity.

Home Competition

Another problem, though less trying and dangerous perhaps, is the very keen competition of the fellow across the street, which must be considered and met successfully.

**Accounts That
Are Never Paid**

Every merchant who "gives credit" mourns the loss of many dollars every year by bad and uncollectible accounts, which makes a serious inroad in his earnings and may eventually end in disaster. How to put his business upon a sound and profitable cash basis is a question in which every merchant is vitally interested.

You Will Solve these and Many Other Problems by Adopting Our

CASH PREMIUM DINNER WARE PLAN

It will double
your

**Cash
Trade**

In a very
short time at very

**Little Cost
To You**



Our Plan is the
Greatest

**Profit
Maker**

Ever Tried

It will create
new business
for you
every day.

WORKS SUCCESSFULLY WHEREVER TRIED

**Greatest Cash
Trade Producers**

The moment you adopt our cash premium dinner ware plan you will cause a stir of enthusiasm in your town, for just as soon as the people see the splendid premiums you are giving **absolutely free**, they will be eager to obtain them to decorate their table with a porcelain dinner set.

**Greatest Cash
Trade Retainers**

Remember our premium dinner ware plan will keep bringing the people to your store right along, after you once get them started. They will keep coming again and again until they have secured the entire set and then they will be accustomed to your store, or want to replenish some broken pieces.

**Greatest of All as
an Advertiser**

Our plan "works while you sleep." It is the best, most successful and at the same time least expensive advertising plan. When a customer once procures some of the premiums she will show them to her friends, thus creating new business for your store continuously.

Ask Us For Detailed Description of Our Plan

Only One Merchant in a Town Can Secure It—Will It be You?

The Leonard Crockery Co.

W. N. Burgess, President

Grand Rapids, Mich.

J. F. O. Reed, Vice-President