

MICHIGAN TRADESMAN

PUBLISHED WEEKLY

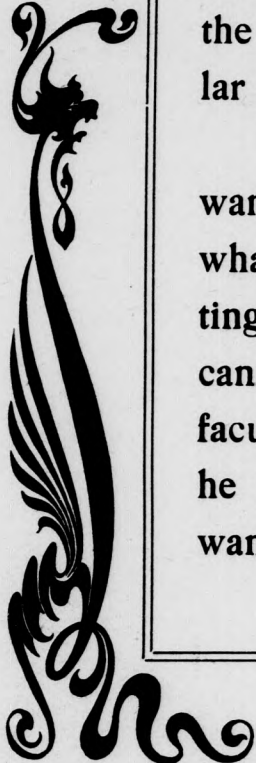
TRADESMAN COMPANY, PUBLISHERS

\$2 PER YEAR

Twenty-Third Year

GRAND RAPIDS, WEDNESDAY, MARCH 21, 1906

Number 1174



THE typical American business man is a great general. Follow him, if you will, in his vast and manifold campaigning in every section of the land and you will find that, in every instance, he invariably has everything that the grand army of the people want to buy, at the right place and in the right time, in the style and at popular prices.

He knows just what the people want, he knows exactly where to get what they want, he has no rival in putting everything just where the people can get it, and he possesses a supreme faculty of making the people buy what he wants to sell, whether the people want it or not.

—James J. Conway.

Pure Apple Cider Vinegar

Absolutely Pure
Made From Apples
Not Artificially Colored

Guaranteed to meet the requirements of the food laws
of Michigan, Indiana, Ohio and other States

Sold through the Wholesale Grocery Trade

Williams Bros. Co., Manufacturers

Detroit, 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

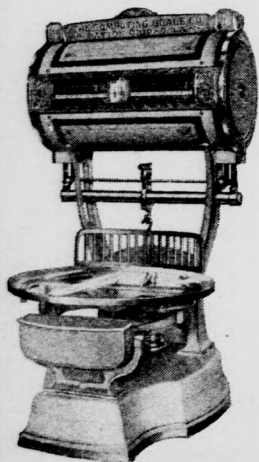
will *weigh out 100 per cent.* of the weight you paid for when you bought the goods. *No other scales* will do this.

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

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GRAND RAPIDS, WEDNESDAY, MARCH 21, 1906

Number 1174

Collection Department

R. G. DUN & CO.

Mich. Trust Building, Grand Rapids

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

We Buy and Sell
Total Issues

of

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

BONDS

Correspondence Solicited

H. W. NOBLE & COMPANY
BANKERS

Union Trust Building, Detroit, Mich.

The Kent County Savings Bank

OF GRAND RAPIDS, MICH

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

3 1/2 Per Cent.

Paid on Certificates of Deposit

Banking By Mail

Resources Exceed 3 Million Dollars

Commercial Credit Co., Ltd.

OF MICHIGAN

Credit Advances, and Collections

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.

SOCIALISTIC TENDENCIES.

It has been remarked that the popular movement in contemporary politics on both sides of the Atlantic is characterized by socialistic tendencies. Where socialism is not openly proclaimed as the goal of all political progress demands are made that can not be granted without an implied admission of the failure of individualism as the basis of economic organization. The proposal of a system of old-age pensions in Great Britain, favorably considered at one time or another by both Mr. Chamberlain and Sir Henry Campbell-Bannerman, has, it is said, a very good chance of adoption. The estimated cost is some £17,000,000 a year; but the principal objection to it, from the sociological point of view, is that it would accustom a great part of the people to look to State aid for security against a destitute old age rather than to their own energy and thrift. If the establishment of a system of old age pensions upon so large a scale has become necessary, if there is no probability that it will be rendered unnecessary, in the normal course of production and trade, by an increased demand, steadier employment and higher prices for labor, it will have to be admitted that the existing system of industrial and commercial organization is radically defective. Unhappily in England, as in other crowded industrial countries, statesmanship and philanthropy are pressed to deal with another and, in some respects, a more serious phase of the labor question. There is in England a great army of unemployed men and women—able to work and eager to work, but living in a condition of enforced idleness. And this army demands that the State shall find something for all its members to do, put them at it and pay them living wages.

Precedents are dangerous. If the British government undertakes to meet this demand by establishing extensive public works simply for the benefit of the unemployed, the likelihood is that it will discover that it has gone permanently into business. But a practical British statesman would probably reply to this suggestion that his government is dealing with an emergency and can not stop to consider the remote consequences of the remedial measures to which it has been constrained to resort. Moreover, the labor party has now some fifty representatives in the House of Commons, able, it is believed, to influence the votes of at least fifty other members of that body. At present this labor party acts with the Liberal party; but the labor vote in the House is cast by men who regard it as their special

business there to defend and promote the interest of a special class. Only a very few of them are Socialists, but they are nearly all so far in sympathy with the socialistic theory of governmental duty that they will, no doubt, insist upon some form of State aid for the unemployed if the distress of that class continues otherwise unabated. So, perhaps, will socialism get in its thin edge. The English people of the middle and aristocratic classes have so far faced this danger of organic change calmly enough. They have seen the basis of representation changed time and again within the last three-quarters of a century, and until now they have still held the reins of power. The Conservative party has just undergone a great defeat, but one hardly greater than the Tory party endured after the passage of the Reform Act of 1832. People talked then of a great democratic revolution, and the Tory party was said to have been practically annihilated; but within two years it regained, under the guidance of Peel, nearly all its old strength. Attention has been called to the fact that the opposition of the laboring class in Great Britain to Mr. Chamberlain's scheme of a preferential tariff is mainly speaking opposition to dearer bread—a smaller loaf. It implies no indorsement of the old laissez faire doctrine of Cobden and of Bright—the doctrine that government should not attempt to influence the course of trade, to stimulate it, or to divert it from its natural channels. That is the doctrine of the thoroughgoing free traders, and it is claimed that the labor party knows very little and cares very little about it, but, in its disposition to invite State interference in the interest of the working people, really occupies ground not very far from the Conservative camp.

In the United States there is no labor organization with a powerful representation in Congress, elected by itself, bearing its name and expressly pledged to the support of any specific measure in the interest of labor. But both the great national parties here profess an intense and constant regard for the workingman's welfare, and each accuses the other of socialism. The Republicans claim that they stand pat on the present schedule of import duties that the American workingman may be able to live well; the Democrats assert that they would lower the duties to enable him to live for less money. The rich man is not so much caressed in public, but he has his innings; and everybody is treated from time to time to the encouraging reflection that whatever is good for capital is good for labor, as both are in one and the same boat. These sooth-

ing lotions are, however, apparently less efficacious than they used to be. There are alarming symptoms of something more serious than superficial irritation in the old parties, and there are undisguised differences between the doctors of both schools. "It is highly probable," says that very sagacious and conservative journal, the New York Nation, "that we are in for socialistic movements in this country of greater range and vitality than any we have as yet known. The ideas are certainly in the air, are infecting the most unlikely persons, and will doubtless run their course." The trouble with the Socialist is that he sees only the defects of the system he attacks; he takes no thought of the defects of the system he would substitute for it. "He will have to face, after all," says the Nation, "the same old problems that have perplexed the framers and operators of government from the cavemen down. These relate chiefly to fundamental human qualities—ability and character. How can we best draw out ability? How can we keep our public servants honest? Any man who can surely and satisfactorily answer those two questions may be said to have solved both the social problem and the governmental problem. * * * And the socialistic regime would be no better than the present, governmentally, unless better men were produced to administer it."

Mayor Adam, of Buffalo, has called upon the police to enforce the law which prohibits theaters from admitting children under 16 years of age unless attended by a parent or guardian. It will be pretty hard on the old folks if they have to go with the kids and swelter in the galleries. It is predicted that the youngsters are likely to have several birthdays all at once. But seriously the law is a good one and if its enforcement is practical can be applied with beneficial results.

Hungarians in large numbers are leaving the Pennsylvania coal mines and taking passage for their native land. This is regarded as a circumstance showing that a coal strike is coming in the opinion of the miners. There is, however, another significance in the fact that the Hungarians have money to take a holiday abroad. It indicates that the wages they have received have provided more than a bare livelihood.

The fire of genius is a mighty unsatisfactory way of heating a house.

No man is indifferent to the charms of the lady on the dollar.

People who live in air castles are seldom troubled with drafts.

MEN OF MARK.

W. N. Burgess, President Leonard Crockery Co.

Society in all the ages has manifested a proneness to measure whatever success an individual may have achieved by the size of his bank account. Exceptions to this rule are made in cases of the heroes of military or naval achievements, but in civil and commercial life the Almighty Dollar is the standard of estimate. "How much is he worth?" is a common interrogatory. Perhaps it is well this is so, because without some incentive to achievement little would be accomplished. The man who is well thought of by his fellows has reason to and generally does think well of himself. He strives to win the approbation of the community in which he lives as either an honest man or a good citizen or from the purely monetary point. The ambition that strives for these things is pardonable. It is a natural trait of the majority of men to wish to occupy an established position in society, which is regarded as the reward of industry and capacity to make and retain as well as to provide properly for their dependents.

But other considerations are involved in the pursuit of financial pre-eminence. Until within the last half century the large majority of men—even those who subsequently earned enviable positions in the circles in which they moved—began their business careers at the foot of the ladder. It is true that in all the years there have been rich men, but the number in proportion to the population of a given community fifty years ago was much smaller than it is now, when one touches elbows with the millionaire every day; yet none the less is it true that very often the cabin of the lowly stands in the shadow of the palace of the wealthy and the carriage of haughty Dives every day throws the dust over the tattered garments of humble Lazarus.

The development of the Wolverine State called for strong, self-willed men, with brain and brawn working in harmony, and to these are due many marvelous achievements in civilization. While the success that has characterized many of the men who are prominent in various walks of life is the result of individual effort a successful combination of circumstances has in many instances proven a powerful adjunct. Some achieve success in ventures in which they are at the head; others by fidelity to the interests placed in their hands at the outset. A well-known and successful business man remarked recently: "All the success I have attained came from strict attention to business and looking carefully after the interests of others entrusted to my care." The gentleman was too modest to add that some measure of the success that is his was the result of unswerving integrity and indefatigable industry. All his life this man has been identified with interests in which a large measure of devotion was for the material advancement of

others, yet in promoting these interests his own were promoted.

Walter N. Burgess was born at Lansing, Nov. 22, 1870. His father was of English and Scotch descent, while his mother was of German descent. When he was 2 years of age his family removed to Paris, Mecosta county, where his father erected the first dam and grist mill at that place. In December, 1875, the family removed to Big Rapids, where the father engaged in the shingle mill business. He completed his education at that place by taking one year in the high school and subsequently spending a year in the Ferris Industrial Institute. At this time the Ferris school was in its infancy, Mr. Ferris and his wife being the only teachers. Mr. Burgess afterwards attended the same school in the evening for four years, occupying

Burgess came to Grand Rapids in 1895 to take charge of the crockery and glassware department in the retail store of H. Leonard & Sons, which was then located on Monroe street. A year later he was transferred to the wholesale department, going into the salesroom. He afterwards went on the road, covering Eastern and Southeastern Michigan for two years, at the end of which time he was taken into the store as buyer, which position he will continue to occupy under the new regime.

Mr. Burgess was married June 25, 1890, to Miss Jessie A. Sowers, of Big Rapids. They have two children, a boy and a girl, and reside at 59 Wenham avenue. Mrs. Burgess is a member of the East Side Ladies' Literary Club and takes a prominent part in the work of that organiza-

tion—he helped to win several medals and trophies, which the company now holds.

Mr. Burgess attributes his success to a thorough knowledge of every detail of the crockery business, which he says he owes largely to Mr. Hobart, who impressed on him the great necessity of mastering perfectly the particular thing he had in hand and then passing on to another. Mr. Burgess has also enjoyed good health, which he regards as one of the most important factors in a successful business man's life.

Making Improvements to Facilitate Production.

Monroe, Mar. 20—Business since the first of the year has been of a most gratifying nature, and it will be the banner year in the history of the city. All the local industries are adding new improvements in order to satisfy the increasing orders.

The new \$3,000 air compressor ordered by the Monroe Stone Co. some time ago arrived here last week, and is expected to be in running order by to-morrow. The company is booked for months ahead for its output, and the new machinery will greatly facilitate the production.

The Deinzer Furniture Co. is designing a large number of novelty samples for the Kelsey & Herbert Co., of Detroit.

Fifteen millwrights are busily engaged in placing the machinery for the new Amendt mill, which is expected to be completed by the middle of May. The mill will cost nearly \$60,000 and will be an ornament to the city.

Extensive improvements are to be made at the plant of the Monroe creamery this summer. The east wing is to be extended fifteen feet, which space will be utilized for a new boiler, engine and churn. The company has also purchased a large Sharpless tubular separator, 3,000 pounds capacity per hour, which will be installed this week.

New Pork Packing Plant.

Port Huron, Mar. 20—A new industry unsolicited and without bonusing, is to be established in this city, and, according to reports of those interested in the negotiations, will develop into quite a substantial addition to the prosperity producing enterprises. The establishment will be a plant of the Canada Packing Co., of London, England. Owing to the customs embargo put on the American hog by the Canadian government, the company's operations out of its London, Ont., plant have become restricted and looking about for an American location this city was decided upon as furnishing a most suitable location, owing to its shipping facilities. The plant will be equipped for the handling of the entire hog product, the output to be principally for export. The site has not yet been disclosed, owing to some preliminaries still remaining to be attended to for the acquiring of the necessary property, but negotiations have proceeded to a point where it is believed nothing will interfere with the consummation of the deal.



Walter N. Burgess

his time during the day by distributing advertising matter pertaining to the school. His first employment, outside of the Ferris Institute, was as a shingle packer in a mill. He later sold oranges to the lumbermen who came down with the drive in the spring, when he took up the book agency business, soliciting subscriptions for a publication called Our Country's Achievements. He frequently made \$5 a day while pursuing this occupation, and while engaged in this work he acquired the habit of studying human nature. Believing that he was destined for a mercantile career, he gladly accepted the offer of a position with A. S. Hobart & Co., dealers in crockery and glassware. He remained with this establishment for seven years, rising from the position of store boy to that of head clerk and buyer. Mr.

tion, having written a number of poems and sketches which have been published in local papers. She is also an adept in oil painting, having made several very good pictures.

Mr. Burgess is an attendant at All Souls' church, having been Treasurer of the Sunday school for the past ten years and acting as usher in the church. He is a member of the Foresters and occupied the position of Secretary of the Big Rapids lodge. He is also Vice Chief Ranger of the Grand Rapids lodge. He enlisted in a Big Rapids company in 1888 and has been connected with some military company most of the time since. He was Captain of Company A, 5th Infantry, two years and was a member of Company K in Grand Rapids nine years, being Sergeant Major of the 2nd Infantry. During the time he was on the rifle

WINDOW TRIMMING

Merchants Should Take Advantage of Passing Events.

That dealer isn't progressive who doesn't seize upon every passing event to so bring his windows into the public eye that when the event shall have passed into history the memory of his windows shall remain.

Quite a number of merchants took advantage of St. Patrick's Day. Some of them had a whole window of green. One of these made a fine display of carpets, rugs and draperies in several shades of the forest color that, although different, still harmonized sufficiently to make a very pleasing whole.

"Oh, see the green carpet window!" friends exclaimed to each other and many were the favorable comments as people recognized the fact that the display was to commemorate the Irishman's Day.

Some of the florists were selling white carnations tinged with green of the shade known as "billiard cloth green."

Many of the grocers had their windows entirely filled with "green goods"—of the harmless sort—and supplemented these with green ribbons on their delivery horses' ears and a green ribbon ornamented the whip.

One druggist had an old mother hen and her brood of ten little fluffy balls of yellow in his window. The thick layer of excelsior on the floor and the whole Hen family had been touched up with green. The effect was extremely odd and made everything they did look very funny. Every man, woman and child going by paused from one moment to several minutes, drawn by the unusual sight. Mama Hen was possessed of all the dignity befitting the raising of her feathered youngsters, who were as lively as the average of their kind. The little children who glued themselves to the pane were wild with delight and plead with their elders to "just buy them one of those dear little things!" But the chicks were needed in the business and remained where they had been placed "for exhibition purposes."

One dealer had a mound of popcorn in the center of his window. This was surrounded by a circle composed of popcorn balls, while boxes of Crackerjack were arranged in circles at either end of the window. All the popcorn had been dyed green and the boxes had been "touched up" in the same color. The effect was eye-catching. The grocer was out the price of the stuff in the window, but he considered it paid as an advertising scheme and he charged up the cost to that department.

I heard of one shoeman who painted a lot of shoes green. Of course, no one bought them, unless for a St. Patrick party, but they drew crowds to the glass and put the merchant's name in everybody's mouth.

A florist pasted on the glass of a greenery window the following:

Greens for
St. Patrick's Day
In the Marnin'.

Many were the men's furnishings stores which paid attention to the celebration by exhibiting silk neckwear in the prevailing color, and quite a few men were brave enough to appear abroad decked out in it. Of course, it looked freaky, but some men enjoy "making a monkey" of themselves and are only waiting for an opportunity to happen.

* * *

This week occur the first millinery Openings, when the Fair Sex may view the fearfully and wonderfully contrived headgear in which they will appear later on. The styles are "extreme, extremier, extremist." Talk about freaks—the designers thereof must have sat up nights to originate the impossibilities! Whole flower gardens are brought into requisition and ribbons and feathers galore contribute their share to the finishing of the strange creations. Hiked up in the back and down in the front—turned up here and there and everywhere—one has only to turn a hat around on her head four or five times to find out the most becoming angle. For different occasions and with different gowns, or as her mood happens to be, a girl may revolve the hat on her head and achieve an effect serious, somber, gay, piquant—just according to the function, the dress or as she may be feeling. Truly a most convenient state of matters.

* * *

Coats, suits and separate skirts seen in the windows for the street are very plain, which will make for greater elegance. Skirts are especially neat, the abominably-inconvenient box-pleats being relegated to the background, for which business women may be most thankful, as nothing could be harder to manage in getting on and off a car or walking on a rainy day.

Fans are the daintiest, prettiest ever, feathers playing a prominent part in their construction.

Little change is seen in gloves, about the only ones being in the buttons or stitching. The short sleeves of course call for long gloves, and this is good for the dealer's pocketbook.

Spring shoes have not been much displayed here so far. Grand Rapids is always slow anyway in adopting anything new in this line. It takes Chicago to show beautiful goods of St. Crispin's manufacture.

Carping Comment.

"Yes," says the enthusiastic girl who is telling her suitor of the new man she has met, and who the suitor rightly believes is a rival for her affections, "yes, he is a striking-looking man. He has such a strong face."

"Strong face?" sniffs the disgruntled suitor. "Do you mean that he looks like an onion?"

What is the oldest lunatic on record? Time out of mind.

Interesting Meeting of Bakers at Kalamazoo.

Lowell, Mar. 20—The semi-annual meeting of the Michigan Association of Master Bakers, which was held at Kalamazoo last week, was well attended. President F. J. Wolfarth, of Saginaw, opened the meeting with a short address explaining the aims and objects of the Association, what had been accomplished and what he hoped to accomplish. Mr. Clissold, of the Bakers' Helper, also addressed the meeting on association matters.

J. J. Hanshue, of Lansing, told of his experience in organizing the State millers and talked for the general good of the Association.

Applications for membership were received and accepted from Geo. A. Taylor, Plymouth; W. J. LaFraugh, Adrian; I. N. Branch, Jackson; J. F. Wilson, St. Joseph; S. O. Aikman & Son, Port Huron.

Associate members were authorized to solicit membership throughout the State.

It was decided to have an exhibit of baked goods at the annual meeting to be held at Lansing the last week in October. There are to be no prizes offered, nor no judges, as it is desired to make the exhibit a purely educational one. Each member will be asked to bring a sample of his goods taken from his regular stock—nothing special to be made—each sample of bread, cake, pie, etc., to be numbered and listed, so that any member wishing to make enquiries can ascertain from the committee in charge who made any particular piece of goods, and in that way find the owner and ask such questions as he may desire. The object is to bring together from all parts of the State the various baked goods that bakers are making and selling.

The following questions were presented and discussed by many of those present: What is the best way to advertise a bakery? What causes dough to slack away after it has been mixed stiff? Is it safe to buy flour at the present prices? Which is the more profitable—sweet milk and baking powder or sour milk and soda—in making fried cakes and what percentage on the favorable side? What about exchange of bread?

It was quite generally agreed that this was a most profitable and pleasant meeting, and great interest was shown in regard to the next annual at Lansing.

The members in attendance were as follows:

- Frank J. Wolfarth.....Saginaw
- Weldon Smith.....Lowell
- Chas. H. Lawrence.....Lansing
- Morton Baking Co.....Detroit
- S. O. Aikman & Son.....Port Huron
- Geo. A. Taylor.....Plymouth
- A. M. Scott.....Grand Rapids
- F. Brunckhorst.....Milwaukee
- F. W. Bourke.....Detroit
- C. C. Huston.....Kalamazoo
- Wm. B. Purdy.....Milford
- S. M. Austin.....Benton Harbor
- J. F. Wilson.....St. Joseph
- Wm. Barratt.....Lansing
- A. B. Wilminck.....Grand Rapids
- Wm. J. LaFraugh.....Adrian

- S. A. Potter.....Detroit
- J. C. Kuechle.....Marshall
- Wm. Tuechter.....Cincinnati
- James McBriar.....Chicago
- Gartner Baking Co.....Battle Creek
- C. M. Leach.....Plainwell
- I. N. Branch.....Jackson
- E. D. Strain.....Battle Creek
- J. J. Hanshue.....Lansing
- J. L. Petermann.....Lansing
- L. T. Bennett.....Kalamazoo
- N. N. Davison.....Kalamazoo
- Witwer Baking Co.....Kalamazoo
- Weldon Smith, Sec'y.

Secretary Percival To Visit Western Michigan.

Port Huron, Mar. 20—I am planning to speak three or four weeks in the towns near Grand Rapids during April, so I ask you to make a few extracts from the enclosed circular, which I think would help me considerable in getting the merchants interested to start an association in their town. My next trip will be to Cass City, Caro, Vassar, Clio, Midland and Bay City. Then I expect to fix up my route to Grand Rapids and vicinity. Last Friday I visited Brown City and organized them there with the following officers:

- President—J. J. Kearns.
 - Vice-President—Ora A. Tuck.
 - Secretary—Hugh McLeod.
 - Treasurer—J. W. Weed.
- Every merchant in the town but one organized.

J. T. Percival, Sec'y.

The circular to which Mr. Percival refers is as follows:

Are you satisfied with the present existing conditions of trade? Are you satisfied with the meager profits you are receiving? Are you content to continue laboring along year after year with a bare living as your only recompense?

Would you not like to see a little larger margin each year on the profit side of your ledger?

Are you satisfied to help the trading stamp companies, the peddlers, box car merchants, soap clubs, the dead-beats, the catalogue houses, price cutters and their ilk and give away profits which rightly belong to you?

If you think you want a change in existing conditions, write to the Secretary and have him come to your town or send some one to visit you and organize an association and talk matters over and see if some of the evils of the trade can not be eliminated.

We desire an organization in every city and town in Michigan before our next convention at Grand Rapids in January, 1907, and to have it affiliate with the State organization.

At our convention in January at Saginaw we had representatives from all parts of the State and every one present was satisfied that the only way to have success in business is to organize and get together for the good of all. I would be pleased to correspond with you in regard to an organization in your town.

An overplus of talk often represents only the effort to hide the smallness of the knowledge possessed.



Movements of Merchants.

Jackson—F. E. Huntley has opened a cigar, candy and fruit store.

Calumet—Thomas Paul will open a meat market here in the spring.

Ludington—K. L. Ashbacher has opened his new clothing and gentlemen's furnishings store.

Dorr—Englebert D. Harig has sold his meat market to Berney Eble, who will continue the business.

Holland—A new hardware store will be opened here April 1 by Wm. DePree & Bro., of Zeeland.

Ludington—A new dry goods store will be opened here about April 15 by D. Wigderson, of Antigo, Wis.

Wayland—A. E. Butterfield has sold his stock of groceries to Earl Bragg, who will soon take possession.

Port Huron—Thomas Beckton will open a tailoring and gentlemen's furnishings establishment here on April 1.

East Dayton—A meeting has been called for March 27 to make arrangements for the erection of a cheese factory.

South Haven—Ed. Murray has sold his grocery stock to John and Fred Linsenmeyer. He will retain his meat business.

St. Joseph—William McDonald, of Chicago, has purchased the interest of Dan Riley in the dry goods stock of Evans, Riley & Co.

Harbor Springs—Wm. Rockwell has purchased the planing mill machinery and stock of lumber formerly owned by Thos. Kneale.

Belleville—Edward E. Atyeo, local hardware dealer, has purchased the dry goods and grocery stock of H. C. Call & Co. and will continue the business.

Wolverine—B. F. Butler has disposed of his dry goods and hardware store to Cook Bros. and H. H. Morrow, of Gaylord, who will continue the business.

Hudson—Hasbrouck & Gaskill will succeed Emma Mayes in the coal, lime and building material business. Miss Mayes will devote her entire time to her millinery business in future.

Pequaming—The lumber firm of Charles Hebard & Sons has been incorporated under the laws of New York to take over the business of the copartnership of Charles Hebard & Son.

Marshall—The composition of 30 cents on the dollar offered by Hughes & Holmes, and approved by the creditors, was confirmed by Judge Swan in the United States Circuit Court at Detroit March 20.

Caro—The J. D. Wilsey flour mills have been sold to William E. Guyant, of Albion, formerly of Caro. Mr. Guyant has been connected with the mills at Albion and with the David Stott Milling Co. at Detroit.

Menominee—P. M. Peterson, manager of the Square People's House Furnishing Co., has purchased the outfit of the defunct Menominee Brush & Broom Co. and announces

that he will, in all probability, take a partner and re-open the business very shortly.

Menominee—Victor Lundgren, of Marinette, has purchased the drug stock of E. L. Forsyth and has taken possession of the store. Mr. Lundgren was formerly associated with Mr. Forsyth in the drug business.

Pontiac—T. P. Davis, who for several years has done business here under the name of the Pontiac Music Co., has made an assignment for the benefit of creditors, naming Harry H. Snowdon as assignee.

Laurium—John H. Manier has purchased M. Prisk's stock of groceries at Calumet. He will remove the stock to this place and Mr. Prisk will be employed by Mr. Manier, taking the position made vacant by the resignation of Charles H. Smith.

Calumet—The Peoples Store Co. has been incorporated for the purpose of conducting a general merchandise business. The corporation has an authorized capital stock of \$6,000, of which amount \$3,320 has been subscribed and \$2,320 paid in in property.

Saginaw—The confectionery and catering business formerly conducted by Mrs. Mary E. Burton will be continued in the future by Louis G. Pappas under the style of the Chicago Candy Kitchen. Mr. Pappas was formerly engaged in the same line of business in New York and Chicago.

Conger—Wolbrink Bros. have sold their general stock to J. J. & C. E. Wolbrink, who have moved it to Allendale and consolidated it with their stock. Wolbrink Bros. have purchased the S. W. Eddy general stock at Ganges and will take possession about April 1.

Gaylord—J. Frederickson is engaged in the construction of a large scow, which Lewis Jenson will use this spring and summer in getting dead heads out of Otsego Lake. A 20 horse-power engine will be placed on it to operate a large crane and probably to furnish power to propel it about the lake.

Belding—Otto J. Kuhn has sold his stock of hardware to the Tuinstra Hardware Co., which will consolidate same with its hardware stock and conduct its business at the old stand of Mr. Kuhn. The retiring merchant has accepted a position as traveling salesman for the Eureka Cream Separator Co.

Detroit—C. W. Coon, a Detroit merchant, C. F. Ricken, formerly associated with the grocery firm of Coon & Ricken, and H. W. Lindeman, for a long time connected with Jas. Fitzsimons & Co., furniture dealers, have formed a co-partnership under the style of the Standard Furniture Co. and have opened a furniture and carpet store.

Farmington—Fred L. Cook & Co. have purchased the hardware stock of C. M. Doherty & Co. and will continue the business with Robert Mimmack, formerly of Plymouth, in charge. The sale was made because of Mr. Doherty's poor health and with this transaction Governor Warner, who was a partner in the old firm, retires from the mercantile field in Farmington.

Manufacturing Matters.

Marquette—The Marquette Wood-ware Co. is in the market to buy 1,000,000 feet of hemlock logs and 100,000 feet of pine logs.

Holland—H. E. Piper, of Grand Rapids, has disposed of his ice cream manufacturing plant at that place and will start in business here on April 1.

Baraga—The Baraga Lumber Co. has merged its business into a stock company under the same style with an authorized capital stock of \$100,000, all of which has been subscribed and paid in in property.

Muskegon—The F. Alberts & Sons sawmill has resumed operations for the season of 1906. Light repairs have been made in the machinery and a big cut is expected for 1906.

Cadillac—Cobbs & Mitchell are sending 100,000 feet of "electric" flooring to Los Angeles to be used in a hotel being constructed there, and several other lots have gone to the same city.

Manistee—The R. G. Peters sawmill started up last week after being shut down for repairs since December 1. The logging trains began operations last Friday and logs are being hauled to the mill.

Detroit—A new corporation has been formed under the style of the Detroit Wire Spring Co. which will manufacture coil springs. The authorized capital stock of the new company is \$30,000, all of which has been subscribed and \$15,000 paid in in cash.

Calumet—A corporation has been formed under the style of the Superior Washing Machine Co., which will manufacture washing machines. The authorized capital stock of the company is \$7,000, of which amount \$3,500 has been subscribed and \$1,000 paid in in cash.

Ann Arbor—A corporation has been formed to manufacture hay presses under the style of the Ann Arbor Hay Press Co. The authorized capital stock of the new company is \$25,000, of which amount \$18,000 has been subscribed, \$1,000 being paid in in cash and \$1,500 in property.

Whitehall—The Roykross Chemical Works has been formed to manufacture Roykross, a dust and dirt catcher and moth and germ killer. The officers of the company are as follows: President, J. J. Nufer; Vice-President and Manager, H. A. Varney; Secretary and Treasurer, Chas. P. Seager.

Battle Creek—A corporation has been formed under the style of the Cement Brick & Block Co. to manufacture cement bricks and blocks. The new company has an authorized capital stock of \$45,000 common and \$5,000 preferred, of which amount \$25,000 has been subscribed and paid in in property.

Birch—The Northern Lumber Co. expects to start its sawmill this week. The mill will have a capacity of 80,000 feet of hardwoods or 120,000 feet of hemlock or pine. The boilers in the plant are 600 horsepower, and the steam feed is through a 12-inch pipe, which is larger than that used by any other mill in the Upper Peninsula.

Bay City—Frank Buell has interested Chicago and Milwaukee capitalists in the construction at Bay City of a chemical plant to manufacture wood alcohol, coal tar products, charcoal and other chemical products from hardwood refuse. He is sending over 20,000,000 feet of logs to Bay City and the refuse from this stock will supply a large plant.

Grand Marais—C. E. Stone, who operates the East Bay sawmill near this place, has contracted with J. H. Hunter to cut the entire winter cedar output of the latter into shingles and ties. The sawmill will cut lumber during the day time and ties and shingles nights. An engine, shingle machine and other machinery will be installed as soon as possible and two shifts of men will be employed.

Manistee—Patrick Noud, a lumberman of years of experience and who keeps close in touch with the business, says that the extraordinary shortage of logs for the coming summer which already has had its effect on the price of lumber will seriously affect the price of tanbark. The inability of lumbermen to cut the normal supply of hemlock, owing to unfavorable weather, is going to make a great shortage in the supply of bark.

Menominee—The White Pine Lumber Co. has been incorporated by E. W. Daniel and A. C. and J. W. Wells. The new company will operate at Webwood, Ont., upon the newly acquired timber lands of J. W. Wells. The new concern is capitalized at \$125,000 and will have its offices in Menominee. It will build a saw mill and a fully equipped railroad and will establish a general store. The company has a tract of timber land containing 1,000,000 feet of white pine. The output of the plant will be sold on this side of the Canadian line.

Marquette—A big land deal is on at the present time between Lord Brassey, representative of the Michigan Land & Iron Co., and William G. Mather, president of the Cleveland Cliffs Iron Co. The deal involves the transfer of the remaining lands in the original block of 400,000 acres, owned by the Michigan Land & Iron Co., in Marquette and other counties in the upper peninsula and also the mineral rights of the company reserved in the sale of agricultural and timber lands. It is estimated that the amount to be paid for the land will reach \$1,500,000.

The Boys Behind the Counter.

St. Louis—A. A. Click has resigned his position as manager of the dry goods department at H. J. Tuger's store to take a position with John W. Frost Co., at Clio.

Sturgis—Chas. Wickard has taken a position as a salesman with Adler Bros., of South Bend, in their clothing store, and expects to enter upon his new duties in a few weeks. Mr. Wickard is a thoroughly competent man in this line.

Cadillac—Wm. Brooks, formerly with Eastman & Co., at Mancelona, has taken a position in the hardware store of Drury & Kelly here.



The Grocery Market.

Tea—There is a little better enquiry, although the situation could scarcely be said to be active. Whatever business is doing is shared in by the general line. There is no disposition whatever to take advantage of the shortage in stock, therefore buying is for actual wants only. There has been no change during the week and none seems likely.

Coffee—There is a report from Brazil that the valorization scheme has been dropped, but neither this nor favorable European cables seem to have had much effect on the market. The buying has been scattered, but at the same time the selling movement could not be termed aggressive.

Sugar—At New York, yesterday, all grades of refined sugar were advanced 10c a hundred pounds. The future course of the market will depend to a great extent on the beet sowings, and reports so far do not give promise of any great reduction. Unquestionably the Cuban crop has been damaged on account of the rains, and if the rainy season this spring sets in at the usual time the crop will be short. However, allowing for the Cuban crop to be 200,000 tons less than the early estimates, it does not by any means offset the enormous supplies, as the world's visible is so much greater than last year. A shortage in Cuba means that as the season progresses we will have to compete with Europe for supplies, and therefore will gradually approach the European parity. If, however, the sowings are not reduced, it is quite likely that the present prices in Europe will not be maintained, which in turn will make our advances just so much less.

Canned Goods—The tomato market seems to be in the same unsettled condition that has been its dominant feature for some time. The figures asked by the holders who control the larger part of spot stocks of tomatoes are almost double those of last year. It appears, however, that there are a good many tomatoes in outside hands and the amount controlled by the so-called syndicate is not thought to be as large as has been supposed. It is reported that some of the large jobbers are running low in stocks, and this, in conjunction with reports that retailers are buying steadily in spite of the comparatively high prices lends support to the opinion that a movement in spot stocks can not be much longer delayed. Baltimore standard apples are higher and are reported to be practically cleaned up in the Baltimore market. Cheap peas are well cleaned up but there seems to be plenty of cheap corn, with a stronger market and a higher tendency. All California canned fruits are in a strong position. Stocks are generally light and holders firm. The market generally has a tendency toward higher prices. The salmon situation

becomes more interesting with the advance of the spring season. Salmon is generally conceded to be in a very strong position.

Dried Fruits—Raisins are slow sale, the demand both for loose and seeded being very light. Apricots are in good demand, and most good lots seem to have been cleaned up. Currants are in fair demand at unchanged prices. Apples are firm and high. Prunes are unchanged, both on the coast and in secondary markets. Here and there a lot has been resold at a concession because of the failure of the first sale, owing to the new German tariff. The demand for prunes is fair. Peaches are slow and unchanged.

Rice—All grades continue very firm. Broken rice is, as has been said, very difficult to secure, more particularly at such prices as would interest the retailer.

Syrup and Molasses — Glucose shows no change for the week. Compound syrup is in regular demand for the season at unchanged prices. Sugar syrup is dull and lifeless at unchanged prices. Molasses is in fair demand for the season at unchanged prices.

Fish—Cod, hake and haddock are unchanged, weak and dull. Salmon is steady and quiet. Herring are weak and dull. Fish is dull. Norway mackerel continue to be maintained as to price and also demand, but other grades are neglected and dull, with the tendency rather weak than otherwise. Sardines are unchanged and quiet, but the signs still point to an advance later.

John D. Mangum, the Marquette clothier and shoe dealer, has been in town for several days, giving his former friends here an opportunity to renew their pleasant acquaintance of a quarter of a century ago. Mr. Mangum has won both fame and fortune since he removed to the Upper Peninsula, having been Mayor of Marquette two terms and having recently been re-appointed postmaster of Marquette for a second term. Mr. Mangum retains his youth to a remarkable degree, having evidently discovered the long-sought Fountain of Youth. He is as gay and debonair as of old, albeit he has acquired the bearing of a courtier and the mental poise of a philosopher.

H. J. Cheney, who was identified with Hastings & Remington six years and who has been in charge of the dried fruit department of the Clark-Jewell-Wells Co. for the past six years, has accepted a position with W. R. Roach & Co., canners at Hart, and will take up his residence at that place. Mr. Cheney is a very capable man in his line and will prove a valuable accession in his new connection.

The Farmers' Mercantile Co. has been organized by Robert Plotler, Alex. Imerman and Dallas Slack to engage in general trade at New Wexford. The grocery stock was furnished by the Worden Grocer Co.

Oftentimes it takes but little in the way of help to put an unfortunate creature on a firm foundation.

The Produce Market.

Apples—Continue scarce and high. There is a certain amount of steady demand, but many are doing without them on account of the high prices prevailing at present. First quality apples are selling around \$6@6.50 a barrel.

Asparagus—California fetches \$1.65 per doz.

Bananas—\$1.25 for small bunches, \$1.50 for large and \$2 for Jumbos. The cold weather has handicapped the bananas business somewhat, as some of the roads have been running their warm cars irregularly. There is a good demand for bananas but the weather has also had a noticeable effect on this.

Butter—Creamery commands 27@28c for extras, 24@25c for No. 1 and 19@20c for storage. No. 1 dairy fetches 19c and packing stock fetches 13c. Renovated is in fair demand at 20c. There is apparently an improvement in the quality of shipments and more of them are making the top grade. There is, however, no improvement in the other grades and they are as dull as ever. The spread between the top grade and the next grade has, of course narrowed slightly, and furnishes a good indication of the condition of the market.

Cabbage—\$3 per bbl.

Carrots—\$1.50 per bbl.

Celery—California fetches 75c for Jumbo and 60c for Blue Ribbon.

Eggs—Local dealers pay 13c for strictly fresh. There is some improvement in the egg market, due principally to lighter receipts on account of cold weather. Roads are in very bad condition in the country and the farmers are not bringing eggs to town so freely.

Grape Fruit—Florida is in fair demand at \$6.50@7 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.

Parsley—40c per doz. bunches.

Parsnips—\$2 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 a little stronger, locally, but there appears to be little change at other markets.

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

The Grain Markets.

There has been a general advance all along the line, cash grain being much stronger than the options, the net advance in May wheat being about 1½c per bushel, against about

3@4c per bushel on cash grain in the different markets. This strength seems to be due largely to lack of movement from first hands and a little improvement in the demand for the manufactured product. The visible supply for the week showed a decrease of 429,000 bushels. The foreign crop news was more favorable, while in this country there is some damage talk, principally from Southern Michigan and Northern Indiana, but this is largely offset by favorable weather in the Southwest and the fine covering of snow which is general throughout the winter wheat belt. There has been some improvement in export trade of both wheat and flour, but margins are still very thin.

Corn has shown considerable strength, largely in sympathy with wheat and due to light receipts and a very good demand for immediate shipment. Prices are up practically 3c on cash corn for the week. The visible supply showed a decrease of 987,000 bushels for the week.

Oats were also stronger, up about 2c for cash, with only a moderate movement and a better demand for shipment. There seems to be a general inclination to buy freely, not only for immediate but deferred shipment as well. The visible showed a decrease for the week of 742,000 bushels. Cash oats at 1c per pound begin to look pretty cheap.

L. Fred Peabody.

Death of a Pioneer Grocer.

Saginaw, March 20—Patrick O'Grady, whose funeral takes place tomorrow, was called the father of the first ward.

For forty-four years he conducted a grocery store in that part of the city, of which he was one of the first residents, and died possessed of considerable property.

He was known for his kindness of heart and generosity and no one, no matter how unlikely to pay, was refused supplies at his store.

Thomas Fay, who came to the city to attend the funeral, assisted O'Grady in the store for many years. He received no regular wage, but was boarded by his employer and supplied with money when he needed it. Upon his departure Mr. O'Grady offered him a house and lot. The story goes that it was finally decided to give the young man 160 acres of land in the upper peninsula, which somehow he had acquired. Fay afterwards sold the land for a large sum, said to be \$80,000.

O'Grady was born in County Tipperary, Ireland, in 1826.

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.

DRY GOODS

Weekly Market Review of the Principal Staples.

The demand in jobbing houses continues of an unusually satisfactory nature, and it is believed now that the reports for the current month will show a substantial advance in sales over those of the corresponding period of last year. Many of the nearby out-of-town retailers are reaching this market from day to day and their purchases, although not large individually, are serving to still further increase the aggregate sales in jobbing quarters. The shortage of many lines of goods which have proven popular for the coming spring season and summer months is becoming more pronounced, and there is no doubt now that many buyers who failed to place their orders early will be compelled to do without the goods, or will only receive them very late in the season, when they will be of little or no service. It is reported that the demand for lightweight underwear has been very marked during the past few days, and that the stocks in jobbers' hands have been reduced to a minimum.

The shortage on hosiery, in all popular lines for the spring and summer, is not only causing the retailer much anxiety, but has resulted in the jobber originating many plans by which he hopes to secure supplies to meet this demand. In the linen and white goods departments a very heavy business is reported as still being put through on housekeeping goods, while retailers are most insistent in their demand for the delivery of dress linens on which orders were placed very early this year.

White goods are also extremely short in the market and jobbers are sending urgent requests to manufacturers to hurry up delivery of goods, on which they are very much behindhand. The lines in jobbing hands have been greatly depleted and the slowness with which deliveries are being made by first hands is proving a great drawback to new business in jobbing quarters. Out-of-town jobbers were again in evidence yesterday, and not only visited first hands in search of fine grade wash goods but also made a thorough canvass of the jobbing market in an effort to secure goods on which immediate deliveries can be made.

Selling agents in the men's wear market state that there are more supplementary lines being shown in the woolen division of the market than before in fully six years. They revert to the conditions which existed in the woolen trade in 1900 and down to 1904 when woolens were in chief demand both by medium and low-grade clothing manufacturers, and compare those conditions with the ones existing to-day where it is a serious problem to get clothing manufacturers to order even fair-sized quantities on their initial business for fall. The fact that worsteds and

mercerized fabrics have taken firm hold of the popular mind, and are in great request by retailers in all sections of the country has led to the introduction of these goods in all lines for fall to a greater extent than in any recent season. In fact, it is a question if the mercerized men's wear factor has ever been so well represented as for the season of 1906.

On standard staple goods such as plain cheviots, thibets, clay diagonals and the low-grade cassimeres mills that have come out with their lines based on a very small advance over last year have succeeded in getting a fair percentage of first orders. For the balance of the trade the initial business for fall has been below normal. Now that the intermediate period between the placing of initial orders and the duplicating period has arrived manufacturers of men's wear have time to study the result of their early campaign, and it is with a view of interesting buyers who have not yet placed their quota of orders that the supplementary offerings are being made.

On overcoatings commission merchants and selling agents handling the bulk of trade declare that the plain staple fabrics stand out prominently for fall, and that a decline in yardage in fancies of fully 20 per cent. of last year's figures has to be faced. Some very attractive gray mixture and solid grays in heavy-weights for fall are being shown with a degree of success by certain mills.

The clothing trade has taken a smaller percentage of goods on late orders for the present spring season than it was expected they would, and this has caused some disappointment among agents who expected to clear their stocks.

The Five-Year-Old's Prayer.

Two brothers, one 8, the other 5, were in the library, when the younger one overturned the ink. When mother appeared and sought the culprit Winthrop flatly denied it. Shocked at the deliberate falsehood, the big brother hurriedly knelt down and said:

"Dear God, please forgive Winthrop for telling lies. He doesn't know how wrong it is. Amen."

With a look of scandalized contempt at the kneeling brother, Winthrop knelt and prayed:

"Dear God, I wish my brother lived in another house, so he couldn't peek. Amen."

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.

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.

Grain Carlots

Phone or wire at our expense for price.

We can supply you promptly in carlots or less.

We can build up your trade with our pure Corn and Oat Feeds, Millstuff and Flour.

Grand Rapids Grain & Milling Co.
L. Fred Peabody, Mgr.
Grand Rapids, Michigan

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.



Hosiery

White hose are the latest for spring and summer wear. We have them in plain white and lace effects.

Also a complete line of plain blacks, split sole and white feet,

lace effects and tans.

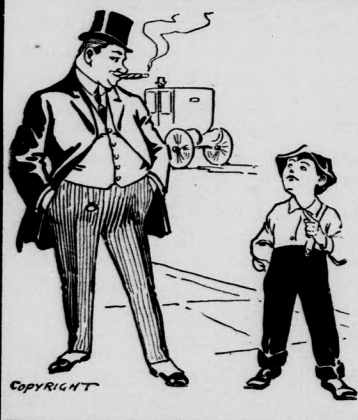
See our line before placing your order.

P. Steketee & Sons

Wholesale Dry Goods

Grand Rapids, Mich.

"There Won't Be No Butt"



for the "kid" who apes his elders in fondness for smoking, if the cigar smoked is an

S. C. W.

5c Cigar

You see this cigar is a "good to the very end" cigar and its smoker is loath to throw away even a little bit of the fine tobacco it contains.

Try one now, and you'll know yourself.

G. J. JOHNSON CIGAR CO., Makers

Grand Rapids, Michigan

Secured a New Factory.

Flint, March 20—Another important industrial institution is in prospect for this city in the contemplated removal to Flint of the Moore Drop Forging Co., of Springfield, Mass. A. L. Moore, one of the officers of the company, was here a few days ago. He expressed himself as being favorable to the opening of negotiations looking to the location of his company in this city, which is expected to be an early result of his visit.

The Moore Drop Forging Co. manufactures a high grade of steel tools and engine and automobile parts, and is one of the leading concerns of its kind in the United States. The reason underlying the contemplated change in its location is because of the general advantages of the Middle West and the fact that Michigan has taken a foremost place in the automobile industry, in which the Springfield concern is actively and materially interested.

The Durant-Dort Carriage Co., which has seven separate and distinct plants in this city, has adopted the plan of offering prizes to its employes for practical suggestions looking to the betterment of conditions and appliances surrounding the manufacture of the goods turned out by the several plants, and for ideas that can be used to advantage in any direction in the mechanical department of the company. The first of the awards of prizes, which are to be made semi-annually, took place Tuesday evening, when \$150 was distributed among the employes who participated in the competition.

Walter Dax, for nearly three years manager of the Flint Varnish Works, has tendered his resignation and will leave in a couple of weeks for Cincinnati, where he has accepted a similar position with the A. & W. Company.

Beavers Ruin Much Property.

Negaunee, March 20—Men who have to do with work in the timber in this district report plenty of evidence that fur-bearing animals are largely on the increase. Especially is this true of beavers, a fact no doubt due to the protection given the animals by law, their killing being prohibited before the year 1910.

Fear is expressed that long before that time the animals will have multiplied to such an extent as to become a nuisance. They have already flooded considerable areas of land by damming up the streams in which they have built their houses, and timbermen have been put to considerable trouble and expense in breaking these dams where the logging roads have been inundated by the water backed up by them.

In the district about Horseshoe Lake, near Eagle Mills, the evidence of the work of the beavers is very marked, many of the roads near the streams in the vicinity being impassable because flooded with water that has been backed up by a series of dams thrown up by the animals. In the woods in the vicinity of Lathrop and Little Lake, south of this place,

beavers have been a nuisance for some time past. They have worked havoc to timber bordering the streams and small lakes, and logging contractors assert that instead of protecting the animals from slaughter the law should place a bounty on them.

It is certain that beavers have largely increased in numbers in districts near this city, but only within the past few months have their depredations been considered of any particular consequence. They are very persistent workers, and dams destroyed will quickly be built up again.

Many a strong and able man, many a merchant with a genius for his calling has gone down to failure because he lacked competent assistants, and because he failed to get the most or the best out of those he had. There is not a man who has climbed to the top who does not value assistants who have the innate capacity of developing into strong men, and who can not fail to appreciate such development. There are scores of men, however, who are moderately successful, who could easily attain the highest goal if their knowledge of human nature was acute enough to set aside a good man in the track in which he could develop and who could materially assist this development by a proper push now and then.

Occasionally a very small action will be the means of establishing a very big reputation.

Free of Charge



We include with every order for a case (2 dozen) of umbrellas, while they last, a good serviceable umbrella stand free of cost. Remember each case contains only two dozen—one of men's 28 inch and one of ladies' 26 inch. The handles are nobby and nicely assorted. Price only \$9.00 per dozen. It's a big bargain.

Grand Rapids Dry Goods Co.
Exclusively Wholesale Grand Rapids, Mich.



This picture represents our exclusive wholesale house which is entirely separate and distinct from our large retail store. The different floors, which are large and commodious, are devoted to

Staple and Fancy Dry Goods, Underwear and Hosiery, Notions, Ribbons, Laces, Embroideries, Men's Furnishings, Men's Clothing and Novelties of all Kinds.

When in the market we extend to you a special invitation to visit us, when we can become personally acquainted and be able to show you our splendid facilities for taking care of your wants.

Spring, 1906 We are prepared to supply you with the latest novelties in Ladies' and Gents' **Neckwear**

Our spring line contains all the "New and Nobby" as well as the best staple styles.

FOR LADIES we're showing large assortments—all the new effects in **Lace Trimmed, Embroidered, Applique, Chiffon, etc.** Packed 1/2 dozen in a box. Price \$2.25 to \$4.50 per dozen.

FOR MEN Nobby "Tecks," "Bows," "Four-in-Hands," "Strings," etc. All the latest spring patterns and colors.

Mail Us Your Orders

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



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

Entered at the Grand Rapids Postoffice.

E. A. STOWE, Editor.

Wednesday, March 21, 1906.

STUYVESANT FISH.

One of the most common among the utterances by the oracles to be seen and heard in public places is that there is not a business man living who is honest; that every man of business will lie, cheat and steal if it is required for the preservation or even the betterment of his business.

It is unnecessary to contradict such a broad statement because its absolute freedom from qualification is its own best denial. There are men of business and men of business; and in each grade are an abundance of truthful, honest men and too many of the other kind, the grief of the situation being that the men of rectitude rarely come into the white glare of the spot light of publicity. Serene in their own integrity, plotting no unfairness and fearing no complication, steadily they hold to their path of uprightness without creating comment or participating in contention.

On the other hand, whether the dishonest man figures in great or in insignificant business enterprises, he comes inevitably into public notice and his chicanery becomes known in detail to the community, great or small, as the case may be, affected by his wrong doings. Unlike the bucket shop patron who parades his winnings and secretes his losses, the unfair, tricky and unscrupulous man of business, unintentionally, perhaps, but unavoidably, publishes his shortcomings and conceals his successes.

And so comes the enforced common notion that all men of business are rascals. It is a false opinion and there isn't a fair minded man living who, if he will canvass his own list of well-established acquaintances, will fail to find a man or a half dozen men among them whom he would trust implicitly in any matter of business.

Naturally, when discussing such a topic to-day, one's mind immediately reverts to recent revelations in high finance, so that it is intensely satisfactory in this connection to invite attention to the good features, rather than the bad ones, connected with those disclosures, chief among which, perhaps, is the spectacle of a man of very large wealth, splendid intellectuality, great business skill, force and achievement, who without

ostentation or pretense of any kind, proves the contention that honest, upright men are living.

That man is Stuyvesant Fish, who, because of his natural moral sense, his faith in the fundamental virtues, is to-day the chosen representative of thousands upon thousands of those who hold policies in two of the largest life insurance companies in our country. He holds this position by virtue of an extended record in great business affairs, a record marked by invariable honesty and fairness.

Thirty-five years ago Mr. Fish graduated from Columbia College and at once, although only 20 years of age and in the face of the fact that he had an abundance of wealth, accepted a minor clerkship in the office of the Illinois Central Railway—the road which connects Illinois, Indiana, Iowa, Missouri and all states south of these with the Gulf of Mexico and an enterprise with which his ancestors had been identified since "long befo' the wah." After two or three years of this kind of employment he accepted a position with the great banking house of Morton, Bliss & Co., which company sent him to its London office for a year or so, bringing him back to New York to become their managing clerk at 24 years of age. A year later he was a member of the New York Stock Exchange and in 1877 he was elected to the directorate of the Illinois Central Railway and appointed agent of the Purchase Committee of the New Orleans, Jackson and Great Northern Railway. The next year he became Secretary of the Chicago, St. Louis & New Orleans Railway, and in 1883, when only 33 years of age, he was made Second Vice-President of the Illinois Central. One year later he became First Vice-President of the road and in 1887, still a young man, he became its President.

These statistics are interesting chiefly, so far as the general public is concerned, because they show that Mr. Fish had the opportunity to participate in almost all phases of great financing and that this opportunity was his because of extreme ability; because, no matter how great may be a man's wealth or powerful the "pull" back of him, trusts such as were placed in his hands and responsibilities such as he assumed are not bestowed for sentimental reasons. Dummies will not work and figure-heads need not think; and unless a man can think and will both think and work very hard and wisely, he does not pile up such a record as is Mr. Fish's showing.

And he is such a man; a man who, had not his integrity been of the instinctive, genuine kind, would have fallen under the wiles of high finance to the depths so sadly sounded by others; that came out squarely, without preliminary buncombe, resigned his position on a most important commission and demanded the removal of officials because of his belief that duplicity and outrageous dishonesty controlled the affairs of great financial institutions. He reached this conclusion after thorough investigation and consideration, made by himself; he had no ulterior motive in

view and, convinced that he was right, he had the courage of his convictions, and is now at the head of an army of nearly if not quite a million policy holders, who have implicit faith in their leader and who will win in their struggle.

The example set by Stuyvesant Fish, supremely gratifying though it be, is by no means unique. There are thousands of men equally upright, but by the largeness of the interests at present represented by him, the exceptional conditions under which he accepted the trust and the very prominent character and achievements of the man, his example is worth ten, yes, thousands of times over, the other miserable revelations that have been so prominently paraded in the public prints.

The new British government proposes to rely upon the navy for defense and to reduce the size and cost of the army, which it regards as unnecessarily large. This will be a shock to some British traditions, although it may be to a certain extent justified. The British navy can probably prevent any successful attack on British coasts, but it is doubtful if the British army is everywhere equal to emergencies that may develop. The alliance with Japan strengthens the British position in the Far East, but otherwise the "thin red line" demarking British dominion is no more formidable than ever.

Widows are apt to be wise. One of them in Texas recently received an offer of marriage. She was not averse to a second venture but suggested to her would-be husband that she keep house for him for a week, so that each could study the ways of the other and form a matured judgment on the desirability of the proposed union. This arrangement was accepted, the result was satisfactory, and at the end of the week they were married. Some such sort of probation would be desirable in many cases, but of course would eliminate all elements of romance and so the lottery plan will remain in vogue.

Whiskers are an issue in the municipal campaign at Sioux Falls, Iowa. The whiskers in question belong to the health officer. They are long and silky and he is much attached to them, having owned them since youth. He has been told that they are probably a favorite resort for microbes and therefore a menace to the community, but as he refuses to remove them it is proposed to remove him from office. He has asked all the bewhiskered voters to stand by him at the polls and if they do he may preserve his facial adornment as well as his place.

Lobster lovers will be glad to know that the lobster fisheries along the Maine coast are improving and the Canadian supply is increasing. This is the result of restrictive measures that have lately been enforced. Lower prices may be expected this year.

The worst thing about becoming famous over night is that we are sure to wake up in the morning.

A PERPETUAL MENACE.

Chief among the natural beauties of John Ball Park is the abundance of rich foliage. It covers the hills, shapes exquisite valley vistas, provides shade and comfort in midsummer, wards off the west winds and, in fact, constitutes the one value that is absolutely essential to the city's resting place.

Anywhere from a half mile to a mile south of the park are other hills, also covered with forest growths. Sometime next summer, when the park is at its best, visit and look it over. And then, filled with the glories of this bit of woodland, go down to the plaster mill district half a mile south of the park. Look at the dust-death that has blighted the foliage, stunted the growth of the trees and utterly ruined whatever of landscape was there before the grinding of gypsum began. And the never ending gray shroud is relentless, developing anew each day so that when the foliage attains its extreme development—by no means normal—it is dwarfish, sickly and unpleasant.

The proposition already turned down by the authorities to mine under John Ball Park for plaster is by no means lifeless. The promoters have the thing stewing vigorously under their hats and are planning and hoping to make progress in some way not known to the general public through the results of the coming municipal election. Would it not be a good idea to have every candidate on the several city tickets pledge himself unqualifiedly to sit down hard on the park plaster mine idea?

Already we hear of the wondrous subterranean chambers with beautiful stalactites and weird stalagmites as picturesque features of the park if the plaster fiends are permitted to bore into our park hills; and there are to be elevators to let people down into and guides to show people through the caverns. It is to be a made-to-order Mammoth Cave with streams and waterfalls and lakes and eyeless fish and all the rest if only the citizens will permit the mining for plaster.

The idea, if carried out, will develop none of these things. Instead it will prove a perpetual menace to the integrity of the park and sure death to the annual foliage glories of the institution.

The "free seed" graft which has flourished for so many years despite criticism and ridicule is likely to be ended by the refusal of Congress to make any appropriation at its present session to defray the expenses of distribution amounting to about \$250,000 each year. The House Committee on Agriculture has cut it out and it is not believed that there will be votes enough to restore it. The seed distribution never was of any benefit, and only served to make a few rural constituents feel that they were getting something tangible for their taxes. If the Department had made an effort to send unusual seeds, or had combined any sort of intelligence in the scheme, it might have accomplished something.

SYSTEM IN BUSINESS.

Exposition of the Views of an Expert.*

I am here to-night by invitation of your worthy President, J. Newton Nind, whom I have known for many years. In his invitation he said, "I know you have some ideas, and it occurs to me that a talk by you on System in Business would jibe with some other talks of the evening."

Until I tried to collect my "ideas" on this subject I did not realize how few I really had, and I can assure you, gentlemen, if you will submit any or all of them to any system-smith of your acquaintance he will tell you promptly that they are not mine anyway; that I am a plagiarist, an imitator and some other things; that these ideas are no longer useful, but belong to a dead and musty past. He will tell you also that the latest and only "Simon Pure" systems are his alone and are put up in packages to suit requirements, warranted to cure every ill in any business; make you rich beyond the dreams of avarice, and all for "so much" per diem. What he may forget to tell you about his system is the commissions paid him by the maker of the appliances he recommends to you in connection therewith.

In my business I come in contact with system experts, both real and imaginary. Some are conscientious and able and will render a fair equivalent for the consideration received. There are others who have not absorbed enough real system to conduct their own affairs profitably.

Here let us pause for a moment and see if we really understand what is meant by the much-used terms, "System," or "Business Systems." Do they relate only to methods of routine accounting or is their application to be accepted in a broader sense, so as to include questions of organization, productive efficiency and other collateral problems with which modern enterprises must cope?

I adhere to the notion that no system is good where the management is bad. A bad system under good management will often succeed where a good system under bad management will fail. It is a habit with us to look upon all things as bad when coupled with failure, and while success and failure are not always fair standards of measurement, yet, on the average, safety lies in the application of the general rule; therefore, I say, if you have a good business you have a good system; if you have a better business you have a better system, and if you have the best possible business you also have the best possible system. If, on the other hand, your business is not good, it follows that your system is correspondingly bad. If you would find a good system look not in the highways and byways of the theorists, but go to the fountain head of practical success.

I do not suppose any of you gentlemen here this evening ever play the game called poker, but I have been told by a friend who pretends

to know that it is a complicated game and its devotees have worked out many elaborate and ingenious "systems;" yet my friend tells me that the man who gets "cold feet" when he has the most chips has them all skinned. The inference I draw from this is that, when you have done well enough don't let it swell your head nor fire your ambition beyond your capacity. Few of us know when to quit, but if we are going to give up at all, let's not do it while our business is at low ebb, but wait until the tide comes in again. You may call that judgment; so it is. Judgment is the very essence of system.

I will quote here two paragraphs, which I inserted in Macey filing cabinet catalogues some time ago:

Every successful enterprise knows its own requirements best and de-

velops the best system for its own purpose.

System, as I interpret the term, means the logical, orderly arrangement of things so co-ordinated and so simple that you can quickly gather therefrom all the important facts necessary or desirable to aid you in reaching safe conclusions regarding a given matter. This presupposes your ability to exercise good judgment on that subject; otherwise no system could benefit you much.

In my humble opinion many are carried away by the high sounding phrases employed and the extravagant claims made in the name of system. This in itself spells "incompetency" to a greater or less degree, for unless you can determine what is a good system for your own business you must choose the right man to do it for you or confess that

A legless man once applied for the position of engineer in a sawmill, where part of his duties required climbing a ladder several times daily. He was told that his credentials showed him to be an all right good engineer, and but for his physical deficiency the job might be his at \$25 per week. Do you think this engineer went away disappointed? Not much. He said, "I want that job and will guarantee you satisfaction." The manager decided to give him a trial and was curious to see that man negotiate that ladder. He didn't do it. He simply hired a \$3 boy to do it for him, and it taught the manager a great lesson.

There are no cut and dried rules governing the adoption of systems or methods. What is ideal for one may prove dangerous for another business of the same kind or class. It all depends on conditions, and not the least important of these is the personal element.

A proprietor, well trained in all the details of his business and in active daily contact with the same, does not require and should not employ the same methods as the man who is not so well trained in and not in such close touch with his affairs.

The class of men who do it all themselves, and rely not on organization, do not, as a rule, develop large industries, and such men require less system because of their closer and more constant touch with details than those who develop or manage enterprises beyond the scope of one man, and in which the prime requisite for a manager is not so much in knowing how to do a thing himself as how to select the right man to do it for him.

The necessity of meeting differing conditions precludes the idea of selecting any given "system" applica-



O. H. L. Wernicke

velops the best system for its own purpose. We manufacture business machinery. Our appliances and supplies are boiled down to a few parts and simple forms, and will accommodate every system in any business. The office boy can understand and use them. If we undertook to teach the world how to run its business we would have to saddle the cost on those who buy, for what we tried to teach those who do not.

System in business is desirable, but no system can make a business successful where the management is deficient. So called "systems" often result in useless expense and disappointment. We retain only that which experience has proven useful and practical, eliminating all complicated and useless features. This explains how we can employ the best workmanship and material, combined with pleasing designs, and sell our goods with profit at lower prices than others.

I would be overlooking a safe bet if I failed to say right here, "Met-

you lack ability more than you need a system.

ALABASTINE

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

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

ALABASTINE COMPANY
Grand Rapids, Mich. New York City

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 Otto H. L. Wernicke before Chicago Trade Press Association.

ble to any line of business. It also explains why so many system experts fail to give satisfaction. How can any person without intimate knowledge of your affairs determine what is the best or even a good system for you?

Accountants, system experts or commercial engineers should specialize like other professions; one in foundry methods, another in machine shop details, and so on through the list of manufacturing, jobbing, retailing and every other division of industrial activity, and thus, by constant familiarity with one kind of business and associating with people who in practice retain the good and drop the useless features, a person may become a system expert, but I do not believe the man lives who can prescribe systems of any great practical value for any old business and every kind of business that comes along.

I am no stickler for set forms and methods of detail. When I send a man after something I want him to "deliver the goods." Whether he proceeds forwards, backwards or sideways makes little difference—that is his business. I may not like a man socially or his clothes or the color of his hair, but if he "makes good" in his place I like him for that. Too many people can see no good in anybody's method unless it is like them or theirs. That is narrow mindedness and I would not look to such a person for the best system.

I am not going to give away any trade secrets, because I have none. A "system" man once offered to sell me a scheme which he said would make my business much larger and more profitable. He did not say where the required capital was to come from, but as I did not adopt his scheme, that may have been included; I didn't know. But after being assured that his system was a sure shot, a lead pipe cinch, and cheap at any price, I told him that I had built several large factories and made them all pay fair profits on the capital invested, and then asked him to show me the factories he had built. We did not make the trade and I may never know what I missed.

My own experience has been that systems should be made to fit conditions. Mere red tape may be interesting and, like some parlor games, may be even wonderful, but what of it? You may prove to me by elaborately kept records that this or that article produced in your plant involves so many operations, contains so many items of material and bears such and such items of expenses, and I will tell you, "Yes, that may be correct, but it does not interest me; it belongs to the province of the superintendent or his foreman. What I want to know is in what quantity and at what rate of profit the article is selling, and what can be done to increase its sale and the rate or amount of profit, or what I can substitute that will improve matters. We all have persons in our employ who are veritable walking encyclopedias in certain matters, but they could not run the business a month without disaster to it and to themselves.

A large business must, of necessity, be conducted in aggregates sub-divided and co-ordinated, and each division must have a system, sufficient for its efficient conduct and properly co-related with the system of every other division, and the whole blended into one general system. All must be so organized as to eliminate red tape, needless work and expense. Too much detail is the greatest defect and the most common error under which systems break down that are otherwise meritorious. If I were making tables, and it were necessary to have many styles and patterns, I should desire to know the aggregate cost of materials, labor and expense belonging to each grade or pattern, but not the details. I should also desire to know that all persons in charge of the details were competent to obtain the best and most economical results. It does not help me much to find that an article is costing too much, selling too low or in too small quantity unless a remedy is also at hand. True costs, expenses and profits eventually prove themselves. Estimates made by superintendents and other heads of divisions usually look much better on paper than the known and proven costs that are later determined by the inventory and balance sheets.

My hobby is frequent inventories and a proper sub-division of ledger accounts whereby the actual condition of the business may always be known. By this method the true percentages of costs, expenses, profits or losses admit of frequent comparison, and, if the accounts are intelligently sub-divided, the fluctuations and unsatisfactory conditions may be easily localized, analyzed and dealt with. The old method of one general merchandise account charged with all purchases and credited with all sales, and the annual inventory to determine results, is too slow for modern enterprise.

In our own business we take stock every month and, surprising as it may seem, it involves less work and less expense than the annual plan and does not cause the least interruption to business. It is worth much to us to know just where we are "at" all the time and to know the reason why. To carry out this method it was, of course, found desirable to work out a system of accounting which made the heads of all divisions accounting clerks in so far as the affairs under their respective supervisions are concerned, so that the general accounting department only receives and summarizes the totals. This plan has not only worked out beautifully, but it has made of the head of every division a more efficient unit in our organization by compelling him to master and keep posted regarding every detail under his care. Thereby, also, we have relieved the management of much detail, without in any way withholding such information whenever it is desired. With us "verbal orders don't go." Our works are not run that way. We do not allow the machine room foreman to call for 10,000 feet of oak lumber and the yard man to deliver it. The machine man must

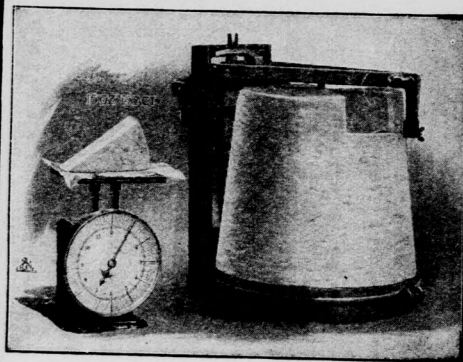


Some people look at their watches and guess at the time—their watches are not reliable. Some use flour with the same uncertainty. Better use CERESOTA and be sure. This little boy on the sack guarantees its contents.

Judson Grocer Co.

Wholesale Distributors

Grand Rapids, Mich.



Kuttowait Butter Cutter

The machine that cuts tub butter to exact weight without an ounce of loss.

It saves time, saves labor, saves butter. It's a money maker.

It cuts out a package as tidy as prints, so you can sell better butter at less money and win trade

PAYS FOR ITSELF IN ELEVEN WEEKS.

LET US SHOW YOU.

Kuttowait Butter Cutter Company,

Unity Building, CHICAGO, ILL.

Cut out coupon and mail at once.

Name.....

Street.....

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

make a written requisition and sign for the goods when delivered; then the yard man, on a simple form, charges the lumber to the machine room and credits the proper division of his stock, and at the end of the day hands to the accounting department a summary of his transactions for the day; and so on between all divisions accurate but simple accounts are kept, sub-divided to fit the different grades and classes of goods, and each division has its proper and separate controlling account or group of accounts on the ledger. The inventories are taken in the same way, so that we really have only a small inventory from each sub-division, taken by the person most familiar with the items and most competent to do that work, and where errors or inconsistencies occur they localize themselves by comparison with previous records, and do not throw the inventory as a whole into doubt or confusion.

Now, you may call this "system," but we employed no expert to install it for us. It is simply the logical development of a plan which suits our present business; to-morrow it may prove inadequate in some or all respects and we must then seek a remedy.

As to our costs, we at first simply make the best guess we can and then, as the processes of actual production proceed, we gather the actual facts, and, after a time, we learn just where we are. If the result is good we are satisfied; if not good we change or abandon that item of product.

Finally system seems to resolve itself into the old familiar law of elimination and survival of the fittest.

Elimination and simplicity should be the governing principle in devising systems. For example, the simplest form of filing or indexing is the alphabetical of twenty-six sub-divisions, one for each letter of the alphabet. By it you eliminate twenty-five-twenty-sixths of the bulk of matter to be examined when searching for the article filed or the account indexed. This plan can be refined and sub-divided indefinitely, as evidenced by works of reference, directories, etc. Every numerical index scheme ever devised requires a separate alphabetical index, which means added cost, increased complications and greater liability of error.

Among makers of office furniture and appliances there exist two distinct theories. The prevailing idea is anything to increase the size of the order from a given customer and compel him to patronize the same source for supplies indefinitely. This operates to restrict the use of appliances to the narrowest field. Our plan has always been to make appliances at once so simple, inexpensive and efficient that nobody can afford to do without them, and thereby expand the field. This plan also has its drawbacks. It compels imitation and breeds competition, and we have not yet been able to devise a system to prevent this, and so we have to hump ourselves to keep constantly ahead of the pack. We have discovered that he who makes as good

goods as others at a lower price and cost, or he who makes better goods than others at the same price and cost, is pretty sure to stay in the race.

In this country of ours any person may engage in any lawful business he sees fit, and whether he succeeds or fails he is within his legal rights, but if I were asked to devise a system for a man to enter any business upon it would be:

1. To examine the field and determine the probable demand under existing conditions.

2. Carefully consider the influences which may operate to expand or contract existing opportunities.

3. Keep in mind the degree of economy and efficiency that has been or may be reached by those who are or may become engaged in the same line.

4. Remember that it is a poor business prospect where success depends upon the destruction of existing competition.

I believe in a fair field, where the best man may win in constructive and not destructive competition.

It is a good system and when you are through you may not be the richest man, and when you leave this world you may be soon forgotten, but you will not be despised.

And now, gentlemen, if you have not been enriched in knowledge of systems I hope that you have not been much bored. We have at least filled our own "systems" with good things to eat and drink, generously provided for this evening's entertainment. We are thus better prepared to go back to our homes and to-morrow again take up the old "system" of "trying to make good."

Edison's "Fake" Cigars.

Mr. Edison once complained to a man in the tobacco business that he, the inventor, could not account for the rapidity with which the cigars disappeared from a box that he always kept in his office. The "Wizard" was not inclined to think that he smoked them all himself. Finally he asked the tobacco man what might be done to remedy the situation.

The latter suggested that he make up some cigars—"fake" them, in other words—with a well-known label on the outside.

"I'll fill 'em with horse hair and hard rubber," said he. "Then you'll find that there will not be so many missing."

"All right," said Mr. Edison, and he forgot all about the matter.

Several weeks later, when the tobacco man was again calling on the inventor, the latter suddenly said:

"Look here! I thought you were going to fix me up some fake cigars!"

"Why, I did!" exclaimed the other in hurt surprise.

"When?"

"Don't you remember that flat box with a green label—cigars in bundle form, tied with yellow ribbon?"

Edison smiled reflectively. "I smoked those cigars myself," he said.

Absence may make the heart grow fonder; presents have been known to have the same effect.



Destroys Soot

- | | |
|-------------------|------------------|
| In Cook Stoves | In Ranges |
| In Heating Stoves | In Parlor Grates |
| In Furnaces | In Stove Pipes |
| In Boilers | In Chimneys |

Does It or Money Back

Makes the burning of **Soft Coal Clean, Pleasant and Profitable.** An essential guaranteed household article that meets a long felt want—a **repeater.**

Put up in neat circular tin boxes.

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

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

Advertising matter accompanies each case.

ORDER OF YOUR JOBBER

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

We refer to the Michigan Tradesman as to the merit of BURN-SOOT.

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.

WINDOW DECORATION.

Lettering, Background and Other Attractive Features.

Written for the Tradesman.

In every line of business there is one thing that attracts more attention than anything else, and that is your window decorations. The twentieth century druggists have some of the hardest lines of goods to make a neat display of of any other line of business in existence. The old red or green or possibly yellow show globe with a lamp stuck behind it is no longer the method to let people know that you operate a first-class drug store. It takes more than that to satisfy the up-to-date public, when the department stores are handling most of the goods that should be sold only in reputable drug stores. But, as you can not help that question much, you will have to let the public know what you have in your stock. Outside of the advertisement in your newspaper there is your show window, that ought to make a lot of your goods sell if you display them right. There are thousands that pass your store every day looking into your window, and when they see goods displayed that they want it will make them stop and drop into your store to see that line of goods. If they are satisfied with their purchases they are liable to come again. A good window is by all means your cheapest advertisement.

The first thing to consider is your store front. If you have a large old-fashioned store front have it remodeled. Put in a nice modern front. Avoid having large pillars in your windows—that is, in the center of your windows—as they spoil the display. You can never make the display look right with pillars. They always look out of place some way or other.

If you have a sign or lettering on windows have it neat. White or gold enameled letters look well, or some lettering well executed by a good sign writer. By all means have nice lettering on your windows or building. One of the main things to have is a polished window, both inside and outside your store.

I will begin right at the bottom of window decorating and go all the way through:

After you have a good front in your window the next thing you need, if you have not one already, is a false bottom to your window, so that, in the cold weather, or if your window should leak when you are washing it and the water should in any way run down the inside of your window, your goods would be kept from getting wet. Now a false bottom is made about an inch back from the front and side glass, so that, when the water runs down the inside of the glass, instead of wetting your goods as it would if they lay on the bottom of your window, the water would simply run past the false bottom and strike the bottom of the window and would not damage anything. I give this as a good suggestion as I have seen hundreds of dollars' worth of goods spoiled by water.

Next put in a background. You can use your own judgment as to

how far to run it up so that it will not shut off the light. I suggest that you have nothing but a plain background made out of common boards covered with whatever kind of decorations you use. It is best, if you can, to have your entire window enclosed, that is, to have a glass put in above your background clear up to the ceiling. That will keep the goods in your window free from dust and keep the frost off your window in the winter if it is properly ventilated. I would not advise you to have mirror backgrounds, because they have a sameness and you can not trim as good looking a window with a mirror back as where you can use cheese cloth and other materials suitable for that purpose.

As to the lighting of a window, we all ought to know that electricity is the only thing to use in lighting a window. Have the lights in the upper part of the window, out of sight if possible. Above all things keep your globes clean. Have good mirror reflectors on your lights to throw the light downward, and it also strengthens the light a good percent. Have the window clean.

The base and background should be covered with some good strong white paper. Put it on nice and smooth, so that the boards will not show through the cheese cloth or whatever you use to trim your window with. This done, cover your background with your cheese cloth or paper you are to use. Now the background of a window ought to be one of the most artistic parts of your window. The best and cheapest thing to use for covering the background of a window is cheese cloth, as it can be had in almost every color and shade imaginable, is cheap and will do for dozens of windows. When it is faded or soiled you can get a package of good dye and color it another shade, when it is as good as new. If your house refuses to allow you to use cheese cloth use tissue paper for your puffings, etc. You can make some fairly good trims with tissue paper, using delicate shades. Then again, you may want an odd background. There are a number of different things that can be used. For instance, take a good wall paper for a background, with a neat border on it. It makes a neat odd display and costs but little. Velvet and crepe paper can be employed, also print cloth and numerous other things that could be mentioned, that make good backgrounds, but the most extensively used is cheese cloth.

Right here I wish to say that a good thing to do is to have some false backgrounds; that is, get some boards and have them fit your window the same as your regular background. You can have these boards already trimmed with whatever you want and it will save you a lot of time when you want to trim your window, for all you have to do is to slip your already trimmed background in your window right in front of the old one. Thus you have a new background and besides have saved a lot of time in your window. These boards or false backgrounds can be trimmed on both sides, so that

"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 Ear Load Lots

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

as soon as you have used one all you have to do is to reverse the board and you have a new background. If your window is an extra large one you can have these backgrounds in separate parts. You can then handle and take them out of your window easier and they can be retrimmed nearly as well as if it were one piece. If your window is not extra large I would advise you to use a one-piece background instead of two, as they are more easily trimmed and look neater. Now I have said a good deal about the background, but remember it is one of the main features of a good window. If it is poor it will spoil a good window every time. Having your background in you will wonder what to do next. Well, you always want to figure ahead of time what you are going to put in your window. Draw a rough sketch on a piece of paper and try and follow it as closely as you can. Don't wait until your window is empty and then decide on what to put in.

There are lots of things besides the background that make a window effective and I will tell you some of these points: To begin with, be very careful about overcrowding your window; don't try to put your entire store in one window display but use just enough goods to make a pleasing display. What looks worse than to see a thousand and one different things in a window? Pick out one line of goods and display them. If you display everything in one window you won't have anything for the next one. It pays to show only one line of goods in a window as the public will notice it more. For instance, if you saw a window full of "Open-Port Corn Cure" you would remember that better than you would if you saw a window full of tobacco, jack-knives and stationery, sponges, cough drops, etc., scattered around. You could remember what you saw in the one-thing window and would forget what you saw in the other. And this is one of the points for a beginner to remember—not to display too many lines of goods at once.

Of course, you will wonder where to put the most of your goods. I advise you to have the center of your window look more stocky than the rest of it. Have the center look

fuller than the rest. Strive to keep goods in the back part.

Fred A. Castenholz.

What a Woman Buyer Does in New York.

The first thing a woman buyer does when she arrives in New York is to register at her hotel. Her firm's business mail has been directed in the care of the local office or agent and there she makes her headquarters downtown. But her morning's mail at the hotel easily distinguishes her from the other guests in its volume. American manufacturers are a hustling lot of business men and they are out with circulars and samples just as soon as they locate a prospective buyer; hence her mail swells each morning with every conceivable article that she may or may not want to buy, until the bell boy staggers under the great sacks of letters which overflow everything in the room. Then, almost before she has had her coffee, there are cards from the representatives of different firms which carry the line of goods which the list of arriving buyers in the paper has announced that she is here to see. Ten chances to one, if the buyer is known in the wholesale world, there will be some one on hand to take her to breakfast, and the first to get her attention keeps her clear of rivals until all possible business in his line is done. If it is her second or third season she will be amused at the efforts to please her by the rival firms; but she does not allow the attention to turn her head or bias her judgment. If she is wise she will accept all the good times that she has leisure to enjoy, for they are offered in the right spirit, each manufacturer allowing a generous sum for the express purpose of entertaining the out-of-town buyers. Both the men and the women buyers spend all the way from two to six weeks in New York, and most of them come twice a year. From the time they arrive they are invited by different dealers to a perfect round of luncheons, dinners and theaters, and the manufacturers do not even stop at the opera if they see their way clear to a good order and the future favor of the buyer.

The salary of a woman buyer may range anywhere from \$1,000 to \$10,000 a year, according to her experience and ability. There are few good

buyers under 30 years of age, and some of the best are nearer 50. For cloaks and wraps of every description Paris shares with Berlin the favor of American buyers. Hats are from Paris and also the exclusive patterns in gowns. The methods of Parisian manufacturers are in distinct contrast with those found in the business world on this side of the Atlantic. There are no theaters, no drives and no luncheons for the buyer abroad, unless she pays for these herself. Sometimes she may receive a small gift, but even that is seldom—it is not the fashion in Paris. They are willing to sell, but they do not wax enthusiastic about it as in America. —Harriet Quimby in Leslie's Weekly.

It is generally conceded that the holdings of frozen poultry this year are unusually heavy. And it is also pretty generally believed that the proportion of poor poultry in the holdings is excessively heavy. Frozen holdings, of good quality, appear not to be in heavy supply.

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.



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.

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.

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

INTOLERANCE.

It Cut and Dried the Business of a Newcomer.

Written for the Tradesman.

What is it that counts for most in obtaining for an establishment its clientele? Is it wholly the quality of the goods upon its shelves? Is it wholly the prices that are charged for those goods?

No, not entirely.

There are several stores that any one of us is able to call to mind where the character of the merchandise sold is all that could be required as to substantiability, where the prices thereof are as low as could be desired. There are other stores which do not pretend to carry a line that will bear inspection but whose cost to the consumer is relied on to prove the drawing card. And yet none of these places receive more than a modicum of the public's patronage.

Why?

Because of a certain almost indefinable something that floats in the atmosphere of an establishment. Call it what you will it is there. You may not be able to describe it in so many words, but its influence is felt like a subtle perfume that steals o'er the senses from an unknown source. You know its origin must be somewhere, for every effect has its cause, but you are unable to discover its location.

The store's personality is what brings it more trade than all else—than all the goods and prices put together.

I recall a special prominent store on a prominent street in a prominent city. The store was "on the right side of the thoroughfare" for trade, i. e., the shady side. Its class of merchandise was reasonably good and the prices were commensurate therewith. But—and here is the queer part of the matter—everybody remarked:

"I never see anybody going in that store. I don't see how they live—how they keep the head above water. Sooner or later they must succumb to the inevitable. The store must die that has nothing to feed upon. If the public will none of it it might as well tear down its sign, drop the shades and lock the door."

The store was finely situated; there wasn't a better in the town. The building isn't an old one now, and the time I mention was all of ten years ago. The lighting was perfect. The place was thoroughly renovated and new and costly shelving put up for the incoming owner of the stock, which was ladies' furnishings and notions. Most of the goods consisted of staples, but there was a liberal sprinkling of expensive novelties. Prices were all right.

After a year the man failed, shut up shop and moved away, disgusted with the town and the purchasing contingent in particular.

"The town's a dead un," he said, as he shook its dust from his sandals. "It's not a decent place in which to make a living. I'm sorry I ever came here. I was a fool for doing it. I ought to have known

better. My stock was too good for this blank old burg. They didn't appreciate me or it. I'm going away, and I hope it may be a long day before I ever step foot here again."

If the man hated the townspeople the feeling was very generally reciprocated. I never heard a soul say he liked him. On the contrary he was shunned.

Why?

Well, in the first place, he was an alien, a "Barbarian," if you please. He was a dude of the first water, too, and he put on airs and "lorded it" over every one who came to trade with him. He was a handsome enough fellow—well put up, of fine physique. This, with his patrician features, would, ordinarily, have made him attractive to the women—but hated of the other sex. (I notice that men don't take to one of their number who corresponds to this description.) But his manners were always overbearing, and that spoiled him with the Fair Sex. Women don't like to be patronized. The man was always running the town down to them—always that, and praising the place in the East which he had left to come here.

Well, such talk didn't seem to go down. The women began to turn the cold shoulder on the man. They didn't come in his store to have their home town berated—to have mud thrown on it by any Easterner—and it wasn't long before there was quite a perceptible falling off in trade. This increased, rather than diminished as time went on, and the handsome proprietor was seen oftener at the front wearing a scowl. People began to notice that and to say:

"Don't see so many folks going into Blank's as we did at first—guess he's getting unpopular."

That was just it. But the reason for the change lay with himself and no one else. He was simply standing in his own light. Instead of jolting customers along (although there wasn't so much of it done ten years ago as there is to-day), he antagonized them by always having so many disparaging remarks to make. A lady could never take a sample there from another store but what he had a great deal to say about its inferior quality compared with his goods of the same description.

When the creditors swooped down on his "elegant" stock no one cried—but them. They realized about 25 cents on the \$1.

Now, here was the case of a man who might have had everything his own way about a business. Given a fine location, fine store, fine stock, he threw away one of the best of chances by his own talk—the laudation of everything "from the East" and the vilification—that's a strong word but it seems none too much so to fit the case—of everything—and everybody—that wasn't the offshoot or product of his "boasted civilization."

The store is dead. The man isn't, but he might as well be, so far as any business faculty is concerned. At present he is clerking in a nearby general store—still somewhat dap-

Heystek & Canfield Co.

The Leading Jobbers of

Wall Paper & Paints

Our wall papers are shipped to the far **West** and **South**. **We Show the largest assortment. Our prices are always the lowest.** Send for samples or visit our wholesale house. We are agents for

Buffalo Oil, Paint & Varnish Co.'s Paints

Complete line of

Painters' Supplies

Wholesale, 56 and 58 Ionia St., across from Union Depot
Retail, 75 and 77 Monroe St.

BALLOU BASKETS ARE BEST

A Conundrum For You

Why are Ballou Baskets like hard boiled eggs?

Because they can't be beaten.

STOP GUESSING

You've hit it and many another has solved it before you. Our baskets have a reputation, national in its scope, and we want YOU to "let us show you."



BAMBOO DISPLAY BASKET

See that DISPLAY basket? That will sell you more goods in a week than a pasteboard box will in a year. Try it.

BALLOU BASKET WORKS, Belding, Mich.

Can Any Merchant Afford to be Other Than Up-to-date?

Does not wide-awakeness make for success? And have you not noticed how the new methods of display of goods have brought in their wake profit to your competitors?

Write to us and we will tell you how you can also achieve it.



Our New "Crackerjack" No. 42

Send for Our Latest and Best of Fixtures Catalogues

GRAND RAPIDS SHOW CASE COMPANY
Grand Rapids, Mich.

New York Office 740 Broadway. Same Floors as Frankel Display Fixture Co.

The Largest Show Case Plant in the World.

per as to dress but with only a vestige of his former "upishness" of manner. His spirit is crushed and he never can regain his former self-confidence. He might have been in a thriving business to-day in this same bustling little city if he had only had a little more foresight and good common sense. Q.

Advantages of Electric Lighting for Stores.

As a sign there is nothing that can equal the electric sign.

The ordinary painted, and sometimes gilded, sign is a hollow mockery, and always was.

You nail up your painted sign flat against the front of your store and hardly anybody ever sees it.

It can't be seen by people on the same side of the street, unless they take the trouble to walk out to the edge of the sidewalk, and twist their necks into an altitudinous angle in search of it.

People don't care enough about your sign to do that.

People aren't in the habit of walking the streets with uplifted faces, straining their eyes for store signs.

Those who have the habit stand a good show of being carried home on stretchers.

John Jones will pass your store six days a week to and from his work and never notice whether you have a sign or not.

It's up out of sight, out of the way, and is seldom seen.

It is good for daytimes, only, anyway.

It is absolutely a nonentity at night.

When the golden sun sinks into the west your painted sign sinks into oblivion.

Darkness comes along and takes it down.

You might as well store it in the basement nights for all the good it does you.

To tell the brutal truth you might about as well in the daytime, for it isn't much better.

There is a sign that will do business.

It is the electric sign.

You may place it at right angles with your store front and people up and down both sides of the street will see it.

Folks don't have to hunt up your electric sign.

It hunts them up.

It radiates its brilliant glory so effulgently that it makes your whole store front shine out in the night a cheering, inviting message to folks on the streets.

The darker the night the more brilliantly your electric sign looms forth by contrast.

People are attracted by light. Even the lower animals are, and so is plant life.

Light is life.

It cheers.

It beckons.

It invites.

It draws folks from across the street.

Another thing, a bright electric sign would burn your name and location in people's minds every night.

The ylearn to associate your store with your electric sign, and your electric sign with your store, until you are lifted out of that common run of stores known as "that store near So-and-So's place."

An electric sign gives your store a distinct individuality.

It also shows progressiveness on your part.

And folks like that and will consider you more kindly for it.

Then, there's your show window. Are you illuminating your show window by kerosene or gas light?

They are feeble and smudgy and shadowy and smelly and flickering.

A poor light belittles your window display.

It casts a sickly, somber hue over everything.

Inasmuch as your widow exhibit is for display, alone, a poor light is disastrous to its very purpose.

Electric light causes no shadows.

It doesn't flicker or sputter.

It doesn't make dirt.

It doesn't emit fumes.

It doesn't present any fire risk.

It is the brightest, whitest light for store windows.

But, above all, it shows your window exhibit goods in their actual colors, tints and textures.

That's a big point, when you come to think of it.

The people whose trade you want are the people who are busy at work daytimes and do not get a chance to come down town until evenings.

Bill Smith feels chary about buying come down town until evening.

fear it won't look the same next morning.

Lucky Thing.

"Yes, sir," remarked the pompous individual in the noisy clothes, "I'm a self-made man, sir—and the architect of my own fortune."

"Well," rejoined the matter-of-fact person addressed, "it's a lucky thing for you that the building inspector didn't happen along at the time."

A New Breed.

A curious case is reported from Pittsburg. A number of chickens belonging to residents near the Asbestos works have been in the habit of feeding on the siftings of the fiber of asbestos thrown out in the yard for some time, and the feed seems to be an incentive to make the fowls lay, but the peculiar fact in the case is that the eggs can not be cooked. They are like the asbestos—not in the least affected by fire. It is impossible to boil or fry the hen fruit laid by the chickens that feed on the siftings and they can be placed in the hottest fire for a day at a time without effect. It is thought, however, that the eggs will hatch and a genius of an experimenting turn of mind has secured an option on all such eggs and he will purchase an incubator in the hope of securing a lot of fire-proof feathers.

Force of Habit.

Customer—What's this? Seventy-five cents for a two-cent stamp? Why, that is outrageous!

Druggist—Beg pardon, sir, I thought you had a prescription for it.



Hart Canned Goods

These are really something very fine in way of Canned Goods. Not the kind usually sold in groceries but something just as nice as you can put up yourself. Every can full—not of water but solid and delicious food. Every can guaranteed.

JUDSON GROCER CO., Grand Rapids, Mich.

Wholesale Distributors



Folding Egg Cases

This cut shows our 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 berry boxes, bushel crates, write us, or enquire of the jobbers everywhere.

(Patent applied for) JOHN F. BUTCHER & CO., Mt. Pleasant, Mich.

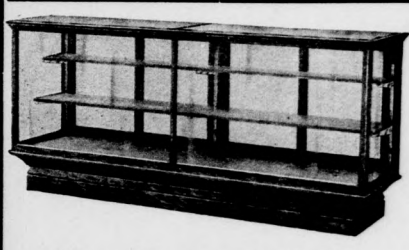
"Handy" Swinging Typewriter Stand



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 knee-rest 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



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.**

SELF-CULTURE.

An Agreeable Personality Should Be Acquired.

Written for the Tradesman.

Have you never stopped to think wherein lies the difference between a pleasing personality and one that repels? Have you never noticed, in your own case, that somehow people don't seem to like you; that you don't seem to have the power of attracting people to you and keeping them for your friends? And then, when this knowledge came to you like a shock, did you try to ferret out the cause and, having seen where the trouble lay, seek so to mend your ways along that line or lines that there would no longer be the necessity for such self-communion?

Many there be who dimly feel that there is something lacking in their make-up: that there are attributes of their character that appear to antagonize rather than the opposite; but they go blindly on in the same old way, making not the least effort to change any of their habits or customs or mental attitude towards those whose lives they touch. And by and by they have got into such a rut that it is well-nigh impossible to break away from the things that offend.

I have in mind a certain woman who illustrates my point. She is a widow in the heyday of life. Rich is she, and good looking, too, well educated and well read on all the topics of the day—you can scarcely bring up a subject on which she is not well informed. She's a fine housekeeper withal and when you go to her home you are sure of right royal entertainment. But "she has a way wiz her," as that little witch, Anna Held, says, and that "way wiz her" is not an agreeable way. You feel, all the time you are in her presence, that she is mentally criticising you; that she is weighing you in the balance, and you are positive that you will woefully be "found lacking" in her sight. And you leave her elegant house with the haunting impression that your peace of mind would have been much more secure had you not entered its portals. When she looks at you you have an inward persuasion that she is accusing you; as if she would read it in your eyes that you did steal the sheep, after all, and that she would bring you to judgment for it, whereas, as a matter of fact, you are perfectly aware you were never in the same township with that sheep. With her piercing eyes upon you, you begin to experience a creep-crawly sensation along your spinal cord—a physical evidence of a condition of mind—and you most earnestly wish that you had never been thrown by Kismet within her range. Her individuality strikes you, somehow, as uncanny, eerie. It seems to your excited imagination to border on the mysterious, the preternatural, and your emotions are as if you had suddenly met a ghost. I am always glad when I leave that woman's side.

There are many others whose acquaintance is torture to your sensibilities. They are of the sort who

coldly take a mental inventory of your wardrobe while pretending to be your dearest friend. They tell you, mayhap, that you are not stylish, not up to date in the selection of hat or dress or coat. They are invited to your house to dinner, and you have worked your fingernails off in the strenuous effort to have everything according to your idea of what is proper, only to be told by them how "they would have served this thing and that." Or your speech is torn to shreds. You are informed that your sentence is not grammatical or that you did not rightly pronounce such and such a word. Perhaps you make a misstatement in trying to quote an article that appeared in the daily paper or an extract from some well-known book. You are instantly

sat up and promptly corrected as to your blunder.

It goes without saying that all this is extremely rude on her part, and equally annoying to you and humiliating, but that does not seem to enter into the calculations of your mentor. That she hurts you unconsciously makes it none the easier for you to bear, none the less exasperating. The wound is there even although it be salved over with the guise of friendship.

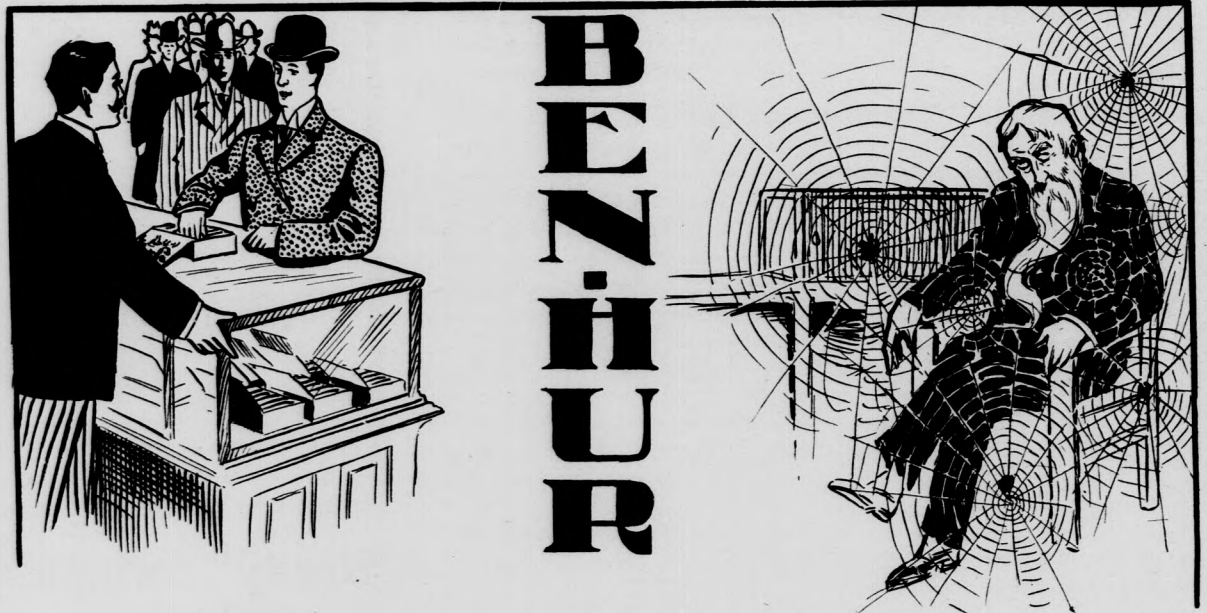
Many other offenses against good manners might be cited, but those given are encountered frequently enough by all of us to be recognized as old companions whom we would gladly shun yet sometimes can not get away from.

If you, my reader, find yourself

guilty of any of the above hindrances to the cultivation of a charming personality, let me adjure you to discontinue their practice. If you do not drop them from your daily—nay, hourly—conduct you can never hope to be a social favorite, or even tolerated by fair-minded, well-bred people.

Jo Thurber.

There appear to be more capons at the present moment than folks know what to do with. Most dealers seem to have paid too much money for them, anticipating a shortage, evidently. One large Illinois poultry and egg dealer writes us that the only thing he has lost money on this season is capons. A majority of the receipts, too, show a large percentage of "slips."



The difference between the dealer who has settled down into a mercantile RIP VAN WINKLE slumber and the bright busy fellow who smilingly stands behind his case and waits upon a steady line of satisfied customers daily is due more times than any other to the trade compelling power of

The Ben-Hur Cigar

In hundreds of instances it has proved of first aid in waking up a slow creeping retail business into a paying, energetic and influential proposition.

Order a sample lot of Ben-Hurs from your jobber, do your part in placing before your trade, who you know appreciate cigar goodness, and this brand, which has never disappointed, will not only take care of its own trade but will reflect its quality in many a way towards a more profitable business all around.

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

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

ORGANIZATION

In Any Store Is Necessary To Its Success.

"Storekeeping," says a merchant, "is no longer a spasm, an experiment; it is an organization built up on well defined principles, commonly known as system and the power of initiation. A store well organized is more than a store, more than a money getting enterprise, more than material result of individual ingenuity."

Organization represents more than rules and government; it stands for an intelligent working of business principles that are as immutable as are the laws of gravitation.

"The object of the retail store is to buy in order to sell," explains an owner of a large establishment, "and its success is largely dependent on the efficiency of its organization."

The manager is, therefore, the head of the store. He determines its policy, sometimes alone, but more often with the aid of the owner or directors. He advises with the owner on one side and with the heads of departments on the other, often planning, although somewhat indirectly, the work of the entire store. In many establishments he engages the employes, determines and increases the salaries. In other places these details are left to a superintendent, so the manager can spend his time planning and improving business methods and bringing himself into intimate relation with his employes and stock.

Said the owner of a large retail store the other day: "The success of this house is due to my manager no less than to myself. It took me several years to find the right man, but when I was sure I had found him I gave him plenty of leeway. It is foolish to search for a man possessed of ideas and executive ability and then not to let him go ahead. There's only one way to have able soldiers, and that's by giving them an able general. A wise commander-in-chief makes sure of his generals, and then lets them use their own judgment. My manager is ever on the lookout for new ideas and efficient men. He is constantly creating new ideas, improving methods and on the hunt for men and women who have these same powers."

The average retail store is divided into six departments, including the merchandise department, the upkeep, accounting, advertising, superintendent of building, and supervisor of expenses. The position of merchandise manager is not filled easily. Much of the house's success depends on his foresight, judgment and ability to co-operate with the heads of sections.

As one merchandise manager puts it, "My business is to have on hand everything our patrons want, to offer them variety, and still not overstock, so we can give the best goods for the least money. I, with the heads of the different sections, discuss and decide all requisitions for purchases, saving delay and avoiding all mistakes in buying too much or too little."

Each section has its head in turn. His business is to buy judiciously

and push sales. He buys the goods, is responsible for receiving them, their manner of display and selling power. He is aided by his clerks and the advertising department, which helps to bring his goods to the notice of the public. In a successful retail store every line of stock must support itself, and if not it is dropped. The section head is judged by the results his section shows. Says the head of a section in a retail store: "To show profits in this section I must buy what my customers want and give them ample variety. But the right kind of goods is only a part; I must get the best goods for the least money, so as to keep expenses within the range of profits."

A superintendent is an important man in a retail store, and his duties are not to be defined readily. He in a general way looks after the general management of the store. He is responsible for the front of the business, such as the appearance of the salesrooms; he is over the floorwalkers, bundle and cash boys. In some places he is responsible for the details of deliveries, but in others this work is given over to the superintendent of deliveries.

One superintendent explains his duties in the following words: "My tasks are almost as varied as the articles we sell. I begin my day walking through the store, visiting the salesroom to see if the janitors and scrub-women have set everything aright. An important point is to see that the stock is taken out and arranged properly by the clerks. I next go about and see that our customers receive all the attention they need. It often happens that the head of a section is away buying at a busy season of the year, and then the floorwalkers and I assist customers in finding what they are looking for. I have an assistant to look after the shippers, packers, barn men and drivers."

Although the superintendent does not have to judge goods, he must know men and how to handle them successfully. Much of the organization is left in his charge.

The head of the accounting department is the busiest man in a store. He has a daily, weekly and monthly report to make out. He devises the accounting and recording methods used by the house, although he is usually given the assistance of a credit man, one or more book-keepers and a cashier. He looks after the banking and crediting, besides opening up new accounts, and sees that bills are sent out and collected.

No position commands greater responsibility or is harder to fill with satisfaction than that of the advertising manager. His duties bring the merchandise of the house to the notice of the public in a forceful, truthful and attractive way. For this purpose he makes use of newspapers, circular letters and handbills. He not only writes or at least suggests the writing of advertisements and circular letters announcing openings, but makes or plans designs for yearly calendars and for the window trimmers and drapers in working out their displays.

These are only a few of the facts, but they prove that the efficiency of a house depends on the personality of its employers, which is only another term for organization; that a successful house is built on ideals, not iron-clad rules.

Successful organization is not only of benefit to proprietor and employes, but to the buying public. It creates increased production and consumption, thus benefiting the community. "For the prosperity of our neighbors in the end is our own."

John Traiter.

A woman sometimes sues a man for breach of promise merely to let the world know that she is still in the market.

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.

**Always
Something New**

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

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Get our prices and try our work when you need

**Rubber and
Steel Stamps
Seals, Etc.**

Send for Catalogue and see what we offer.

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

Delicious

**Buckwheat
Cakes**

Are Raised With

**Yeast
Foam**

Tell Your Customers



Observations of a Gotham Egg Man.

A number of New York egg men have lately returned from the meetings of carload egg shippers' associations held in the West last week. They report a gloomy atmosphere among the Western egg trade. There is no doubt that the unfortunate experiences of egg holders last year were by far the most disastrous ever experienced, taken as a whole, and with a great many the matter of attempting to recoup losses by renewed operations this year is a financial question of great difficulty. The importance of allowing prices to fall to a very low and safe point during the storage season this spring seems to be very generally appreciated.

Another important question that has received much attention at the recent meetings is that of buying eggs at interior points on a loss off basis, paying different prices for different qualities. This is a principle that I have been urging from time to time for a good many years, and it is gratifying to see it coming to the front with a more general appreciation of the necessity of the reform.

If collectors pay a uniform price for country packed eggs at mark there is no incentive whatever for improvement in the poultry and egg business at the producing end—no inducement to breed better poultry for better sized eggs, no inducement to keep the eggs in cleanly places, no inducement to market them while fresh. Furthermore the lack of grading at shipping points involves the shipment to market of enormous quantities of worthless eggs, the freight and casing of which is a constant drain upon the business of shippers as a whole.

The principle is different when we come to a large distributing market like New York; here case count sales are to be preferred because in a market where buyers have large stocks to choose from they naturally make a discrimination in the price paid for different lots according to their grading and value; and this discrimination would be ample inducement for any packer to grade his goods properly if he were paying differential prices for the different grades.

In regard to the prospect for low and safe storage prices this spring we wish to emphasize the fact that prices can be kept down only by limiting, more or less, the quantity of eggs withdrawn to storage. It is perfectly evident that the less eggs are taken for storage the lower will be the general range of prices; it is also evident that the lower the price falls the greater is the inducement to store. The actual price that will prevail during the storage season must be the result of a balance between these somewhat conflicting forces. Usually the speculative fever, once

begun, spreads rapidly and prices are often driven above a safe point by the purchases of dealers who argue that they can "pay as much as the other fellow" and who think they must have some eggs in storage anyway. But after an experience like that of last year these operators on the "other fellow's judgment" will be likely to go slow.

In view of this, and in view of the very general indications of a very heavy egg production this year there now seems to be an improved prospect that eggs will be kept down to reasonable figures this spring; but it must be remembered that the only way to secure this result is to throw upon the distributing markets—not only here but in all parts of the country—such a large volume of eggs as to keep the consumptive outlets in an overstocked condition. Just the moment that offerings in consumptive channels are restricted to a point at all below the demand an advance in price is as certain as that water will flow down the hill.

We have reached a point where storage eggs (crop of 1905) are no longer a factor of any importance on the general market although there are still a few thousand cases of them on hand. The lessened supply of these has given us a more active trade for secondary qualities of fresh eggs and values are now taking a somewhat narrower range. But there is complaint among buyers of the quality of the better brands of eggs and it is certainly time that shippers should grade their stock more closely. It must be remembered that fancy eggs—large, clean and showing handsome packing—are just as much preferred for current use as they are for storage, and they will command a substantial premium.—N. Y. Produce Review.

Halting Means Disaster.

If a merchant were to close his store and suspend business every time trade lagged he would rightly be branded as a simpleton. And yet in what essential would he differ from the advertiser with the same reason? One sells goods by means of spoken words and the other by means of the printed; their object is identical. It should be plain to the crudest understanding that the time to bid most aggressively for trade is when trade seems most elusive. The alert storekeeper, instead of waiting for something to turn up, turns up something. He changes his window display and show cards, offers particularly tempting values and employs every device suggested by a nimble wit to transform dulness into activity. He is bold and persistent and, therefore, in most instances wins his way. Just as faint-hearted storekeeping means failure, so faint-hearted advertising spells defeat and discouragement.—Clothiers' Weekly.

The Hand on the Comb.

Tommy—Oh! Ouch! Stop that!
Mamma—Why, Tommy, aren't you ashamed? I wouldn't cry that way if my hair was being combed.
Tommy (fiercely)—I'll bet you would if I was doin' the combing.

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.

If General Grant were alive he'd light his cigar with a

Noiseless=Tip

To be sure to get what General Grant would have used, just say "They're made in Saginaw." No noise. No danger. No odor. Heads will not fly off. Put up in a red, white and blue box only.

C. D. Crittenden, Grand Rapids, Mich.

Distributor for Western Michigan

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.

The Food Value of Cottage Cheese.

In a recent bulletin of the Minnesota Experiment Station, Professor Snyder reports the results of five series of digestion experiments made during the year 1904 with working-men as subjects, which bring out some interesting facts of practical value with reference to the digestibility and nutritive value of cottage cheese when used in various combinations with bread, milk and sugar to form rations which were considered palatable and suited to the needs of the subjects.

During the three days of this experiment the daily ration consisted approximately of 1.1 pounds cottage cheese (or about 6 ounces per meal), 1.16 pounds bread, 4.12 pounds milk and .06 pound sugar, the cottage cheese supplying over 40 per cent. of the total protein and about 28 per cent. of the total fat of the ration.

The cottage cheese used in these experiments was prepared as follows:

Separator skim milk was allowed to sour in a warm room. The milk was then heated to a temperature of about 100 deg. Fahrenheit, and hot water 175 deg. Fahrenheit added at the rate of about 1 pint per gallon of milk. The addition of the hot water resulted in more complete coagulation of the milk. After stirring for one or two minutes the coagulated mass was allowed to settle and then the whey was drained off and the curd collected by straining through cheese cloth. If too much hot water is used a tough curd results; if the milk is not sour enough it fails to curdle properly. When of medium acidity and favorable temperature, a soft, fine-grained curd is secured. The curd was salted and mixed with cream. The cottage cheese prepared in this way was found to be very palatable and contained a large amount of nutrients in the form of proteids and fat.

The experimental data showed that on an average 95 per cent. of the protein and fat and 97 per cent. of the carbohydrates which this ration supplied were digested, and that 90 per cent. of the energy was available to the body. In similar experiments in which the ration consisted of bread and milk alone, it has been found that 91 to 95 per cent. of the protein, 93 to 97 per cent. of the fat, and 97 to 98 per cent. of the carbohydrates are digested. Since these values are practically the same as those obtained with the experimental ration, it follows that cottage cheese has about the same digestibility as milk and can therefore be ranked with the very digestible foods. "No digestion disorders were experienced by any of the subjects on account of consuming such a large amount of cottage cheese per day. The men were all employed at hard farm labor, and the ration of which cottage cheese formed an essential part gave entire satisfaction."

A pound of cottage cheese like that used in Professor Snyder's experiments, made without the addition of cream, contains about .17 pound protein, .08 pound fat and .07 pound carbohydrates, which is about

the same amount of total nutritive material as is found per pound in the edible portion of many cuts of meat, but not as much as is contained in meats with a high percentage of fat. Pound for pound, cottage cheese prepared with cream compares favorably in composition and digestibility with beef and other meats. One hundred pounds of skim milk and 4 pounds of cream, containing 20 per cent. fat, will make from 15 to 16 pounds or more of moist cottage cheese. At 2 cents per quart for skim milk and 35 cents per quart for cream, cottage cheese would cost about 11 cents per pound, and compares very favorably in nutritive value with meats at the same price per pound. Where skim milk can be procured at a low cost, cottage cheese is one of the most economical foods that can be used. The addition of cream to cottage cheese favorably influences both its nutritive value and its palatability without increasing the cost above that of average meats. Upon the farm, where milk is produced, cottage cheese is one of the cheapest foods that can be used.

Coldest Place on Earth.

Where is the coldest place in the world? W. N. Shaw some time ago placed the region of lowest temperatures of the Northern Hemisphere in a great oval of land surface in Siberia. At Werchojansk a temperature as low as 69.8 degrees centigrade below freezing has been registered. But this has now been matched by the Russian artist Borrisoff in Nova Zembla. During an excursion to the Straits of Matouchin he found in an explorer's cache a box containing two thermometers for recording maximum and minimum temperature. It is supposed that they belong to Hofer, the Austrian geologist who made an expedition to this spot in 1872. One of the thermometers registered 15 degrees as the maximum and the other registered the minimum of 70 degrees below freezing. This value would be the lowest temperature experienced during the last thirty years.

Real Wood Breakfast Food.

The humorists are right, and the newest breakfast food is indeed wood, pure and simple. An inmate of an English workhouse has taken to consuming wood as food, and the erudite English physicians observe that there is really no reason why, if the necessity should arise, wood should not be employed as a regular source of food, since it consists chiefly of cellular fiber, which, with suitable chemical treatment, may be converted into sugar. But unprepared wood can have no value as food for the human organism, inasmuch as the digestive juices are not able to deal with it. A certain amount of woody fiber is thought to be digested by the horse, by reason of the presence of a peculiar digestive secretion in his digestive canal which is able to convert cellular tissue into sugar. In the same way wornout shirts and collars could be converted into food.

What games do the waves play? Pitch and toss.

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.

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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.

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Your orders for

Clover and Timothy Seeds

Will have prompt attention.

Wanted—Apples, Onions, Potatoes, Beans, Peas

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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.

WE BUY EGGS

same as any other commodity. Buy from those who sell the cheapest—price and quality considered.

If you want to do business with us write or wire price and quantity any time you have a bunch - if we don't accept the first time - don't get discouraged for we do business with a whole lot of people—and the more they offer their stock—the more they sell us.

COMMISSION DEPARTMENT—When you pack an exceptionally nice bunch of eggs—and want a correspondingly nice price—ship them to us on commission—and watch the results.

L. O. Snedcor & Son, Egg Receivers

36 Harrison St.

Established 1865

New York.

We honor sight drafts after exchange of references. We try to treat every one honorably and expect the same in return. No kicks—life is too short.

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



How To Keep Your Boy from Crime.

In too many households the boys form one of the most discordant elements. It is not given to every one, women especially, to know how to manage them just so that they shall be happy themselves and disagreeable to no one else. A healthy, active boy has an astonishing faculty for mischief; is noisy and obstreperous, with a capacity for kicking out shoes and wearing out the knees of his trousers which is positively appalling to a mother, especially if her means are straitly limited and she is not at all sure where the money for the next supply is to come from.

Nevertheless these troublesome boys are the men of the future and upon their training, whether it be good or bad, or, as is too often the case, merely indifferent, depends the weal or woe of the nation in the years that are to come. The coming voter and lawmaker is in the nursery and schoolroom of to-day and the lessons taught him there will surely bear their fruit hereafter. When the boys rush in like a whirlwind, bringing in mud and noise, clamoring for dinner and throwing down their hats and books anywhere, tired and headachy mothers are too apt to hurry the meal in order that the youngsters may be off again to play. In the country and in good weather this may be well enough; although the practice is not one calculated to lend much polish to the manners of the boys, it does little or no harm to their morals. But in the city a boy on the pavement is far from sure of being always in good company and somebody ought at least to keep a lookout for him.

Mr. McCutcheon's recent cartoon, "The Root of the Boy Bandit Evil," may well make parents pause. When respectable fathers and mothers know nothing of their son's whereabouts at 10 p. m. beyond the fact that "He went out somewhere" the boys are hardly to blame if the "somewhere" is on the road to the jail or the electric chair. There is too much liberty allowed to the youth of the present day; it is only "a little letting alone" which may be called "judicious."

Unfortunately there are many homes where the boys are regarded as necessary nuisances, whom every one is glad to have out of the house and so out of the way. "Boys always have dirty fingers," so the dainty elder sister is in terror if the small brother's hands come too near her embroidery or her books; mother is too busy with one thing or another, household cares or outside pursuits, to have time to listen to him, or to talk to him; besides he is sure to wake the baby. Cook will have none of him in the kitchen, and between the nursery maid and himself there is a deadly feud, she considering Master Tom as her greatest trial and he insisting that she pulls his hair and rubs his nose the wrong way

when his toilet is made. His father probably sees little of him if he is a city boy, and if of the country he is in all likelihood too busy to devote much time to Tom beyond seeing that he does his chores. Perhaps he has a propensity for asking questions (most bright boys have) and his ceaseless "why?" is a torment to his elders, who snub him perpetually with "I don't know! Do stop asking questions!" It may be that the boy is fond of books and will sit for hours poring over them, to the delight of his parents and the great peace and quiet of the household. In that case who directs his reading? Do his father and mother choose his books and talk with him about what he reads? or do they take it for granted that so long as he has a book he is out of mischief and thus well occupied? Do they make sure that the story book "borrowed from a boy" is calculated to improve the mind which feeds upon it?

The modern city flat is not adapted for children, still less for boy than girl. Indeed, some landlords taboo small boys along with the usual prohibition of dogs and cats. And when they do not the narrowness of space is of itself a handicap for the boy. Every boy ought to have a place of his own which he may clutter up as he likes, with his tools and his toys; where he may bring the other fellows and have a good time, with the full permission of and without annoyance to his elders. E. P. Roe's novel, "Driven Back to Eden," was written with a purpose which ought to be as clear as daylight to every father and mother who reads it.

Every intelligent mother knows that her children are more or less unlike; that different motives prompt them; that punishment affects them differently. It is a common saying that all children like to play, but what play? Any one who watches two boys at their play will be struck with the differences between them. One is happy with a box of blocks, from which he evolves castles and bridges, while his brother, with the same material, never gets beyond a tall tower or a train of cars. Another will tell a wonderful story about a picture, while his playmates cast the book aside with merely a glance at the illustrations.

There are foolish mothers who indulge their sons until they are nuisances to every one, because they "do not wish to break the boy's spirit." Small wonder that such children grow up to break their mother's heart in return for such mistaken tenderness. It is not for one's self, it is not even for the sake of others, that children should be taught the great lesson of self-control. These profit indirectly by such education, but the child himself reaps the direct benefit, for he who has been taught to regulate his desires and actions is infinitely more happy than he who, ungoverned and ungovernable, chafes constantly against bounds which he must find somewhere, be he prince or peasant. It is true that some boys are spoiled by strictness; a bent bow relaxes readily, but many more are ruined by too little care. The father is striv-

ing to earn a living, perhaps to lay up riches for his children; the mother is a Martha cumbered with household cares.

She does not often find time to talk with them and to play with them is wellnigh impossible. So the children grow up on the outside of their parents' lives, never realizing how close they are to the heart of their busy and somewhat stern father, nor how their mother lives in and for them. But whatever else may be neglected, the children should be first, not only their bodily needs, but their mental and, above all, their moral ones.

Boys will be boys, but not for long. Ah, could we bear about us The thought how very soon our boys Will learn to do without us. How soon but deep voiced, bearded men Will gravely call us mother! Or we be stretching empty hands From this world to the other! Dorothy Dix.

Thank Dorothy Dix for Her Defense of Women.

Dorothy Dix, in defense of women in "Are Women Stingy?" says: "Stingy? No! It is an unfounded charge. Women are careful of money, they are just with it, and when there is need, they are liberal." Thank you, heartily, Dorothy Dix, in woman's name—in the name of the noble women all over the land, who have been, from the beginning of the world and are now, making great sacrifices for the furthering of every good word and work. What a shame to call them stingy!

The Woman at Home Magazine.

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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

edited by Annie S. Swan, published in London, asks, in its June number, the startling question: "Are Women Mean in Money Matters?" together with the answers given by the following well-known authors: Jerome K. Jerome, W. Pett Ridge, Annie S. Swan, Adeline Sargent and Gertrude Atherton.

Says Jerome K. Jerome in his article, speaking of woman's meanness, of course, in money matters: "Absence of vice is their virtue." Which is so very guarded that one would know at once that he was the lazy J. in "Three Men in a Boat," who always liked to take an easy position and watch others work. No doubt it is owing to his liver complaint, and doubtless he means well; at any rate, we will be liberal and give him the benefit of the doubt. Had the topic under discussion been "Are Men Mean in Money Matters?" and had I been invited, I could have related an interesting incident just to the point, as it displays the vanities as well as meanness of men in money matters. Come to think, I will not wait for an invitation, as the topic I suggest may never be brought up for discussion, but will proceed at once with my incident.

A dear friend, newly married, but married long enough to have broken hopes, mortified pride, and bitter doubts take the place of trust and confidence, had such a great change come over her well-trained, liberal nature that her servants, her friends and all with whom she came in contact called her stingy. And I, even I, her best friend, wondered greatly at this new peculiarity, for we had been schoolmates and chums in our girlhood, and I knew that at that time she was most generous.

One never-to-be-forgotten day she and I were shopping together, when her husband overtook us, and after a moment's polite talk, turned to her and said tenderly: "Lucy, you have been so economical with your dresses, come in and select a handsome silk now." I thought him splendid, and was astonished to hear her answer: "No, dear, not now, I am very well off for dresses; you are too kind."

He looked hurt, although he turned to me and said laughingly: "You see what a careful little wife I have. Well, good-day," and with a graceful bow he was gone.

I was stunned, and said quickly: "Lucy, what a dunce you are; why didn't you go in and take the finest silk M. has? You need it." The tears welled up to her eyes, her lips trembled, and an indignant expression passed over her face, as after a moment's hesitation she whispered:

"Dear, I didn't dare to! He did not mean a word of it—he puts on all this before the world—it is a trick of his; he wants to be called generous, and he wins the glory of it. He smiles on the street beggar, gives to every charity, belongs to the B— Club, while he keeps me absolutely penniless, and has from the first. You don't know, you can't understand. You will never tell, Mollie? Hope is dead; I must bear my burden, but I hate the hypocrite. His

meanness is my disgrace, and I must bear the names of 'mean' and 'stingy,' because he acts in a way before people to falsify anything I might say. They would believe his honeyed words and acting in preference to the truth from my lips, because, perhaps, the truth would be indignantly uttered. I hate him! There, you must keep my secret, dear friend."

I kept her secret many years, but she is gone now, and I will tell it and vindicate my poor, broken-hearted Lucy. It was years ago that I bade her farewell. I recall the hour with filling eyes. She talked of our girlhood for a time, and at last, as her look became fixed, she said: "I am weary of life—oh, so weary; all my dreams have been shadows; our—young—days"—and the voice grew silent. The life blighted by "a man's meanness in money matters" went out forever.

We laid her away on a bank of flowers, but what were flowers to her?

This experience opened my eyes, and poor Lucy is not the only woman who has passed before the world as "mean in money matters," as "stingy," as "devoid of taste in dress," and other things, from no fault of theirs, and because of the meanness of others.

Misunderstood; a living sacrifice. I sincerely hope a time will come when, in the eyes of the assembled world, "these wrongs will all be righted," and "murder will out," and tardy honor will be given "where honor is due."

Gertrude Atherton calls our United States women, "American Civilization." Good! This man—Lucy's husband—was not a product of our soil. Gertrude Atherton is sincere; she has respect and a quiet reverence for the energy, industry and genius of American womanhood. W. Pett Ridge gives us a mild thrust. Nevertheless, as I read I note a special painstaking good feeling growing out of a blundering mistake. Annie S. Swan does not overlook that "particular cause for their apparent stinginess comes from too little money." Very good.

Adeline Sargent tells us that: "Most acts of meanness spring, of course, from selfishness." This I can't believe. It is not a fair conclusion. There are certain great women who have wrought their greatness by learning to deny themselves for that superior being—man—as the ambition of "these poor dears" must not be molested by the disappointments of life. Men are only good—some men I mean—before the world, and most of us women find it out before we get on very far in life. "Man's inhumanity to man" and woman, too, "makes countless thousands mourn."
A Woman.

How To Keep a Husband Happy.

"I have made the discovery," says a sensible woman, "that I can save my husband—who is a hard worker—much unnecessary worry if:

"By keeping the domestic machiner ywell oiled I spare him the bothersome details of my daily life, un-

less it is something that he can help or prevent.

"I keep a memorandum of my needs. I do not call him back from the corner to get a letter to mail or a sample of silk to match. When possible I do the marketing.

"Rather than call on him for a variety of household tasks I ask a few definite things to be done each day. This saves him the annoyance and helps me more.

"I insist that he buy his own clothes, because my selections do not always please. I keep the garments in perfect repair and in their proper places.

"I do not pry into the details of his business, nor visit him, nor telephone to him during business hours.

"I cheerfully assume the social duties arising from his business relations, such as dinners to his colleagues, etc.

"I cultivate promptness—especially if we plan to go for a drive or a visit I am ready at the proper time.

"If he disarranges the pillows or scatters the magazines I do not find fault. We live in our home.

"I live well within our income.

"Because it is his wish, I have the heavy work done out and save my strength wherever possible."

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PARCELS POST.

How It Would Destroy the Retail Dealer.

It is sometimes well to take up the arguments of the advocates of post parcels and see how much there is in them. The first argument—I believe I will call these so-called arguments statements that need verification—is that as the Government has been carrying periodicals for the last twenty years at one cent a pound, therefore the claim made by the Postoffice Department that it can not extend the rate of one cent per pound to merchandise is made in the interest of the express companies, and, as the Government has carried periodicals at one cent per pound, therefore the work has been done at a profit. When the Government says merchandise can not be carried at a profit at 16 cents per pound, the reply is that the Government does not know what it is talking about, and that these statements made by the Government officials are the most shallow falsifications. Then they go on to state that for many years the only man who has been connected with the Postoffice Department that knew anything about transportation was Postmaster General Wanamaker, and he could not do anything because of the express companies. They fail, however, to state that Mr. Wanamaker was the only man who ever held the position who was a department store man and the only one who advocated the post parcels. To firmly establish their position they did make the charge that the present Postmaster General is simply a politician, and the Third Assistant was a fireman who rose to be an engineer, but has no qualifications for the position he now holds, and that, as a rule, the postal officials have been given to understand that it is to their interest to protect the interests of the express companies. Is there no honor outside of advocates of postal reforms so-called? Is every man a scoundrel who does not believe as they do? A better argument than that must be brought forward to convince the Government that what the so-called reformers state is true. The next statement that they make is that the rate of one cent per pound on periodicals is too high. They argue that they can send their periodicals from New York to Boston for one-fifth cent per pound, and it costs only 9-10 cents per pound to send their periodicals by fast freight to St. Louis. Therefore, the Government is overcharging the public. And for that reason 70 per cent. of the periodicals are sent by fast freight. You will notice that St. Louis is the farthest that they send by fast freight. I want to call your attention to the fact that the center of population of the United States is a little east of St. Louis, so that even the low rates given by the railroads do not reach much more than half of the people of this country. The absurdity of putting freight and passenger trains on the same level as to the cost of expense of running is too plain to talk about. Another statement made by the reformers is that there are

74,160 postoffices already in operation in the United States, running by highly paid officials, and that they are housed and provided for under salaries, and, therefore, the express companies were closed up and their business transferred to the Postoffice Department two-thirds of the expense of the five big express companies and the 10,000 local companies could be saved, and all the work done by the private delivery wagons and small express companies could be abandoned and the Government could take over all of the work to the Postoffice Department. And the beauty of the whole thing would be that the Government would undertake to deliver all parcels and packages, and instead of waiting a day or two for your purchases they would be delivered every hour. If the rate of one cent per pound could be given to any part of the United States, undoubtedly all stores, both great and small, would use it to deliver goods to customers. Let us see, five pounds of nails would cost five cents to deliver. A keg would cost one dollar. We will have to hold on to our delivery wagons for a while.

There has been introduced into Congress by Mr. Moon, of Tennessee (by request), a bill that proposes to carry merchandise up to eleven pounds at the rate of five cents for the first pound and two cents additional for each added pound, making the cost on a eleven-pound package twenty-four cents. I understand that the reformers have given up hope that such a measure can be carried through and that they are concentrating their energies on a suggestion made by the Third Assistant Postmaster General to consolidate third and fourth class matter, and charge a rate of eight cents a pound. In the last report of the Department of which I have been able to get it showed that the income from the third and fourth class matter hardly met the expense of the two classes at a rate of sixteen cents per pound. Now, if that rate is cut in half, how can the expense of that class of mail matter be met? Who will pay it? Will it come from general taxes? Why should it? Why should not every class of mail matter pay its own way? Why should the business man pay and those who write letters be compelled to pay three-fourths of the expense of running the Postoffice Department when they use but 13½ per cent. of the transportation? Our reformers and magazine writers are very fond of referring to the post parcels of England and of Germany and telling how cheaply things are done there. But you do not see any magazine writers advocating the German rate on periodicals. It is five cents for a single pound and seven and one-half on two pounds, and in England it is eight cents for periodicals and pamphlets per pound. To compare our postal facilities with either those of England or Germany is not fair for the reason that the countries are very dissimilar, especially in the density of the population. There are 500 people to the square mile in England, and al-

most as many in Germany, and there are twenty-five people to the square mile in this country. The aim of the reformers is to have a post parcels that will go all over this country. Take some of our Western States and one to the square mile is a good many, and then compare the distances in England and Germany with our own land. What do we find? The average distance for a package to travel is forty miles, while here the average is 442 miles. Is there any reason in a comparison between us and the Old World thickly settled countries? There is no express service in England, and the government in Germany owns the railroads. In Germany the government carries free all packages of merchandise up to eleven pounds, and the taxpayer pays the bill whether he receives any benefit or not. To that extent that government authorizes its citizens and opens the way to socialism that is so rampant in that country, and which requires a great standing army to keep it under. In England reports of the cost of post parcels were made until it became so discouraging that they were discontinued, and there is no way of learning if they are still a losing venture or not. We have a right to conclude that it is still a burden of expense to the government, for if it was not they would be glad to publish the report as a justification of the wisdom of the move. Reformers do not refer to Australia, where the postal parcels is run in its completeness, but we hear from correspondents of its working, and they report that it is driving all the business to the cities and breaking down the mercantile interests of the country town and village to the detriment of the country at large. Do we want such a condition of things here? Our reformers say that will not be the case here. The post parcels will be just the thing for the country merchant. Why, he can order most anything by mail. But a customer comes in and asks for something he does not have. He can show him a picture of the article and send to his jobber and get it, and the jobber will be highly pleased to send as small a quantity as he may want. In that way the jobber can be made to carry the stock and the retailer will keep his money. I wonder if the reformer thought of the catalogue in the customer's home, in which prices were quoted as low as the retailer could buy them of the jobber? I wonder if the customer would wait for the retailer to get the goods when he could send and get them just as cheap as the retailer could?

If the jobber has to cut up his stock into retail sizes, why not sell direct to the consumer? What motive has he to send out travelers to sell little amounts? Why not go direct to the consumer and get a little more than he asks the retailer and a little less than the retailer's prices?

The Postmaster General says that the present price on merchandise is a hindrance to city stores shipping goods into the country, but that with a low rate they would be able to control to a very large degree the trade

of the country. Do we want the trade of the country controlled in such a way? Is it to the interest of all that it should be? I readily grant that it would be a great thing to the large stores in the cities to have such conveniences, but is it a wise policy for this country to enter upon? Today is not all. There is a to-morrow, when your children and mine will be here seeking to gain a livelihood. If the business of the country is concentrated in the large cities they will be built up at the cost of the country towns and villages. The small city and town and rural population is the hope of any country. And a very large city is a constant menace to good government, to honesty and probity. Do we need any illustrations to prove this statement? I refer you to the current papers and magazines to verify what I have said. If this be true, is it not our duty as citizens to oppose all efforts to build up the city at the expense of the country? Is there not room enough for all of us? Why should it be necessary for any of us to build on the ruins of others? The people will stand for some injustice, but when the burden gets too heavy they rebel.

W. P. Bogardus.

A Natural Distinction.

A Boston couple were recreating near Augusta and met an old negro woman to whom they took a fancy. They invited her to pay them a visit, and the black woman accepted, especially as her expenses were paid. In due time she arrived in Boston and was installed in the house of the white folks. She occupied one of the best rooms and ate at the same table with her host and hostess. At one of the meals the hostess said:

"Mrs. Jones, you were a slave, weren't you?"

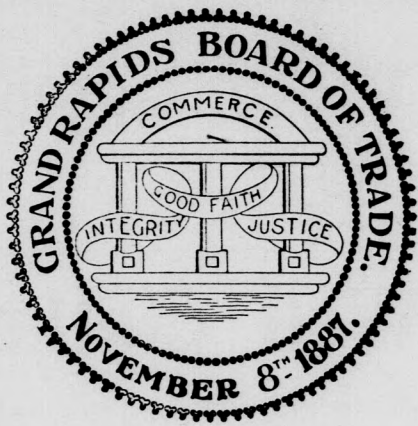
"Yes, marm," replied Mrs. Jones. "I b'longed to Mar's Robert Howell."

"I suppose he never invited you to eat at his table," remarked the Boston woman.

"No, honey; dat he ain't," replied Mrs. Jones. "My master was a gentleman. He ain't never let no nigger set at de table long er him."

And in making this speech she meant no disrespect to her hostess. She meant merely to point out a natural distinction.

A murderer in England has been convicted of the crime charged against him by the evidence of a finger print which he left on a smutch of blood on a cash drawer which he broke open after killing his victim. The thumb print system of identification has proved its value in a more prosaic manner than in the case above quoted. It is one of the marks which criminals can not change effectively, and when the police once secure the print of a thumb they are very apt to recognize the one who made the impress if he comes under their observation again. It is for this reason that old offenders dread it, for they know that under the cumulative system of punishment it will go hard with them if their finger prints are already in evidence in the rogues' gallery.



Perpetual

Half Fare

Trade Excursions

To Grand Rapids, Mich.

Good Every Day in the Week

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

Amount of Purchases Required

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

Read Carefully the Names

as purchases made of any other firms will not count toward the amount of purchases required. Ask for "Purchaser's Certificate" as soon as

you are through buying in each place.

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



Spring Modes Summed Up by Men of Taste.

Fashions never change suddenly and unexpectedly, but their evolution is gradual and generally consumes a period of several seasons. Only a few years ago the trend of the mode was markedly toward loose clothes, which savored of field and lane. Even to-day the suggestion of the country in dress is pronounced, especially among the club and college set, and while a man's dress is more form-defining, there is yet very evident the spirit of athleticism, which has permeated clothes for the last five years. The extreme military cut has not been adopted this spring by the best dressers, but most of them endorse the semi-military fit which lends distinction to the tall figure and relieves the short one of its aspect of stockiness. For it must be evident to the most untutored eye that the curves and angles of the military cut of clothes are very helpful in giving a man a trim, well-set-up air that is quite impossible were we to follow slavishly the English standard. It has been well said that appropriateness is the keynote of dressing well. The man who makes his manner of dress conform to time, occasion and circumstance, who always looks in tune with his surroundings, can claim to be well dressed in the truest meaning of the words. It is a mistake to assume that fashion is bound arbitrarily by a set of narrow rules. On the contrary fashion is very plastic and one of its fundamental requirements is that a man choose that cut, color or cloth which is most becoming to him individually, irrespective of what the mode of the moment may ordain. For example, if fashion endorses brown as the spring color (which it does not), it would be fatuous for a man to adopt brown, because it is a color which is trying to most men and to which it is hard to make the details of one's dress conform. It used to be that the tailors, haberdashers and bootmakers were not satisfied unless the mode of one season differed radically from that of the previous one. To-day, however, well-dressed men believe in adhering to those fashions which time and common sense have demonstrated to be rational, and it is impossible for any tradesman, however powerful he may be, to change the course of fashion. For, after all, fashion is not fixed by any tradesman or group of tradesmen, but by the weight of opinion of men of assured taste and impeccable social position. There are two distinct sets of men whose requirements must be considered separately. The first embraces the younger or college set, which affects all extremes in dress and pursues each fresh fad to the uttermost limit. This set is very partial to the military jacket and like manifestations of the radical in clothes. The other set is composed of men whose taste is

more sober and who care not a fig for the frills and fads. It will not do to condemn the so-called "fad" too sweepingly, because the accumulated experience of years has demonstrated that the fad of to-day may be the fashion of to-morrow. Again, fashion must always be exclusive. The veriest dullard can see that as soon as a fashion is adopted by the multitude it at once loses its distinctive character as a fashion and becomes simply a custom. The tailor, haberdasher or bootmaker who serves the favorite few is therefore jealous of his exclusive productions; for after an innovation in cut, cloth or color has been produced in low-class stuffs it becomes quite impossible to him who must at all hazards dress differently from the crowd. For my own part, I favor in dress the spice of the personality of the wearer. His notions, preferences and tastes should be paramount and never subordinated to the dictates of any tradesman, however high he may stand in his craft. Without this personality there can not be that subtle distinction which springs not so much from good cloth and faultless tailoring as from the individuality which clothes borrow from the man who wears them. I have always maintained that the truly well-dressed man does not derive distinction from his clothes, but lends it to them. His poise and air are important factors in conferring upon the clothes the look of being part and parcel of the personality of the wearer. We all know men who patronize high cost tailors and yet who lack in their dress the remotest distinction. This is due to the fact that they depend wholly upon their tailors, and do not themselves cultivate any of the attributes which make clothes something more than a mere draping of the human figure.

Considering the colors of spring, gray and blue loom most prominently. Among the extreme novelties in gray fabrics are so-called "shadow" plaids, checkerboard designs, black and white checks and shepherds' plaids. The last named are notably smart and may only be had of the high-cost tailors. It's plaids, again plaids and finally plaids. Next to gray comes blue in self-stripes and with the blue silk threads interwoven into the cloth. Similarly, the fashionable gray stuffs show red silk threads in the body. "Worsted flannels," that is, fabrics with worsted bodies and flannel tops, are wholly new and very desirable. Not only in the materials for lounge suits are "shadow" fabrics conspicuous, but equally in suitings for evening dress. We were the first to announce this fact a year ago, but then "shadow stripes" were relatively scarce. This spring they are omnipresent in both swallowtail and Tuxedo stuffs and the effect is much more pleasing than one would fancy. Certainly it lends a dash of character that quiet evening dress lacks and it is besides something distinctly new and therefore to be welcomed as a swerving from conventional standards.

Spring jackets are cut much the same as winter jackets, being long,

Spring



of 1906

Wear Well Clothes

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

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

Wile, Weill & Co.,
Buffalo, N. Y.



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

Hermanwile Guaranteed Clothing

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

Line For Fall Will Be Out Early

Hermanwile
GUARANTEED CLOTHING

fitted to the waist and quite flaring of skirt. The lapels are not pressed flat, however, but are ironed with a soft roll which is more in harmony with the present "lounginess" that marks informal clothes. The jacket has either the narrow cuff finish or turn-back cuffs. A distinctly new cut of jacket is derived from English sources. The edge of the jacket in front, instead of following a straight line, deflects toward the bottom and forms a swinging curve. As I have said, this is a typically English design and whether it will "take" time must demonstrate. There is to be said in its favor—it is wholly new and stamps the jacket with a character all its own. Moreover, it is sponsored by one of the best tailors in New York, who serves a picked clientele. The nimbleness with which the maker of "ready" clothes treads upon the very heels of the tailor of class makes it necessary for the tailor to go to extremes in order to preserve exclusiveness of cut and fabric. For this reason the tailor guards his designs much more jealously than heretofore and shows them only to his best clients. The casual visitor who orders only one suit never sees them at all.

The cut of the waistcoat differs greatly this spring. Some men will wear the high-cut garment patterned after English standards, while others will wear low, roll lapels. Flap pockets are endorsed by the younger set on account of the very informal air which they lend the waistcoat. Usually, the two lower pockets only are provided with flaps. Fancy waistcoats in flannels and flannel mixtures will be as smart as ever and both indeterminate stripes and over-plaids are much in vogue. Indeed, the reign of the fancy waistcoat promises to be long continued.

Trousers will measure about 25 inches at the thigh, 20 at the knee and 17 at the bottom. The spring topcoat will be about 33 inches long and slightly shaped to the back. Gray is especially approved among colors, as it was last autumn. The covert topcoat, an admirable garment for light city and traveling wear, seems imperceptibly to be losing its vogue and we regret it. No coat is so handy and so becoming to the average man as the covert and its place can not be adequately filled by any substitute. All overcoats are much shorter than they used to be—indeed, the ankle-length oversack is decidedly passe. The man of the period with a leaning toward the sports must be knee-free, not leg-bound, and hence the shorter over-garment with its liberty to stride unhampered.

So far as the cutaway and the English walking coat are concerned, they do not differ appreciably from last season's models. The effect in front is rather less straight front and more sloping away than formerly. The length is about 38 inches. Neither does the frock coat bring any change of moment this season. Both two and three buttons are correct. The skirt is decidedly snug-waisted and falls into full, gathered folds below. Unfinished worsteds with a black herring-

bone design in the weave are smart for the swallowtail coat and the Tuxedo jacket.—Haberdasher.

Early Spring Demand for Little Men's Wear.

Some of the high-class retail houses have, within the fortnight, assumed a new season appearance, and some business is being done. This applies where the spring novelties have been on display.

Those buyers who were lucky enough to foresee a business prospect in scarlet reefers, fancy gray topcoats, blue and white serge suits and got them into the store early, in anticipation of the spring-like weather in February, and then put them into the windows, got business. They were autumn successes and therefore are spring winners. We got a report of one Broadway store that sold twenty scarlet reefers the first day they were put into the window, and that day was early in the fortnight.

The season has opened so early that dealers, especially those tardy ones who failed to buy early, got apprehensive about deliveries. These late buyers are in sore distress because shipments are coming in piecemeal—a handful of suits day before yesterday, fifteen suits yesterday and a dozen to-day, and complain about the scarcity of such novelties as scarlet reefers, blue and white serge suits, and some other things that the manufacturers can not deliver in quantities, because they themselves are getting only a few pieces of cloth now and then from the mills.

Of course, the early buyers have been taken care of, and it is right and proper that they should be. They have their spring goods on the tables and in the windows; they are doing an early business and selling nice merchandise to boot.

How much better off the tardy ones would be to-day had they been on the safe side and gone into the market and got something outside of their regular spring orders for use in late February and early March, when the weather gave a pitch to the demand for merchandise that was not the remains of winter? With so many markets as there are to command, it should not be hard to obtain a suitable assortment for in-between time.

It is just as much of a mistake for a buyer to have this season gone into the market and bought stocks of heavyweight reefers at the close of January, because they were cheap, as for him not to have made early preparations with supplementary spring weights to sell during the mild weather we have had and when there was a demand for new goods.

What does a buyer gain by holding off his buying when the lines are full and he can get prime choice? He simply has more loss to his credit when the season, through early mild weather, develops a demand for stuff he has not and can not get immediately. The excuse that the firm is holding him back is not one that the firm will accept when they learn that some competing department is getting the trade because of preparedness. The firm holds him responsible for not having the goods. It is

then a good time to get back at "the man upstairs" who knows nothing about conditions except what the figures before him tell. It is, nevertheless, up to each buyer to work out his own salvation, and if he knows his business, he knows best how to do this. If the merchandise man and the firm are kept as well informed on the condition of the woolen market, the manufacturer's position and the needs of the department, owing to weather conditions, as they are on the condition of the department's stock, they will not stand in the way of the buyer's doing business when he wants stock to do it with.

Of course, if a buyer has two-thirds of his appropriation tied up in carried-over lightweights and the remains of the winter's heavyweights it is another story. The department is in great need of a "seller."

On all sides we hear great confidence expressed in a big and active spring. This winter has been just the right sort of a one for boys to wear out their clothes. They have had so much good weather for being out-of-doors that they have been out all the time and given their clothes plenty of use. While it is true that there has been plenty of heavyweight stock unloaded since the beginning of the year, those heavy clothes will doubtless be laid aside early if the weather continues mild and the lighter stuffs will be in demand.

Inasmuch as lightweight clothing is selling now manufacturers look for early duplications.

Work for all the business possible on novelties and get as much trade as you can, remembering that the summer is rather a treacherous time for novelties in worsted goods on account of the interference of wash goods. Novelties are good things to sell for the profits they bring, and success with them depends upon knowing when to stop buying them.

Buyers will doubtless recall that Eton styles dropped off in demand in midseason, and that only the foresighted ones got out from under with light stocks. It's sailors now.—Apparel Gazette.

Idleness has a strange way of making itself exceedingly irksome, no matter how pleasant the surroundings.

What soup would cannibals prefer? A broth of a boy.



Lot 180 Apron Overall
\$7.50 per doz.

Lot 280 Coat to Match
\$7.50 per doz.

Made from Stifels Pure Indigo
Star Pattern with Ring
Buttons.

Hercules Duck

Blue and White Woven
Stripe.

Lot 182 Apron Overall
\$8.00 per doz.

Lot 282 Coat to Match
\$8.00 per doz.

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

Wm. Connor

Wholesale
Ready Made Clothing

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

**THE
IDEAL CLOTHING CO.
TWO
FACTORIES.
GRAND RAPIDS, MICH.**

THE TIGHT PULLEY.

Keeping It On Is the Price of Success.

Written for the Tradesman.

In a recent lecture in London Alfred Mosely a well known thinker said:

"The American workman's output is greater than that of the Englishman. The reason of this is that he puts his back in his work. The machinery runs at a higher rate of speed."

In a recent report of the lecture a magazine gave it this very pat heading, "Where the belt is always on the tight pulley." If the lecturer knew what he was talking about and a glance around will show that he did, here certainly is a motto for the young American starting out in business. Keep the belt on the tight pulley. It wears faster, but better to wear out than rust out.

The man who runs on a slow pulley all his life may encumber the earth a little longer after he has grown old and useless but how much better to look back on a life of tight pulley work than to review an existence that was run on the loose belt method. For the young man who wants a tight pulley illustration there are hundreds all about him: It is a typically American method of living. The modern successful American business man works at high pressure from the time he gets down to his desk in the morning till he leaves it at night. The result is apparent in the great commercial strides being taken in this country.

The tight pulley worker does not lay out a certain task to be done as a day's work. He simply draws in his belt another notch and goes to work. He works swiftly, surely, at high pressure all the time. He gets a great deal more done than as if he laid out a daily task for himself.

While it is perhaps not as common as other businesses the newspaper is an example of what high pressure work can accomplish. When the city editor gets to his desk in the morning he does not say, "I have so many pages to fill to-day" and give out assignments for the day accordingly. He sets in motion all his reporters. They do not say, "I am supposed to get so many stories to make good," they set out. If they have more work than they think they can do they do

not wail over the matter. They simply work, always on the tight pulley. The amount of work required to get out a daily paper is not appreciated by the laity, consequently it can have no idea of the pressure at which the newspaper man works.

The average hustling reporter on a fair sized daily writes enough every day to fill a small book. He does not know that his stuff will ever see print. At the last moment a story may come cropping out that will necessitate the killing of much that has already been brought in. Here high pressure work is necessary. The last copy may be in the forms ready to close. The strain is at its highest in the office. The reporters have for the most part gone off. Suddenly the telephone bell rings. It is from the police station and the man on police is saying that there has been a murder committed. A jealous lover has killed his sweetheart. There is not much excitement at the office. Though it is but a short while till press time excitement is not noticeable. The city editor tightens up the belt still another notch. He communicates with the make-up man through the tube. He sends two reporters to help his man on police. He sends another to interview the girl's parents and another to see her girl chum. One of the reporters lives near the girl's residence. He is telephoned, too, to get a picture of the girl. Down in the press room a story is being taken from the forms to make a place for the new one. It is a good story, one that a reporter has run some risks to get. He doesn't know it till the paper is out but he does not care when he sees that it is gone. It is a part of the high pressure game. As if by magic the story begins to come in.

The head has already been written in the office from facts received over the telephone. A breathless messenger boy arrives with copy from the man who has been sent out to interview the girl's chum. Over the phone from the station further details are received from the man working there. A reporter takes the stuff and writes it from the standpoint of an eye witness. The reporter dashes in in a cab with the picture. It is rushed down to the engravers. The paper goes to press at the usual



This is a photograph of one of the jars in our

Scientific Candy Assortment

24 fine glass display jars holding 120 pounds of high-class candies. One of the best propositions ever put out by a candy manufacturer.

Send us a postal for further particulars and price. It will pay you.

PUTNAM FACTORY, Mrs.
Grand Rapids, Mich.

Orange Jelly

Manhattan Jelly

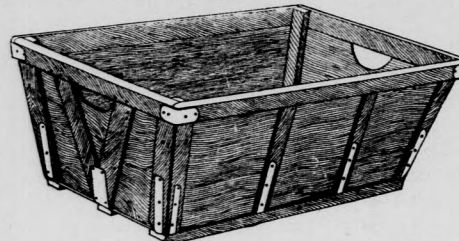
Lemon Jelly

Gum Drops

WE MAKE THEM. BEST IN THE MARKET.

Straub Bros. & Amiotte
Traverse City, Mich.

Can You Deliver the Goods?




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

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

Be in line and order a dozen or two.

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

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



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

KALAMAZOO MICH.

L. S. & M. S.

D-46-123

A
Sample
Shipment

time and the people read the story. All the result of tight pulley work, the work that counts.

This same kind of work will count just as much in the grocery store. When the store is full of customers and every one is busy, then is the time for tight pulley work. From one customer to another, always obliging but with no superfluities. Every move must count. Each operation must mean something and be done with a definite purpose. The customers while they probably can not name it like this atmosphere, they are there with a definite purpose. They want something. The sooner it can be given to them satisfactorily, the better they like it, for the majority of them are probably in a hurry to get away and take up some tight pulley operations of their own.

It is the same in any business. The tight pulley worker enjoys his work more and he also enjoys his pleasure more. The man who works with a loose belt never is very tired and he never feels the need of recreation much. He is in a state of semi-tiredness all the time. There are no pleasing contrasts in his life. He does not know what it means to close the desk Saturday at noon and feel that he has lived to some purpose the last week and is tired and then off to the golf links or the yacht or what not.

The pleasure that a man gets out of play after doing a lot of good hard work is doubled. The easy going person never enjoys either his work or his play to the fullest. He works to be sure. But how? Without any enthusiasm. When his work is done, it is done, he figures. That is true, but it is not the most satisfactory way of looking at it. A man can't enjoy his half holiday feeling that he might have accomplished a good deal more that week than he had.

To be successful a man must be a tight pulley worker. Almost everything is on the tight pulley now. Railroad trains tear across the country at break neck speed. They must. If a road should be slow its faster competitor would get the business.

Every man in an establishment must work at high speed. The errand boy must hustle when he is sent any place. If he does not, there are plenty of others who are willing to. The clerks must have on the tight belt. If they don't, customers will go where they can have their wants attended to with reasonable rapidity. In the shipping department the men must hurry. A train leaves in a few moments. A rival house will have goods on that train for persons in the same vicinity where this firm has customers. If this firm is a train late the house loses prestige. Therefore the teamsters must run. The head of all this sits in his office and he is running at no lower a pressure than his employes. He must do it. The heads of rival firms are doing it and he must keep abreast or a little ahead of the times. At home his wife and daughters are at high pressure with their social affairs. They are so-

cially ambitious and if they wish to keep up with their set and maintain their position they must be at high pressure. The Simple Life is not a thing to think about, out in the world where men are working for the very love of it. It is hard to find a place where the tight pulley is not always on. Even the undertaker is working at high pressure. Deferential, he goes among the sorrowing relatives outwardly calm but inwardly at a tension, directing things so there will be no slip and so that he may get away to go through the same operation at another house of sorrow.

The best advice then is get on the tight pulley and keep it on, for it is the price of success.

Burton Allen.

Don't Quarrel With Old Boss.

One of the greatest mistakes that a worker makes is to "tell the boss what he thinks of him" when he resigns his position.

It is natural, and it is satisfactory to explain to the employer just what your opinion of him and his firm is. Four out of five men who quit their positions voluntarily quit with bitter words. In a ten minute or two minute interview that ends their connection with the firm, they pour out all the things they have been tempted to say to the employer while working for him.

It is far better for any man to say those things to the employer when the thing happens than to save them all up and pour them out upon him when quitting.

To "give the boss a piece of your

mind," even from a selfish standpoint, is about as foolish a thing as a man dependent upon his hands or brain for a livelihood can do. The employer usually is friendly with every other employer of labor in his line in the city, and often he is even closer to the "rival" than friendship. In either case he is in a position to injure a worker who has wounded his pride or insulted him.

Money is the cause of most resignations. A man getting \$8 a week sees a place open where he can command \$12. He determines to quit unless his firm meets the advance in salary. He is "sore" on his firm, anyhow. They didn't treat him right on such and such occasions.

He goes to his employer and demands the raise. Nine times out of ten he does not get it—simply because he is rated an \$8 man there. The refusal hurts his pride. He expresses his opinion of the boss and the firm forcibly and walks out to take the new job.

That happens in every office almost every day.

Those men often wonder why they do not thrive in their new places. They expected—because the new firm seemed to want them—that they would be appreciated. Often they notice a change in the attitude of their employer within a short time.

They forget that the chances are that their old employer met the new one at lunch while he still remembered the "piece of mind"—and heard the other side of the story.

The right way to resign is to go

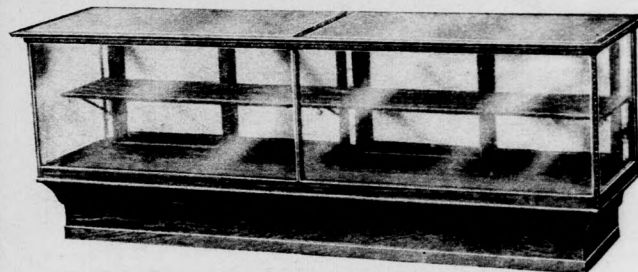
to the employer politely and say: "Jones & Brown have offered me \$12 a week. I can not, in justice to myself and family, refuse. I regret extremely to leave you, but of course I must do so unless you are willing to pay me as much as they will pay."

That is not only the proper way to feel and talk, but it is the politic way. It will bring the advance twice as often as the other way will, and, if the firm can not see its way to grant the increase, it will bid you farewell with kind feelings and good wishes.

And kind feelings and good wishes will come in well if ever you want another job with that firm, or if the old employer has occasion to speak to the new one concerning you.

Jonas Howard.

Barnum made a colossal fortune by acting on the principle that Americans like to be humbugged. There is something soothingly seductive in being led to the circus by lurid posters showing unattainable attitudes of impossible monsters. This attractiveness is increased by the knowledge that, like the limited express, it implies an extra charge. Were the feats of legerdemain of the mystic Herrmann actual performances of supernatural powers they would lose for us half of their charm. To be cheated, fooled, bamboozled, cajoled, deceived, pettifogged, demagogued, hypnotized, manicured and chiropodized are privileges dear to us all. Woe be to that paternalism in government which shall attempt to deprive us of these inalienable rights!



No. 65

EVERY KNOCK IS A BOOST

when it comes to the fixture business. We'd be foolish as well as blameworthy if we said all the other fellows' goods were "punk."

There are good people in the business besides ourselves—you've met them. Frankly, though, when it comes to quality at a price there are none who can beat us. **And—this is important—there are certain features that we lead in because we control them** When it comes to a **display counter like No. 65, or a general utility case like No. 31, we are there with the goods and the goods are there with the quality and appearance.** If anyone else can give you as good at the price we stand an even chance. If, upon investigation, ours are plainly superior, we'll get the business. That's why we keep saying, **investigate.**

Grand Rapids Fixtures Co.

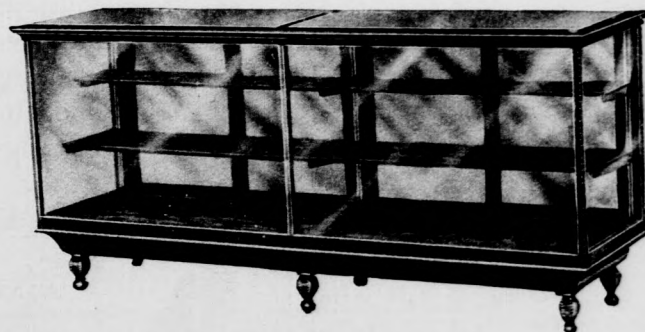
South Ionia and Bartlett Sts.

Grand Rapids, Mich.

NEW YORK OFFICE, 724 Broadway

BOSTON OFFICE, 125 Summer St.

St. LOUIS OFFICE, 1019 Locust St.



No. 31

HARDWARE

Expert Advice on Advertising a Hardware Store.

Shout from the housetops for the solution of practically any problem confronting the retailer to-day and back will come an answering chorus of "advertise."

Seek out those who join in that chorus and with few exceptions you will find them advertising men, all more or less skilled in the preparation of printed matter, which alone is what they mean by advertising.

Now through the study of dictionary, grammar and type specimen books, one can acquire the ability to talk a jargon that makes advertising—considered merely as printed matter—seem to the layman an impenetrable mystery.

Knowledge of words and type and the ability to write fine introductory talks and striking headlines are not to be despised, of course. But it is your facts and not fancy ways of telling them that induce people to spend their money in your store.

Besides, to fall into the way of looking upon advertising as printed matter only is to make the mistake of ascribing to a part the importance of the whole.

For advertising that is the greatest of trade-compelling forces begins with the buying of your goods and ends with the bowing out of your customer satisfied and disposed to come again.

In preparing to do advertising such as that there are three steps to be taken—getting ready to invite people to enter your store, making yourself sure that they will leave the store satisfied and disposed to come again, and extending the invitations to enter, principally in the form of printed matter by no means beyond the power of any retailer to produce.

The hardware retailer who is dissatisfied with the results he is achieving at the present time and who desires to do such advertising as I have in mind, needs first to take into consideration certain general trade tendencies.

All of us are in business for the purpose of making money. None of us will make as much as he can if he chooses to use up more or less of his energy in fighting against general tendencies much more powerful than any individual can be.

There was a time when the average hardware man was in harmony with the tendencies of the period, but at this moment too many hardware men are more or less out of tune with modern conditions.

One tendency that no retailer can afford to overlook is that which now disposes people as a whole to give their trade in large measure to the store which shows the greatest variety of merchandise.

You need not take any one's word for that, because the fact is made evident in almost every town in the country.

In the largest cities the big suc-

cesses of to-day are department stores, and in your own town supremacy among business men has passed, or is passing, from the one-line man to the retailer of many things.

Even the so-called one-line stores of to-day that are still increasingly successful in a large way, you will find make a feature of variety in their offerings in at least a bargain department which in essence is but a store within a store.

Another significant change in trade conditions which hardware men must appreciate before they can hope to better business to the full extent of to-day's possibilities is the lessening importance of men as everyday buyers.

Not many years ago men figured largely in all kinds of household buying. But to-day, almost exclusively, woman is "the purchasing agent of the American home."

True, the man may still figure in the buying of a stove or a refrigerator, but when it comes to buying the

everyday wants he is almost an unknown quantity.

Failure to recognize that very fact is largely the cause of conditions about which so many hardware men now so loudly complain.

Into their field within the last few years has come the retail mail order house, that has succeeded in taking from them much of that trade in the bulkier things which men do still help to buy.

As a result the hardware man who still is running a store that appeals to men is forced to be a looker-on while women buy the everyday needs of the home at stores that cater to them with the goods women want offered in ways that appeal to them.

So the hardware man who wishes to do better advertising and who realizes his need of more everyday sales, must approach the buying of his goods with the determination to cater more to woman and with goods in greater variety than heretofore.

Quite likely he will be unable to do this until he has removed many

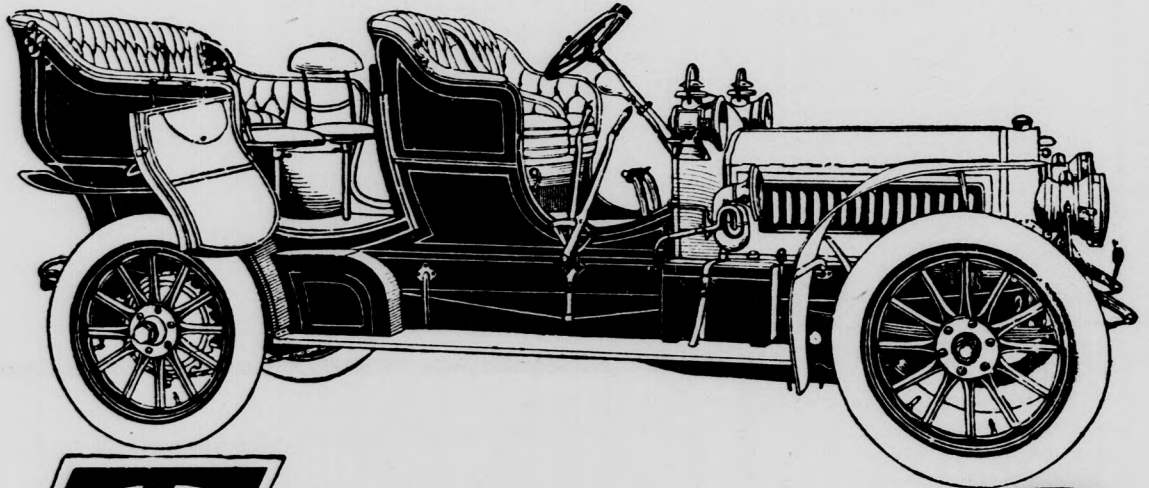
of his personal prejudices for or against merchandise and the way it is offered to him.

If he will still insist upon buying only goods of the highest quality or goods which in some other respect can interest only the small minority, he certainly ought no longer to complain that he is losing the trade of those who constitute the large majority of his buying public.

He must realize that the day has gone by when people will buy things in one line at one store and in another line at another store, taking without question what the one-line merchant says they, the people, ought to want.

You can not expect to do good advertising if you go on blinking the fact that people buy by preference in the store that shows in greatest variety the very things they want and where they are permitted to buy those things without argument as to why they should want something better or different.

Remember that experts may sneer



THOMAS

50 H. P. Touring Car \$3,500

Greatest value in America or abroad. Worth \$5,000 as compared with other high powered cars. Can be driven from 6 to 60 miles per hour on the high gear. Carries 7 passengers comfortably and meets every requirement for speed, efficiency, hill climbing, comfort and artistic beauty. We built and sold 400 cars in 1905 and can furnish strong testimonials from leading bankers and business men throughout the United States. Catalogue on request.

E. R. THOMAS MOTOR CO., BUFFALO, N. Y.

M. A. L. A. M.

ADAMS & HART, West Michigan Agents, 47-49 N. Division St., Grand Rapids

at cheap goods, but experts are few, while the very cheapness which is the target of their sneers is the convincing evidence that the goods themselves are in great demand.

As an incident of buying preparations for extending invitations that will be accepted, it is necessary nowadays to make special purchases of goods for definite use as bargains—which is but your reason why people should come to your store.

Continue to sell staples, of course, but quit pushing them on the score of price. Back of your staples put such pushing as will give you a reputation for having the right qualities that will enable you to make a fair profit on them.

Then, while competitors are cutting prices on fence wire and nails, do you push to the front popular priced things in everyday need, specially bought to be used as your bargains.

In getting yourself ready to impress properly those who do accept your invitation to enter, do not overlook the importance of a store arrangement, which also will show realization of the fact that women are the everyday buyers and that they like variety.

The way to sell goods nowadays is to ask people if they want to buy—not only by means of spoken, printed and written questions, but also by the display of your goods.

The modern ideal in store arrangement is to come as near as possible to showing all one has for sale.

Get your goods out and down

where they can be seen, indicate their prices in plain figures, and if they are goods in general want and the prices are such as people in general can afford to pay, the variety being large enough, your arrangement will avoid waste of time in answering questions as to what you have and also help to suggest new wants to all who enter your store.

Although you may have brought your store to the highest point of efficiency in accomplishing immediate sales—finally before you give general invitations to people to enter, make sure that those who accept will leave your store satisfied and disposed to come again.

You know it is the come-again trade which alone will insure the permanence of a business success, and in order to get that trade they must have implicit faith in the truth of all the statements you make about your goods.

Confidence such as that is a thing of slow growth and careful nursing, yet without such confidence no merchant can hope for success that is permanent.

In all probability no single practice will go farther in developing confidence in your store than that of returning the money and taking back the goods any time any customer is dissatisfied—cheerfully and without argument.

Does the practice pay? The world's greatest retail store goes to extremes to prove the sincerity of its money-back-cheerfully policy. Could you have a better impression abroad in

your own community than the idea that, at your own prices, you would as soon have your goods as the customer's money?

Do not begin the practice, though, unless you really can refund the money with a smile, even when the offer is being abused by a patron.

It may help you to maintain your cheerfulness to remember that experience shows that the more quickly and smilingly the money is refunded in the first few instances, the sooner the requests for refunds become few and far between.

Before extending an invitation to enter your store assure yourself, too, that all who do come in will be made to feel welcome immediately and will not leave feeling anything but pleased with the treatment every one gets in your store.

A good aim to hold before you in striving to gain and keep the confidence of your people is to become known as the store where the child can trade as safely as the parents.

To gain that reputation no one thing will be of more help than to have but one price for each thing, with that price clearly indicated in plain figures.

Having made yourself fully ready to invite people in and feeling sure that they will leave satisfied and disposed to come again, you are ready to consider advertising solely as invitations extended to people to come into your store.

Most of those invitations will take one of two principal forms—your

show windows and your printed matter.

Do not overlook the possibilities in your show windows. Take the hint in the success that the 5 and 10 cent stores achieve with outside advertising effort limited to their show windows.

And window displays can be good, even although they are not built by an expert window trimmer.

As a matter of fact, the simpler the display the more effective the show window is likely to be. Frequent changes are necessary to keep the window interesting and simple displays are more certain to be changed oftener than elaborate ones.

Just a little careful study of the subject will convince you that it is possible for you or your clerks to keep your windows bright and clean and to make simple arrangements of goods in them that will arrest the attention of passers-by.

And once you go into the subject thoroughly enough to reach such a conclusion you will need no further urging to improve your show window opportunities.

But, however expert you may become in the use of your show windows, so long as they are not sure to be seen by practically all who might trade with you, your main reliance for urging people to enter your store must continue to be printed matter.

Printed matter that will sell goods is not as hard to produce as some interested persons would have you believe.

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

The brilliant effort of the expert who can not talk horse sense about your goods and prices is worthless in comparison with the poorest home-made description of what you have to offer.

Get at the preparation of your printed matter without any feeling that advertising is more than the use of printer's ink in place of your voice in the sale of your goods.

Look upon each advertisement as nothing more or less than a new effort to make such a printed presentation of your goods as will make more people than ever before desire what you offer hard enough to come to your store.

First make sure that you have the goods necessary for the purpose. Then imagine that the customer hardest to sell is seated on the other side of your desk. Write exactly as you would talk were you determined to make that customer want the particular goods that you propose to advertise.

Write it all down just as you would talk, and then put what you have written in your desk and forget it for a few hours.

Later take a cool view of what you have written for the purpose of cutting out all but enough words to fill whatever space you have decided to use.

Still later, revise the matter again with the printer, and determine what other words may have to be omitted or added in order to give prominence to the right phrases in the space to be used.

But do not let the printer or any one else persuade you to cut out or substitute other words for expressions that will make the advertisement sound like you. Your personality is what finally brings and holds the trade you get.

A reputation for originality is continually being sought by most merchants. The easiest way to get that reputation is for one to be himself in every move he makes.

Advertising that sounds like you is not only sure to bring the greatest results, but is also the one kind of advertising your competitors can not successfully imitate.

Give the question of your advertising as businesslike a treatment as you give to any other feature of your storekeeping.

Have a scrap book in which to paste samples of good advertising, for which you keep constantly on the lookout.

In all other ways keep trying systematically to equip yourself with what will help to make the preparation of your printed matter easy. In that very process you will get rid of the notion that printed advertising—so far as it concerns your store—is in any respect beyond your powers.

Among the things needed to make the most effective use of printed matter is a good mailing list. There are enough names in your account books right now with which to start such a list.

Make that mailing list a veritable encyclopedia of information about your trade, so that at any time you can pick the customer's card from

that list and be able to approach that customer in a personal way that will add much to the effectiveness of any piece of advertising.

Keep on the lookout for it and you can accumulate a surprising lot of information which will provide you with "reasons" for advertising things just when and right where they are likely to be of special interest.

To make the most of the time, money and effort you devote to advertising, lose no chance to get the full benefit from each move you make.

If your newspaper advertisement, or a part of it, seems good enough for the purpose, before the type is thrown back into the case, have it used for the printing of a circular, to be mailed or otherwise distributed. Thus you secure both circular and newspaper advertisement at a cost of one setting of the type.

Make your circulars, letters, etc., supplement your newspaper advertisements and repeat the story they tell in your show windows. By thus making all forms of your outside advertising work together results will be greatest.

In newspapers, circulars, etc., as in your show windows and your store itself, keep presenting something new and fresh often enough to avoid staleness, which in the eyes of the modern public is an unpardonable sin in storekeeping.

And above all—when that outside advertising does accomplish its purpose, does draw people into the store—lose none of the benefit because you fail to give just what it leads people to expect, down to the smallest detail and in treatment fully as much as in goods. J. O. Perkins.

Pillow Case Holds \$19,000.

The money assorters and counters in the United States treasury were recently startled by the appearance of a remarkable-looking "fat man" who entered the department and told a strange tale. He said he was an Ohio farmer who did not believe in banks and so he had buried his money in the ground for safekeeping. He had dug it up and was horrified to find that it was slowly turning to dust, as notes will when long buried.

Panic stricken, he gathered the disintegrated money into an old pillow case, bound it around his waist beneath his clothes and started for Washington. He traveled part of the way on horseback, part of the way on an Ohio river steamboat and part of the way by train. He even slept with it on. The officials of the treasury department found it difficult to make him part with it. He did not want to go with a treasury clerk to a hotel for fear the clerk might rob him, but as it was manifestly impossible for him to disrobe in the office he had finally to submit.

They got the money at last and the condition of it was so bad that an expert had to be called to decipher it. So great was the skill of the latter that out of \$19,000 the farmer lost only a few hundred dollars.

What the world really needs is an eleventh commandment—Thou shalt not gossip.

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

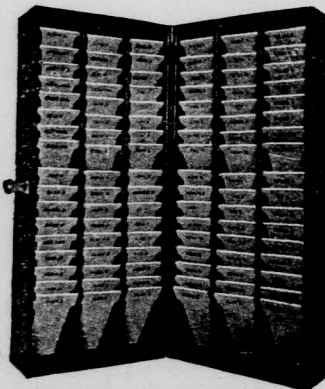
Kirkwood Short Credit System of Accounts

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

A. H. Morrill & Co.

105 Ottawa St., Grand Rapids, Mich

Both Phones 87.



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

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.

Several Methods of Pushing the Hardware Business.

Pushing the business is hardware on our mental and physical machinery. And were it not for an occasional turning of the current, laying aside cares of the day, and joining our co-workers in social and friendly intercourse, Jack would soon become a dull boy.

Get your name and business into the newspapers and your personality into the community. Your place is in your place of business, but your place is also in the moral and social life of the community that supports your business. When people see you in your store you should have lived so that they will think of some good and help you have done. When they see you out of your store they should think of you being a hardware merchant.

Keep an eye to business and never lose your presence of mind. Be like the Jew when a thief stole a coat and vest from in front of his store and a policeman was after the thief with a revolver. "Shoot him in the pants; shoot him in the pants, the coat and vest belong to me."

Do a first-class hardware business. Be careful of side lines that will take up a lot of valuable time and bring in little if any profit. Every one of us is compelled to carry a line of poultry, that is to say "lame ducks," but strive to keep as small a flock as possible.

We live in one of the greatest agricultural states and are hearing much of extensive farming. To succeed we must have intensive hardware. At it early and late. New plans, new presentations. When a customer asks for something we have not in stock, have something else at hand that you can sell them that perhaps they never thought of. You of course must be tactful and courteous about it. Don't do like the new boy did in the drug store: A customer called for some article and the boy stated they did not have it in stock and permitted the customer to go his way. The druggist took the boy to task and informed him that when they did not have what a customer asked for to try and sell something else. In a few minutes a lady called and enquired for toilet paper. The boy discovered that this was not in stock, and, remembering his recent advice, looked about for some substitute. In a moment he returned to his customer with the polite statement: "We are very sorry, madam, but we are just out of toilet paper, but we have a nice line of sand paper. Will not that do?"

Things are continually changing. We must keep abreast of the times. But a short time ago the only base burner was worn on the foot of a woman. Now they are being taken out of houses and furnaces in the cellars, assuring more comfort to all concerned. We must be able to take advantage in an intelligent manner of all these opportunities. A talk today may give us a good sale next year. People change houses and homes. They may think they are perfectly satisfied, but in a short time

they sell or move to a different locality in the community. Every move calls for new hardware. You should be the man to furnish it.

A little present to a good customer once a year or when he pays a good bill goes a long way toward an order for the future. Keep things orderly and neat about your place of business. Do not permit loafers about. "This is my busy day" should be the atmosphere in your store. If a customer calls for an article and you have to hunt all about and finally call your whole clerical force away from their duties to find what you want your customer will get the impression that you are not doing very much business, or else your business is not in hand so that your stock is up-to-date and fresh.

Keep near at hand a catalogue of Sears, Roebuck & Co., or some other large mail order house. Call the attention of customers to certain articles in it that you sell cheaper than they. The mail order business is a grave one and has come to stay. It must be fought at close range; that is at home. Do not wait until you have to meet it with your customer, but forestall him by calling his attention to articles, as before stated. If he finds he can buy some articles cheaper at home he will naturally reason he can buy all that way.

P. A. Krause.

Boots Made of Vegetable Matter.

People who eschew flesh as an article of diet have sought in vain for many years for a foot covering in the construction of which no animal substance was used. They are now within sight of their goal. "Boots and shoes can be made entirely of vegetable matter by using 'Balata' for soles, canvas or 'Paramatta' for uppers and bright American cloth for toe-caps, straps and trimmings," says the Vegetarian Messenger. Balata is canvas with a composition of rubber in alternate layers to any desired thickness and experience has proved its hard-wearing qualities. It is extensively used for machinery belts, and I know men who, having used it for that purpose, prefer it to leather. For summer use canvas might be used, but for wet or winter "Paramatta" or "Paris Corium." "Paramatta" is the ordinary waterproof sheeting. "Paris Corium" is a woven material, covered on both sides or else soaked in a composition rendering it waterproof. The toe-caps, straps and trimmings are an obstinate problem, but in bright American cloth we have a material which seems to meet all requirements. It is waterproof and can be made to look like patent leather.

Manufacture of Artificial Noses.

The city of Indore is modern and ugly and uninteresting. Apart from being the prosperous capital of a rich State, its chief claim to notoriety rests upon its hospital, which has won universal fame by the manufacture of artificial noses. That may seem a very limited industry on which to build a name. But in India there are several ways of promoting this industry. When a woman comes to the hospital carrying her nose in

a napkin you may fairly assume that her husband suspects a breach of the Seventh Commandment. When a man appears in the same plight you may set him down as a usurer who has fallen into the hands of his clients, and has had no Portia to plead his cause. Indore is the Mecca of these unfortunates.

A Long Look Ahead.

"Dr. Fourthly, do you think people in the next world will follow the same occupation they do in this?"

"I think it not unlikely, if the occupations are useful ones, and if they have enjoyed them on this earth. Why do you ask?"

"Because I was just wondering how much Battenburg lace my wife would turn out if she had nothing else to do for a million years."

How do bees dispose of their honey? They cell it.

NETS AND DUSTERS

Our line this year is very complete. We invite you to call and look it over before buying.

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



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

Rain Coats

We have a large line of Rubber Coats and Oiled Clothing. Just the thing for a "rainy day." Also a nice line of fine Cravenette Coats. See our line before you purchase.

Brown & Sehler Co.
Grand Rapids, Mich.

WHOLESALE ONLY

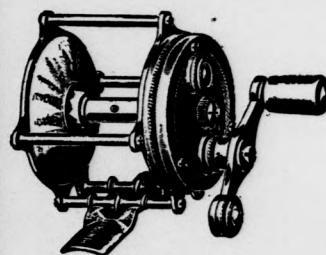
Automobile Bargain

White steam touring car, 1905 model, delivered in July, fitted with \$125.00 folding cape top, black imitation of leather, two side oil lamps, tail lamp, two fine solar headlights with Prest-o-lite tank. Body and gear finished in dark blue with gold stripe. Latest Dunlop quick-detachable tires 34x4, all in fine shape. Car has not been run to exceed 1200 miles, is guaranteed in A-No. 1 running order throughout and looks like new. Cost with extras over \$2,700 and is a big bargain at \$1,800.

Several other used motor cars ranging from \$150.00 up. Write for list.

ADAMS & HART
47-49 North Division St
GRAND RAPIDS, MICH.

Fishing Tackle and Fishermen's Supplies



Complete Line
of
Up-to-Date Goods

Guns and Ammunition
Base Ball Goods

FOSTER STEVENS & CO.

Grand Rapids, Michigan



St. Valentine Day Among the Shoe Clerks.

When Sam Rustelle and Bill Cobb, the two experienced clerks in G. Ingham's big dry goods store in the village of Pebble, had bought out the old-established store of the old man Shumann, \$14,900 of it at 60 cents on the dollar, and slaughtered it in a big sale, they found, after three months, that they had paid up their indebtedness, had about \$800 in the bank, and were sole owners of stock which inventoried \$6,784.50 and was a good deal cleaner than such a stock had any right to be, owing to the efforts the young men had made to clean it up by making enormous sacrifices on the oldest and most out-of-date goods, and being rather saving of the standard lines.

Of course they were greatly aided by the fact that Pebble, being a little out of the run of hustling towns which attract ruinous competition, had never had a cut price shoe sale before. Perhaps the easy transition of two young clerks with only about \$1,000 apiece into old established business men, with ample capital and an old and faithful clientele, could not have been so easily accomplished otherwise, and on the strength of their success I would not presume to advise other young clerks to hustle out and buy the oldest shoe store in town with its accumulated old stock and try to do what the young firm of Rustelle & Cobb did. In the first place, you might not have the backing and advice of such a shrewd old business head as G. Ingham, and in the second place you might not have such a town as Pebble (formerly Pebble Center).

The boys were settling down to the regular ordinary trade of a village shoe store in a live town, when who should walk in on them, fully three months sooner than he was expected, but A. Shumann himself, looking as brisk and hearty as a remarried widower with dyed hair. He had on a plaid suit of English cut, and a fore and aft hat, and was altogether quite a different spectacle from the old grumpy boot and shoe man who used to sit around his disorderly store with his coat off and a sour, unhappy look on his face. The face which comes from long confinement to one line of business or thought which finally seems to have no future, no matter what the accumulations it has made.

He was loud in his congratulations and his expressions of surprise over the apparent miracle which had been wrought.

"Got the news in Berlin," he said, "about how the sale was going, and it fairly made me homesick, and then, down at Cairo the bank's letter came, announcing that you had paid up the last note and the money was lying idle in the bank—made me more homesick than ever, so I just jumped a steamer and put for home.

Three months is long enough to be out from under the stars and stripes for an old duck like me, anyway."

"What are your plans, Mr. Shumann?" asked Bill.

"Well, now, it occurred to me that I'd just settle down here for awhile again, ad go in with you fellows and collect what I could of those old accounts of mine. I don't suppose that you fellows have had a chance to do much in that line with all the hustling that I hear has been going on here."

"We've been pretty busy, sir."

"Well, well, I should think so. Every time they took me around through those old tombs and things in Egypt and showed me the collection of things that have been buried for ages, I couldn't help thinking of this old stock. Let me ask you one thing: Did you sell any of those old side laced serge foxed bals I had so many of?"

"Yes, sir. We sold them all."

"All! You don't mean to say that you succeeded in closing out three hundred and odd pairs that had been lying in this store since the Old Boy knows when. How they used to worry me. Cost \$1.60 a pair, and in the good old days I used to get \$2.50 for every pair of them, but, some-way the trade dropped off on 'em and they kept accumulating. I had one faithful old customer on em and she bought a pair of 'em every year until her size was all gone. You noticed, maybe, that there wa'n't no sixes, didn't you?"

"Don't believe we did, sir. When we sold that sort of stuff we let them fit themselves."

"Well, it's a miracle, anyway. Every pair gone, you say?"

"Yes, sir; every pair."

"I suppose you had to put 'em down to cost price to get rid of 'em. I got desperate once and offered 'em for \$1.90 a pair but it didn't move 'em."

"No, we went below cost to close them out."

"Now, just for curiosity, how cheap did you sell 'em?"

"Well, we marked them \$1.50 the first day and nobody touched them. The second day we dropped to \$1.25, and still nobody noticed. The third day we moved the bin with them all heaped in up to the front part of the store, and marked them 78 cents and cleaned out a lot of them before the next Saturday night, and then when things got a little slack we changed the card to 'Choice for 50 cents,' and cleaned out slick and fine, even the No. 5 and No. 7, tied together, both for one foot."

"Good land! Wasn't that cutting 'em, though?"

"Well, it made them move and changed them into money. They weren't doing us any good on the shelves. Of course we lost a little on that sort of stuff, we expected to, but we made a little on the better stock, and the people who got the shoes so cheap got good, honest value in wear and will remember us, I think."

"How has trade been going since you stopped the sale?"

"Well, more quietly, of course, still

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.

"Opportunity"

It is said that Opportunity never knocks twice at the same door. This may be her calling card on you.

Hard-Pan Shoes

For Men, Boys and Youths
wear like iron

are sold to but one dealer in a town—nothing but good honest leather and good honest work is put into every pair. Here is an opportunity to secure a credit for good judgment and the confidence of your customers.

You've been saying tomorrow about as long as it is safe. Send for a sample pair today.

Hard-Pan Shoes have **our name** on the strap of every pair.



The Herold-Bertsch
Shoe Co.

Makers of Fine Shoes

Grand Rapids, Mich.



we are building the trade back to a profit basis and buying very carefully. It is a certain thing that a lot of people have stocked up on footwear in this section. I have talked with some of the other dealers and they all admit that trade has been made quiet in consequence. The other fellows were a little inclined to be offish at first, but I told them frankly that our buying this stock was a good thing for all concerned, even although we slaughtered it, for it did not make another store in Pebble, and if we hadn't bought here we would certainly have started a new store in the place where the fruit man failed, and in the end competition would have been worse."

"Let me see, what went in there?"
 "First, after the fruit man closed out, a little eating room was started to buck the 'Home Kitchen.' That petered out and then the ladies of the Methodist church had it for a sale for a week, and now another Italian has it for a fruit store."

"Yes, yes, that's the way it goes. Funny about that store. I've been here in business in Pebble ever since that store was built. It is in what is, apparently, a good location, nice little store and yet it seems to be fated. No business ever succeeds in it. I'll bet that store has changed tenants on an average of once a year for over twenty years. There have been fruit stores, and candy stores and a bakery or two, and a billiard room, and a clothing store, and a saloon, a little general store, old G. Ingham himself was in there for a little while years ago, after he burned out, while his new store was building. Funny, but it always seems to be so. There's always one store that seems to be unlucky that way, and no apparent cause for it. But I'm glad you're doing well, boys. Makes me feel sometimes as though I'd like to get back into the harness again, but I guess I'm best out of it, now. But about these accounts. I've talked so long that I guess I'll let it go now and come in after dinner again and we'll talk it over. Good morning!"

"Good morning." And the rejuvenated old man wandered home to dinner.
 No sooner was he out of the door than Sam and Bill hustled over to their friend, old G. Ingham, for advice.

"Now, it strikes me," said Bill, "that while we can make a good deal with Mr. Shumann to collect his old accounts, it won't do us any good either to have the old man around the store quarreling with people or our taking hold of the matter and collecting ourselves. Of course, there's about \$15,000 worth of the stuff, and he offers us all the way from 10 to 30 per cent. for all that we collect, according to how bad the accounts are. What I want to know is, how can we fix it up to do the work and rake in the per cent. without losing trade in the deal?"

Mr. Ingham's eyes twinkled. "Ah, but you're shrewd boys," he said. "How did I ever come to let you go? I ought to have taken you into partnership. Now the question is, isn't it better for you to collect right

in your own store with old Mr. Shumann to help, all that you can easily, and then think up a scheme for the rest?"

"Perhaps so, for those that are willing to pay, easily, but I have always noticed one thing, that lots of people who are not ready to pay a bill will stop coming to a store altogether—shun the place—and go give their cash custom to a rival store."

Old Mr. Ingham laid back his head and laughed and laughed. He knew all about that. Every country retailer does, no matter what his business. "Now, a lawyer would take the accounts," he said.

"Yes, but we wouldn't be entitled to any commissions. We want to do it ourselves and yet not appear. We shall have to use a lawyer, of course, but I think we'd better employ one by the job. Some of the accounts are so bad that Mr. Shumann promises to allow us 50 per cent. of all we get on them. That will give us a chance to make terms which may close some matters up."

"What's your sister's husband doing now?" Mr. Ingham turned to Bill Cobb.

Bill gave a start. "Poor devil," he said. "He's been having hard luck. The doctor has told him that he must stop working nights and he's had to resign his job as night clerk on the Daily Dream over in Dull City, and they hardly know what they had better do. The doctor says he has got to stop night work anyway, and ought to get out in the air all he can for awhile."

"He isn't known here, is he?"

"No. Never been here that I know of. He came from Ohio and met my sister when she was going to school out there and married her at our folks' down in the southern part of the State. Neither of 'em's ever been here."

"Well, there's your man."

"How do you mean? We don't want any man!"

"Why, you can't do it yourself and not do it both, without you have some man to act as a go-between. Now, my advice to you would be to have him come on here for the rest of the season as representing the Inter-Oceanic Collection and Assets Realizing Co. (not incorporated), get him desk room up with Frank Skinner, the young lawyer over there, and you handle things and let him run them. Frank doesn't have a client once a week, and he's got plenty of room. He'll be a handy man to use occasionally if you have to go to law with some of them. Old man Shumann can hang around the office all he wants to, it will be a good place for him to lounge, and there is a back stairway up into Skinner's office just down the alley from your store so you can slip up there any time you like."

The scheme was good, the boys saw that instantly, and it was no trouble at all to make arrangements with Bill's brother-in-law to get out of the city and do anything almost. The new collection agency made a big sensation in Pebble. It had an elaborate letter-head which looked like trouble from the start, but the

You'll Find Nothing Lacking



Examine our shoes thoroughly. Visit our factory when you are in town and see every detail of their manufacture. You'll find nothing lacking that is essential to wear, fit or finish.

Our trade mark on the sole is a guarantee to your customer of solid shoe satisfaction.

We go everywhere for business.

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

MICHIGAN SHOE CO

DETROIT

first letter which was sent out to debtors was mild enough. It simply stated that the accounts of A. Shumann, having been placed in the hands of the Pebble branch of the Inter-Oceanic Collection and Assets Realizing Co., an opportunity would be offered for all who desired to liquidate their accounts to do so for ten days without costs of any kind. That Mr. Shumann desired the company's representative in Pebble to express his thanks to all of his customers for their patronage during the years of his business life in Pebble, and his regret that the number of his accounts made it impossible for him to undertake the collections personally.

Bill said that he didn't expect much from the series A letters, but both he and Sam were surprised at the number of people who came in and paid. Most of them, of course, were the better class who would have paid with a little urging anyway, but anything of the sort was so new in Pebble, that a lot of "hard pills" as they were known in the slang of Pebble business life, took fright at the imposing name of the company and while Bill and Sam got up the hints of trouble and extra costs ahead and hurried in to clean up.

Bill's brother-in-law entered heartily into the plan and he proved a first-class man. His training in the counting room of a newspaper had made him exceedingly alert, and schemes, the brother-in-law carried them out to the Queen's taste.

Promptly at the end of the ten days a second series of letters went out, and these were couched in kindly terms, that as possibly a former letter had miscarried or that the debtor had neglected the matter, it was deemed the best plan to give an additional ten days in which accounts could be settled without costs or trouble.

This brought some more of them. Some came to talk and argue, and wherever it was possible a settlement was made without delay. Mr. Shumann had gone through the books and marked each account either A, B, C, D, E, or F, according to its badness, accompanied by what he was willing to allow for the collecting, and this ran all of the way from 10 per cent. to all of it.

At the conclusion of the next ten days the third series of letters went out, and this gave ten days more during which the accounts could be settled before the matter was referred to the company's general offices for final action. The letters stated that the debtor probably had heard of the summary methods which the agency had in dealing with people who would not pay their debts, and that the representative in Pebble dis- liked, exceedingly, to be obliged to turn the matter over to the general office for final action. If there was any good reason why settlement could not be made conveniently, or anything about the account which needed talking over, he urgently requested the party to come in and go over the matter. Otherwise he must, by his instructions from the company, delay no longer, but refer the matter as stated. He had no choice.

It was remarkable what a lot of people this brought in. Accounts which were absolutely outlawed were settled in full with interest. Payments were made on outlawed accounts which made them alive again. People came in to plead about accounts which the agent had to go back through three sets of Mr. Shumann's books to find, and altogether things were working in a lovely manner. But there were some who would not come even then, and so the next set of letters was sent out. These were dated from New York City, but although the letter-head was gorgeous and fearsome, no particular address was given. Bill and Sam sent all of the letters in a bunch by express to a newspaper friend of the brother-in-law, to mail. It was directed that all communications respecting the matter should be made with the Pebble office, which had full authority in the matter.

The letter stated that the debtor knew of the unpleasant and summary manner in which the company dealt with debtors who did not pay their honest debts. Of the corps of detectives and officers constantly in its employ and of how the agency never let up on a man, and left no stone unturned to collect an account intrusted to it. Then followed a significant sentence. Our detectives, in ferreting out information respecting accounts, frequently ran upon matters even more grave, and hundreds of criminal prosecutions have been instituted through the agency of our men respecting matters which had nothing to do with their indebtedness. As faithful servants of the law of the land as well as of this agency they are bound to act, and they are instructed to act wherever wrong doing is found. We do not say this to frighten you. Simply to give you an idea of the relentless character of the work done by this agency. The bloodhound is not an unkind dog, but when he is told to do his work he does it.

Frank Skinner, the young lawyer, shook his head over this screech, and at his suggestion some of the wording was changed a little so that no trouble might be apprehended with the postal authorities, and, although it was a dangerous sort of literature, the postoffice paid no attention to it, but, oh, how the debtors of A. Shumann tumbled over each other to get in and settle things up. Some came with blood in their eyes, some came to defy, some to threaten and some to pay, but a horribly large portion of them came and made some sort of an arrangement with the smooth faced brother-in-law of Bill Cobb. Some who were proof against about everything did not appear, and after a reasonable time Bill's brother-in-law began to look them up, and for six months he had certainly what might be considered a change from life in a night office of a city newspaper. He rode the country, and when a final report was made he knew just what there was to every account on the list. Some had been sued and the judgments were on record. Some were finally dropped as absolutely worthless as against the debtor in

"The Glove"



Light Weight, Dull Finish Gum Boot

Just what your customers want for spring wear. They fit like a glove and wear like rubber.

Net \$2.90

Rhode Island Gum Boot \$2.48 net. Women's, Misses' and Children's Boots in Glove and Rhode Island Boots.

Hirth, Krause & Co., Grand Rapids, Mich.



Rain Coats

Made from the Genuine Priestley Cravenette Treated Fabrics

The Original and Best Treatment

Right { Fit
Finish
Fabrics

Large and Carefully Selected Line of Patterns, Shades and Fabrics

To dealers: May we mail you Sample Swatches?

Goodyear Rubber Co., Milwaukee

382-384 East Water St.

Walter W. Wallis, Manager

either this world or the next. Of the \$15,640.25 in accounts, exactly \$12,962.67 had been collected. There were judgments and realizable matters worth \$1,355 more or less, and A. Shumann was so well satisfied that he started at once on another trip to Europe to finish up, having, in the meantime, forgotten the discomforts and homesicknesses of the first trip and remembering only the delights.

His settlement with Sam and Bill left them with a check for \$3,800 on their hands, which, after deducting the modest expenses, left a neat sum to divide into three equal parts, one of which parts was called one-third, and which Bill's brother-in-law took, together with a new lease of life, back to his work in the city.

And to this day nobody in Pebble knows that Rustelle & Cobb ever had anything to do with the Inter-Oceanic Collection and Assets Realizing Co., except G. Ingham and Frank Skinner, who won't tell, and A. Shumann, who won't tell, either, and only comes to Pebble for a few months in the summer, anyway.—Ike N. Fitem in Boot and Shoe Recorder.

Why the Salesman Should Set His Standard High.

I wish to lay down one thought, that the good salesman is the honest salesman. By the same token, in all the affairs of men, the old maxim, "honesty is the best policy," shall be the only principle. A man has to live with himself, and if he chooses so to order his conduct that he forfeits his self-respect, how is it possible that he shall gain and retain the respect and esteem of those he must do business with or meet in any of the relations of life? It has come under my observation that occasionally, here and there, is a party holding down a job as a salesman who has no higher estimate of his vocation than to operate upon the phantom, that he is out to "do" the other fellow, and "do" him first. That, perhaps, would once pass muster in a horse trade, but it is a mighty poor basis for commercial transactions.

We hear much and often of the man behind the gun, and the man behind the plow. Poets and essayists apostrophize those who have distinction in pursuits which engage them, and they are no doubt worthy of the chaplets woven to emphasize their achievements, yet it seems to be inscrutably an omission that the important position of a salesman is neglected, or at least has been so until recently, and the man behind the counter or the representative of the factory and wholesale interests is considered of comparatively small account among the heroes and workers of the world.

The mission of the salesman is one of dignity, of worth, of incalculable importance. Salesmanship is an art of precise and scientific pursuit, but this view it is to be feared is not always entertained by all who fancy they are called to such employment. Of course all of us have the ambition to win success, but I venture to submit—how is success to be gained without studious, thoughtful, painstaking devotion to whatever employment may be undertaken?

If a man seeks to be an orator he must train himself in elocution and polished idioms of speech and personality. If a leading lawyer, he must study, delve and burn the midnight oil. If a perfect mechanic, years must be devoted to the ins and outs of that art, for in these days mechanism and all its branches is an art of high degree.

There is no field, so it seems to me, so interesting, so worthy of the best gifts, such unalterable devotion, the interest of genius, the application of skill as that of salesmanship. Where can there be found such unexampled opportunity to study and to know all the idiosyncrasies of human nature as is open to the salesman? There is no place among men, except that of the salesman, where the traits and intuitions of the genuine gentleman have such scope and grant such remunerative emoluments. The salesman has every incentive to set his standard high and to live up to it according to his lights and opportunities.

Experience is the great schoolmaster, and that opportunity is with us all and at all times. Whatever the schools may teach, it is the man himself who must create the web and woof of his career. As I intimated at the beginning, let us be honest with ourselves, and all that may be vouchsafed of success and good fortune will follow. John J. Ryan.

The world's supply of platinum last year was about 13,800 pounds, of which 13,200 pounds came from Russia. The United States produced 200 ounces, valued at \$4,160. All of this came from California and Oregon, the Wyoming mine having suspended operations. The price of platinum increased 10 per cent. during the year. According to Dr. David T.

Day, of the United States geological survey, the outlook for an increased production during 1906 is good. The present price of platinum—\$20.50 an ounce—is the highest which this metal has reached in recent years.

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.

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.

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

PROGRESSIVE DEALERS foresee that certain articles can be depended on as sellers. Fads in many lines may come and go, but **SAPOLIO** goes on steadily. That is why you should stock

HAND SAPOLIO

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

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

IN CHINA.

Celestial Scenes Viewed by Grand Rapids Eyes.

Written for the Tradesman.

China is the gazing as well as the would-be grazing ground, speaking in a business sense, of all nations. With its four hundred and fifty millions of people, any of them wearing more clothes in one year than the average Japanese in five, eating a greater variety of food in one day than the Jap does in a week and, where they have it to spend, using money as freely as Americans on luxuries (jewelry, fine garments, tableware, horses and carriages), aristocrat of aristocrats, is it any wonder that nations are fighting for any advantage that will give their merchants and factories the bulk of this trade which is so easily reached? Probably over one-half of the population is reached by water-ways, making transportation from Europe or America cheap by water freight. Several provinces along the coast and up the Yangtse have twenty-five to thirty millions population. Shantung Province, bordering on the Gulf of Pechile, contains fifty-five thousand acres and has twenty-five million people, or four hundred and fifty people for each acre. Michigan contains fifty-nine thousand, has two million four hundred thousand, or forty people for each acre, and there are eight or ten provinces just as densely populated.

We came down the Yangtse River from Hangkow to Shanghai six hundred miles in a boat as large as the Puritan of the G. & M. Line, and this is one of five lines giving daily service from Hankow. Smaller steamers go up six hundred miles farther and sail and oar boats fifteen hundred miles. We took steamer at Shanghai up through the Yellow Sea, stopping at the British Port of Wei hai wei and the silk-making town of Cheeloo, where we saw thousands of baskets of wild grown silkworms. They are put out on the mulberry trees on the mountain sides and feed themselves and are gathered like butternuts. They are about the shape and size of a butternut. These baskets, made from roots and tree branches, three feet high and about four feet in diameter, contain fifty thousand of these cocoons, worth fifty tales, or one thousand worth one tale (sixty-nine cents American money), only about half the price of former years. They are storing them in large godowns for higher prices.

From Chefu we went up through the Gulf of Pechili, the captain keeping a sharp lookout for floating mines, passing Port Arthur twenty miles to north of us, on to Taku and Taku Forts, the landing place for troops during the Boxer trouble, thence by rail to Tientsin and Peking. On this four hours' ride we first saw the graveyards of China. All over Inland China, in whatever direction you look, these anthill graves can be seen in groups of from two to one hundred, some two feet, some ten feet high, nothing but a cone-shaped hil of dirt. At Peking we first began realizing the destruction and loss of life at the time of the Boxer trouble.

In the Methodist compound, of about twenty-five acres, where most of the missionaries held out until finally driven into the British legation grounds, not a sign of a building, of which they had several, was left, all leveled to the ground, the bricks even carried away, the wells filled up with their victims, Chinese Christians, hundreds of them. The Congregational, Presbyterian and other religious compounds, hospitals and churches were leveled to the ground. By compounds is meant the walled-in grounds. In China every man's home has a stone wall eight feet high around it, with a large gate, usually closed and guarded by a servant. The different religious schools, colleges, hospitals, churches and mission buildings have a high wall around them.

Just here I want to say a word about missionaries:

In some parts of Europe where tourists and dispeptics most congregate it is said there are coolies who stand outside the hotel gates in the morning and if you don't feel good you can kick them for five or ten centimes. It seems to me tourists, boat captains and business men use the missionaries to kick at; they all kick at or about the missionaries. It's a habit, I guess, but when you think of the young men, and older men as well, who come out here where life is somewhat as Kipling says,

"Where the best is like the worst,

Where there ain't no ten commandments,

And a man can raise a thirst," they don't want the restraint that missionaries bring. Probably nine out of ten people think the Boxer trouble was caused by the missionaries, when, as a matter of fact, its start had nothing to do with missionaries and was not antagonistic to them. A certain eloquent Chinese priest came up from the people, and they flocked to him as the silverites flocked to Bryan or as the Scientists do to Mary Baker Eddy. He taught spiritualism or something like it and it took like wildfire, thousands of Chinese embracing the doctrine, which was something like their old ancestral worship. This movement spread over Province after Province. Its start was spiritual, but as it gained in strength the governors of the Provinces, and later on the Empress, saw in it a chance to combat the foreign invasion of her territory by other nations, as just about this time Germany and Russia wanted more concession of territory. England, to keep up her end, wanted and secured Wee hai wei as a navel base, this after they had been given concessions in all the large cities, the governors and the empress seeing this united spiritual movement might be used to stop this demand of foreign powers by uniting the Chinese people against it. Heretofore each Province had acted independently, no two acting or agreeing to the same thing—the old doctrine as we had it in the States of State Rights. This movement, uniting the people of the different Provinces with its spiritual doctrine, was used and developed by

Chinese political leaders, and their slogan became, "Down with the foreigners!" And the missionaries away from protected ports were the objects at hand on whom they could vent their rage, on the principle of throwing a ball at the darkey's head at a country fair. The foreign governments at whom the movement was aimed were out of harm's way, but the missionaries, their buildings, churches, schools and convents were here, and on them vengeance was taken, with the cause of which they and their teachings had nothing to do. Yet mention Boxer trouble and some one is apt to say, "Ah, it was all caused by the missionaries!" As to the missionaries' conversion in a religious war, Chinamen's opinions may differ; but, as to their civilizing influence, only one answer can be made, and that is verified by traveling through Japan—with its thousands of girls marching in uniform to school and compulsory education by the government, brought about by missionary influence and teaching—and in China, where girls are now allowed to go to school and where the government is taking old temples and making public school buildings out of them.

To get back to the subject, business, it makes an American hot to see the widespread movement or boycott against American products. That it is widespread and effective oen needs only to talk to agents and traveling salesmen of our own country to learn. There is practically no trade in American products at present except such as can not be secured from other nations. And it is not only the loss of present trade but John Chinaman is conservative enough to quit buying of an American firm that has spent years in getting him started on its goods. To have this trade stop and Germany, Japan, France or England sell him means that when the boycott ends it will be a long time before his trade can be secured again. That Japan has been sending into the interior tons of circulars calling on Chinese to boycott American goods there is no doubt. That she has been paying and sending out boycott speakers there is no doubt. That Germany, Britain and France, who own and control the English-printed papers, do all they can to fan the flame is to be expected. One would think China would feel grateful to America, the one country that has not joined in the land-grabbing game and that has in a large measure prevented other nations from dividing up China among themselves; but China, like America, has politicians and labor agitators who are out for what they can make and who seize on a movement of this kind for power and notoriety. And, while we, as a nation, have not favored land-grabbing, these concessions to Britain, Germany, France and Japan have advantage to them as trade-getters, for in all these concessions—they have them in about every seaport city in China—they have built up splendid wholesale houses, business blocks and homes, and have control of coastal and river boat lines, have resident governors,

military officers, troops, politicians and newspapers. The Chinese politicians court their favor. America in China is like Chinese in America—they "don't vote" and can not help certain Chinese officials in their schemes for political power. Unless America wakes up and takes a hand—and not only a friendly but mailed hand—in the game that other nations are playing in the East, a field for trade such as is not offered by any other country except America, she will find too late that other nations hold all the trumps. American manufacturers should ask the President to notify China that, unless she immediately issues an edict, to print, circulate, post or have in their possession any boycott circulars would be punishable by fine and imprisonment; and the manufacturers, as a body, should send over here two or three bright writers, such as Walter Wellman, with a fund to buy space in papers to write up, for the information of Chinese politicians, what America has done for China and what advantage it has been and will be to China to treat us fairly. Japan will need watching. Already foreigners in Japan are feeling, by loss of business, Japan's attitude of Japan for Japanese. They have already stolen Korea and "Korea for Japan!" is her cry. She will dominate Manchuria, practically making it a Japanese Province, and is claiming her right, as nearest neighbor and successful nation, to be the favored nation in her trade with China. Her subsidized boat lines are already driving private lines out of business. America is Japan's greatest market. She should be dealt with in her tariff schedules according to her anti-American sins.

William Jennings Bryan arrived in Japan two weeks ahead of us. We caught up with him at Hongkong, but he left for Manila before we could call on him. He is writing up the country for a newspaper syndicate.

Leaving Peking we traveled over the new French railroad 780 miles south to Hankow. They do not run at night. We took our own bedding and provisions for the four days' trip, sleeping in cars or Chinese inns. The country through which it runs is level and planted to grain. They are fine farmers, every foot of the ground tilled. They farm on the community plan, living in villages and not in houses on the land as at home. The road crosses the Yellow River by a bridge two miles long. It has been built six months, but as yet will not take passengers across. You get across as best you can in a sail boat. Sometimes on account of its rapid current it takes seven or eight hours. We were in luck and got across in thirty minutes—wind and current just right for it. The road has already spent thousands of dollars trying to overcome the quicksand foundation on which the piers rest, with grave doubts as to their success. Hankow, 600 miles inland, is the Chicagô of Inland China, its four miles of boulevard along the river built by the nations on concession grounds, with its two suburban towns, having a population of 3,000,000. Down the Yellow

River 600 miles to Shanghai we travel, then two days by steamer to Hongkong (owned by the British), a night run up the Canton River to Canton, with 3,000,000 people within her walls. Her streets are narrow, hardly god sized rat runways when thinking of Grand Rapids streets.

Hundreds of thousands of Canton's population live in river boats. There are so many of them that at night there is not room for them all to tie up on shore. One ties up and then out from it from ten to twenty more will tie up, and for five miles up and down the river at night you will see these boats in solid rows.

Money values are confusing. All accounts are kept in tales. A tale is about 69 cents American money. But every town, every city has a different tale that you can not use in other towns. To show how confusing the money is, values change from day to day. While we were in China English sovereigns were quoted from 9.20 to 9.80 mex in Shanghai.

One English gold sovereign, 6.80 tales. One English gold sovereign, 9.32 Mexican dollars.

One tale, 1.37 Mexican dollar. One Mexican dollar, .732 tale. One Mexican dollar, 53 American cents.

One tale, 69 American cents. One Mexican dollar, 800 cash. The easiest way is to bring British gold sovereigns. You can get them cashed as needed. If you ask for Mexican dollars you can use these dollars in any place in China. Beware of counterfeits and smaller coin.

Up to Hongkong, where we took steamer for Bangkok, Siam, we had traveled 3,000 miles through China, every mile interesting, every day realizing China's greatness, when her government and officials become as honest as the individual Chinaman—for the Chinaman as an individual is so honest that in the Japan banks and Japan business houses the man who handles the cash is a Chinaman. In all the foreign banks of whatever nation the Chinaman is the man that handles the cash. Every business man or salesman we talked to said while they could not trust a Jap's business word a minute, financially, a Chinaman's word was as good as a bond.

C. C. Follmer.

Hardware Price Current

Table containing hardware price current data, including sections for AMMUNITION, Cartridges, Primers, Gun Wads, Loaded Shells, Gunpowder, Shot, AUGURS AND BITS, AXES, BARROWS, BOLTS, BUCKETS, BUTTS, CAST, CHAIN, CROWBARS, CHISELS, ELBOWS, EXPENSIVE BITS, FILES-NEW LIST, GALVANIZED IRON, GAUGES, GLASS, HAMMERS, HINGES, HOLLOW WARE, HORSE NAILS, HOUSE FURNISHING GOODS.

Table containing hardware price current data, including sections for IRON, KNOBS-NEW LIST, LEVELS, METALS-ZINC, MISCELLANEOUS, MOLASSES GATES, PANS, PATENT PLANISHED IRON, PLANES, NAILS, RIVETS, ROOFING PLATES, SAND PAPER, SASH WEIGHTS, SHEET IRON, SHOVELS AND SPADES, SOLDER, SQUARES, TIN-MELYN GRADE, TIN-ALLWAY GRADE, BOILER SIZE TIN PLATE, TRAPS, WIRE, WIRE GOODS, WRENCHES.

Crockery and Glassware

Table containing crockery and glassware price current data, including sections for STONEWARE, Butters, Churns, Milkpans, LAMP BURNERS, MASON FRUIT JARS, LAMP CHIMNEYS-Seconds, Anchor Carton Chimneys, Fine Flint Glass in Cartons, Lead Flint Glass in Cartons, Pearl Top in Cartons, Rochester in Cartons, Electric in Cartons, LaBastie, OIL CANS, LANTERNS, COUPON BOOKS, COUPON PASS BOOKS, CREDIT CHECKS.

NEW YORK MARKET

Special Features of the Grocery and Produce Trade.

Special Correspondence.
New York, Mar. 17—The explosion of a dynamite bomb in the wholesale grocery house of Clark, Chapin & Bushnell is simply another nail driven in the coffin lid of trades unionism. That it was the work of striking drivers or their allies none has the hardihood to dispute. It has caused consternation in business circles and a feeling that when the opportunity comes—as come it will—there will be mighty little charity for members of unions. Luckily, the bomb was thrown at an hour when human life was not endangered and luckily, also, the monetary damage will be far less than the perpetrators probably hoped it would be.

The one big snowstorm of the winter reached here Thursday and so deep was the snow that probably some delay was occasioned in the shipment of goods. The jam around the river warehouses is in ordinary times something awful, but when snow is added the scene is like pandemonium.

There is not much change in the spot coffee market and prices have prevailed which are more or less nominal. The speculative situation within a day or so has taken on added strength, owing to firmer cables from Europe. In store and afloat there are 4,098,949 bags of Brazil coffee, against 4,249,691 bags at the same time last year. At the close Rio No. 7 is held at 8¼c. Mild coffees have remained steady and are without change: good Cucuta, 9¾c; good average Bogotas, 9¼@11c.

As the season advances there is a steady report of better business in refined sugar and dealers generally look forward to a most active campaign. Orders during the week have come in from many different points, but the bulk of the trading is still in withdrawals under previous contract.

Holders of teas, especially of Pingsueys, are firm and report a call for goods during the week that has been quite gratifying. The whole market, in fact, is in better shape and every day seems to give added encouragement to dealers who have for a long time been hoping that something would happen.

There is a little better feeling in rice, but there is still plenty of room for improvement, and this will probably come with warmer weather. Quotations show no deviation whatever from those which have ruled for a long time.

No transactions of importance have been reported in the spice market this week and matters move along in the same old way. Prices are well sustained as a rule, and this is especially true of pepper.

A fair demand for molasses still exists and quotations are well sustained. This is true of the lower

grades, as well as of the better sorts. In fact, the lower qualities have been especially strong.

There is a fair movement in canned goods and tomatoes are especially well sustained at the figure prevailing last week. It is thought that not over 25,000 or 30,000 cases of tomatoes could be found, aside from those held by a syndicate. Peas are doing a little better. Corn is quiet. Salmon is steady and meeting with a great consumptive demand. The future seems very bright for the salmon industry. Pink salmon has advanced to a point that has rather checked buying, but holders are not at all worried and will doubtless realize full figures.

Arrivals of butter have been fairly large and the demand has been sufficiently active to prevent any undue accumulation. Top grades are worth 27@27½c; firsts, 24@26c; seconds, 19@23c; held stock, 18@22c; factory, 15½@17c; renovated, 15@18½c.

There is a fairly good day-by-day demand for cheese and stocks, of course, are becoming much reduced. Still there will be enough to last until new goods arrive without much of any advance. Best full cream is worth 14@14½c.

Best grades of eggs have advanced to 22c for nearby New York and Pennsylvania stock. The demand is active and the whole market is in better shape than for some little time. Western stock is well sustained at 16c for firsts and 15½c for seconds. Refrigerator stock is working out at 13½@14½c.

New Use for White Mice.

Let the white mice work. In Africa they want them in the collieries and in metalliferous mines. It is well known that these animals are peculiarly susceptible to poisoning by carbon monoxide, so that they can be used as a reliable test for dangerous quantities of the gas. Dr. Haldane proved that with 0.4 per cent. of carbon monoxide in the air a mouse gave symptoms of illness in a staggering gait in one and a half minutes and that it became unconscious in three minutes, whereas he himself did not feel discomfort for half an hour. This allows a sufficient interval for the miners to escape. Dr. Haldane says that the air must be regarded as dangerous the moment the test mouse becomes incapable of motion. The law should therefore provide that whenever there is suspicion of an accumulation of carbon monoxide in collieries or metalliferous mines the little white mouse should be used as a test.

World's Biggest Bridge.

The biggest bridge in the world is to be in Quebec. The Quebec cantilever bridge now building over the St. Lawrence River will have a single span of 1,800 feet. The Williamsburg suspension bridge over the East River has a span of 1,600 feet, only five feet greater than that of the Brooklyn bridge. Aside from suspension bridges, whereof these are the greatest, there is the Forth railway bridge, with two spans of 1,710 feet each.

WHITE HOUSE COFFEE
DWINELL-WRIGHT CO.
BOSTON.—Principal Coffee Roasters.—CHICAGO.



Really Pleases People

Because it's honest; because it's the genuine, simon-pure coffee of the olden time, when adulteration and imitation and substitution were unknown—a dependable coffee.

Now Isn't it Good Business Sense to Handle Stock that Saves You all the Worry of Doubt and Uncertainty?

WE GUESS YES!

JUDSON GROCER CO., GRAND RAPIDS, MICH.
Wholesale Distributor of Coffees and Spices Bearing the Name "DWINELL-WRIGHT COMPANY, Boston and Chicago"—Guaranteed Goods

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.

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.

Advertising a Store in a Country Town.

Advertising a store in a country town is a question that has kept us guessing for the past eighteen years.

Our experience has been that a satisfied customer gives the best results, but to get that customer satisfied and hold his trade is the question we would like to answer in a manner that our fellow country hardware dealers would read with profit by improving on these suggestions.

We will try to illustrate in the first place the country hardware merchant striving to make a living by selling goods at a profit.

Now any one can sell goods, but to sell goods at a profit is the point. We find our sales increase as we bring on new styles of up to date goods that have merit. All we do is to call our customer's attention to any article of this kind and in a few weeks his neighbors are asking to see them.

We have already made many sales on sewing machines by writing each lady customer, stating we had the best sewing machine that money and brains could produce with prices the lowest, quality considered. We have sold several typewriters to parties that never thought of typewriters in particular until we approached them in this manner.

In regard to newspaper advertising our method is to get our advertisement to call special attention to goods advertised in most of the leading magazines that have established retail prices. We will use the bread mixer for example. As soon as a lady finds we carry articles advertised in her magazine at same price she becomes interested and in most cases we can place her on our list of customers.

We have sold a bread mixer to one of these customers who, liking the machine and finding it far superior, with less labor, to the old mixing process, confided same to her neighbors and friends and the result was one-half dozen mixers were sold.

We never fail to approach a catalogue customer and show him some article that has an established retail price in his catalogue. We will use, for example, the target rifle. In this way we get him interested, then we show him a saw or hatchet of special brand and let him look it over, telling him of its merit. The article speaks for itself. He readily sees the difference between a good article and a poor one.

By displaying a good pair of scissors that had the best of qualities, such scissors that have patent washers, etc., to keep scissors firm and in place, we have the lady interested and she and her friends call again.

We find that cheap made goods are the poorest investments, still they are a necessity, for the reason the catalogue houses make them a specialty, pricing them at a close margin, they making their money on better lines of goods.

We have an alphabetical list of all the residents tributary to our town and we never fail sending this list to the jobbers or manufacturers who advertise through the mail, stating

that we are their local dealers and distributors.

Another method we have of advertising is the display we plan from time to time of goods arranged in front store windows. We find that ordering goods in small quantities is a winner, less goods to get shop worn and less chance to cut prices, to get quantity reduced and in this manner we move our money quicker and can handle a larger variety of goods.

Another good advertiser is when an article called for is out we show our customer we have same in our catalogue with price and order it for him, as soon as possible, calling his attention to article when he calls again. We have made an impression on him that he is not afraid to express. We find having the goods on hand that are called for makes our customer a winning advertiser for us.

A clerk with ideas, who studies what he sells a customer and is posted on the service an article will give and practically knows the needs of our customers and takes the responsibility of a sale or a settlement is one of the best paying advertisements we have.

Advantages of Living on Mars.

Those weary of the world might find it pleasanter on Mars. Camille Flammarion details many advantages in favor of Martians. They at least can always tell with almost absolute certainty what sort of weather is to be their portion no less than two weeks in advance. Besides this they themselves are extremely clever and might furnish amusement for the blase of earth. They are supposed to be several millions of years ahead of the earth dwellers, an intellectual race far superior to our own, as astronomical observations increasingly tend to indicate. They are also in a better position than we to free themselves from the heaviness of matter, since they weigh less. Their years are twice as long as those on earth. And their climatic conditions are always more agreeable than ours.

On the Wrong Man.

Bret Harte is so frequently complimented as the author of "Little Breeches" that he is almost as sorry it was ever written as is Colonel John Hay, who would prefer his fame to rest on more ambitious work. A gushing young lady, who prided herself upon her literary tastes, said to him once:

"My dear Mr. Harte, I am so delighted to meet you. I have read everything you ever wrote, but of all your dialect verse there is none that compares to your 'Little Breeches.'" "I quite agree with you, madam," said Mr. Harte, "but you have put the little breeches on the wrong man."

Needed the Money.

Doctor—That man I just called on has the appendicitis.

His Wife—I think an operation will be necessary, George.

Doctor (in surprise)—You do? Why?

His Wife—I'll need two new gowns next month.



Dear Mr. Dealer—

Funny, isn't it, how many times a hustler will keep going after the same man for an order, but

SOMEHOW WE WANT YOU.

We have sort of made up our minds that you ought to handle "20 MULE TEAM" BORAX exclusively, also "20 MULE TEAM" BORAX SOAP,

and we are still of the opinion that sooner or later you will.

We have talked ADVERTISING, and QUALITY, and METHODS, and DEMAND,

and about every argument we can think of.

What is there we have omitted?

Oh, yes! we know—

PRICE

Well, that is an important consideration, isn't it?

Now your jobber can give you prices; he will be glad to, and you can be dead sure of one thing—

YOUR price and every other dealer's price (quantity considered) will be exactly the same.

ALL ARE TREATED ALIKE

We play no favorites, although sometimes we would like to—but you are all our friends,

So we can't.

Yours Pricefully,

Pacific Coast Borax Co.

New York Chicago San Francisco

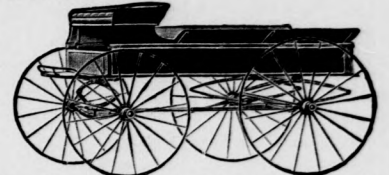
Our New Sign will look nice in your store.

The Only Animated Trade-mark in the World.

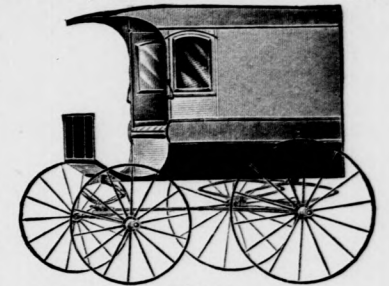


The Trade-mark of Profit to You.

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



No. 818. Top delivery Wagon. Price complete \$75.00. As good as sells for \$25 more.

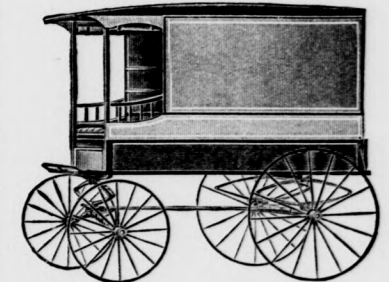


THE RETAIL DEALER

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

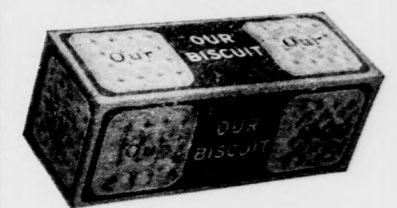
Elkhart Carriage & Harness Mfg. Company
Elkhart, Indiana

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



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

"Quality"



Best 5c package of Soda Biscuit made

Manufactured by **Aikman Bakery Co.**
Port Huron, Mich.



An Auto? No!

Peanut and Popcorn Seller. Catalog show'em \$8.50 to \$350.00. On easy terms.

KINGERY MFG. CO.
106 E. Pearl St., Cincinnati



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.

THE FIRST ORDER.

Trouble a Salesman Took To Secure It.

There are two selling propositions: One is to hold acquired trade in line; the other is to build up a list of customers. The latter is considered the harder and requires the better salesmanship; at any rate it calls for greater ingenuity, more initiative and a harder strain.

I finished my list of customers in Montreal one Thursday night, two days ahead of my schedule time. Looking over my route I figured that I could use those two extra days to very good advantage by going out of my way to a little town of D— where I long had my eye on a mill owner who ought to be buying our goods. I was so busy figuring and traveling and sleeping that night that the clerk in the hotel took me by surprise the next morning when he casually said that, the day being Good Friday, it ought to be welcome to us traveling men, since it gave us a day off.

"That had slipped my mind," I said. "Is everything closed up here to-day?"

"Tight as a drum," the clerk answered. "And, what's worse," another American salesman in the lobby spoke up, "there won't be anything doing here to-morrow; Englishmen don't believe in getting a start for just one day; it means a lay-over until Monday."

"Not if I know myself," I thought. And I dug around all day finding out about my mill, its owners, their work and methods. The mill was run by two partners, father and son—the old man grouchy and close-fisted, the young man sharp as Damascus and with an itch for the dollars, too.

"It takes them six weeks to make up their minds to buy anything," one man remarked.

At 8 o'clock the next morning I walked into the mill office and almost bumped into a wire screen, two feet higher than my head, stretched across the office separating the fixtures from the ante-room. A bent old man with a little skull cap above his grizzled face was pacing back and forth on the other side of the railing like a caged animal. I stood there a minute—not interrupting at all the old man's promenade. Then I laid my hand on the screen and as his walk brought him opposite me, I asked, "Is one of the partners in?" "Yes," he replied, without losing a stride.

Twice more he paced up and down, with me trying to figure out

what method or species of individual this was.

"Can I see one of the partners?" I called through the wire at the next lap.

"I am one." This time he stopped short a moment.

"I am from G— & Company. I want to talk to you about our flour, which I think is—"

"Don't want any of it."

The old man's voice had a conclusive tone about it, and his walk settled down into a that-ends-the-business-don't-disturb-me-again stride. I felt the ground slip from under my feet. I saw nothing to cling to. I was already turning to the door when I saw a little tin cup, the kind that the workman carries on his dinner pail, lying on the window sill. I picked it up trying to think of something I could say about it that would interest the man behind the screen. An idea flashed through my mind. As the old man passed by me I held the can up before his eyes.

"It would be an easy thing to pack baking powder into this can and just fit a lid over it, wouldn't it?" I said casually.

"What's that? What's that?" Now the old man stopped short and for the first time looked at me.

"Why over in the States," I answered, "baking powder manufacturers make little tin cans that hold a quarter or half a pound of powder, fit a lid over it, paste a label around the whole thing to hold the lid on and then sell the packages for ten or twenty cents. They print their name on the packages in big type, and as it stands on the retailer's shelf it is a constant advertisement of the baking powder, something that you can not get when you have it lying away under the counter or in cases or barrels."

"But the cost," the man objected; "the cost would swallow up all profits."

"Don't you suppose the retailer would be willing to pay a little more for a powder put up in a neat, attractive form like this, much more conveniently handled than one which is in bulk, and with no loss attached? They do it in the States. And then think of the increase of business that would come from your being the first in the field in this country."

The old man suddenly darted to the door of the screen. "Come in," he said nervously, "come in"—and then turning to an office boy—"go up to the factory and call for my son." A keen, shrewd looking young fellow, more like a hustling Yankee than a French-Canadian manufacturer, came in answer to the call. His father explained what I had been telling him, and I saw the quick sparkle of the eye, which showed the young man's comprehension of the idea.

And then they plied me with questions and we figured costs and profits and the probable sales—all sides of the problem. From that we drifted on to processes and formulas for manufacturing, the proper chemicals and flour to use.

"Our sleigh has just been brought to the door," the old man finally

said. "Won't you ride out to our home with us and take dinner?"

"No, thank you," I said. "I have other people to see this afternoon and must leave town to-night."

The young man looked up understandingly. "Mr. Cotter is perhaps not so interested in our business as we are, father," he said, "although he has been so interested in us that I at least have not learned his purpose in coming here."

"Well, gentlemen," I answered laughing, "do you know what I am after? I am here to sell goods." And within ten minutes I had a signed order for ten barrels.

"But won't you come back?" the old man persisted, as he blotted the signature on the order. "I want to take advantage of your being here to the greatest extent possible."

"Certainly," I said. "I will be very glad to drop in again and go into the matter even more in detail with you."

"This afternoon?" the young man queried.

"Sure," I assented, for I was interested—I wanted to clinch this first order into permanent trade.

F. J. Selden.

Wanted Satisfaction.

"What is your fee for extracting a tooth?" asks the heavy-set man with the fur trimmed overcoat.

"Five dollars," answers the dentist, recognizing in his patron a well-known plutocrat.

"Well, say, I'd like to make a bargain with you. I've got a whole lot of a grudge at this tooth, and if you will let me swear at you as much as I like for hurting me when you pull it I don't mind paying \$20 extra."

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

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

Booklet free on application

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

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.

Grip Sack Brigade.

M. J. Rogan, the cracker jack clothing salesman, has removed his office from the Kanter building to 200 Bamlet building, Detroit.

Geo. Williams (Judson Grocer Co.) has purchased a wig—jointly with Capt. I. F. Geer, of Saugatuck—so that when he puts in an appearance at Douglas and Saugatuck he masquerades as a young man with a full head of hair. The reports that George had invented a sure-cure remedy for baldness lack confirmation.

Among all the drummers who sell goods "out of Detroit" none, perhaps, enjoys greater distinction as a commercial traveler than Miss Laura Leary. There may be many traveling women who make Detroit their home town, but the real "legits" in the profession are few. Among the very few who carry a regular "line" season after season is Miss Leary, who sells furs for Gustave W. Zanger. Miss Leary is a Detroit girl, born and reared. Her education was obtained in the Detroit schools and her business training has been with Detroit firms. Eight years ago she entered the office of Walter Buhl & Co. as book-keeper. She was employed there for two years, and from the start showed a knack for business. Two years later she entered the employ of A. W. Reckmeyer & Co. as traveling saleslady. It is almost unnecessary to say that she "made a hit" with the furs and when Mr. Zanger succeeded Reckmeyer, the saleslady was considered indispensable. Her territory is Wisconsin and Michigan. She has established a trade which has made her very valuable and her salary is proportionately high. Miss Leary is rather proud of the distinct success which she has won in a line of work not altogether common to women. Her home is at 41 Canfield avenue east, when in Detroit, and she is expected in the city within a few days after a ten months' trip.

Marshall Business Men Touch Elbows.

Marshall, March 20—The attendance at the last meeting of the Business Men's Association was large and an enthusiasm was demonstrated in the proceedings that augurs well for the future of the organization. The Association got down to work at about 8 o'clock and the business of amending the constitution and by-laws as presented to better serve the needs of the Association was commenced at once. However the changes which were made before final adoption were not of any great degree of importance, nearly all relating to unimportant details of organization.

One change however is worthy of mention. The constitution and by-laws as presented provided for a board of control of nine members which was to serve one year and was to be elected at the regular annual meeting of the Association.

Section 8 of the by-laws was amended so that the regular term of office will be three years instead of one. It was the desire of the Association that this board be continuous, not being elected in entirety every three years, and so the present board

(being the first board elected) was divided into three classes of three each; those who are to serve one year, those who are to serve two years and those who are to serve three years. The successors of all these classes will of course serve the full term, three years, thus necessitating an election of one-third of the board every year.

The names of the present board were drawn from a hat by threes, chance determining who should get the longer terms and who should get the shorter. The names of Messrs. C. J. Cronin, W. J. Dibble and S. F. Dobbins were the first ones drawn and they were accordingly declared elected for one year. The names of C. E. Gorham, Marvin Ferguson and G. E. Lamb were next drawn, their term being two years. The remaining three, M. E. Davison, F. S. Deuel and W. H. Arthur are to serve the full three years.

The meeting was in session about two hours and during this time there was no unnecessary speech making, no oratory upon the "grand and glorious future of old Marshall," a fact which alone promises well for the future of the long hoped for Association.

With a constitution and by-laws adopted, the Association can now proceed to work in a systematic, quiet manner, and we may expect something doing at a not distant day.

Kalamazoo To Indulge in Free Excursions.

Kalamazoo, March 20—Free excursions into Kalamazoo will be the newest thing to attract buyers to this city in the future. That was the question taken up and practically settled at the joint meeting of the Commercial Club and other business men of the city held last night in the Board of Trade rooms. Sam Folz was appointed chairman of a committee of three to work out the details of the adopted plan. Mr. Folz is to choose the other members of the committee and he stated last night that they would be named in the next two or three days.

The meeting last night was attended by a number of business men outside the Commercial Club and all were in favor of the free excursion plan. The Club is more than pleased with the manner in which the business men have taken hold of the idea and believe that after the plan is once started the people who are brought into the city on the free excursion will help to liven up the business here. The only other business that was taken up by the Club was receiving the report of the committee appointed last week to look up a new industry for Kalamazoo. This committee has been given another week in which to prepare its report.

Satisfaction in Defeat.

Brown—So you lost your lawsuit with Smith?

Jones—Yes; but it's a satisfaction to know that Smith didn't win anything.

"But didn't you have to pay him \$1,000 damages?"

"Yes; but his lawyer got that."

End of the Marine City Sugar Factory.

Marine City, March 19—At the meeting of the bondholders this afternoon the affairs of the Marine Sugar Co. were practically closed.

The bondholders passed resolutions authorizing the proper officers of the company to turn over to A. C. Dustin, of Cleveland, as trustee, all the property of the company, to be handled by him for the best interests of the bondholders. Under this authority Mr. Dustin has power to sell the plant at any time.

The meeting was held this morning in the offices of the company, with a large representation of the bonds present. Everything at the meeting was harmonious, notwithstanding anticipations to the contrary.

When the matter of A. Friederichs and H. P. Saph was brought on for hearing before Judge Swan at Detroit, the Court held that as the Marine Savings Bank came into the possession of the property in question before the filing of the petition in bankruptcy, it had a right to turn the possession of the property over to whomsoever it saw fit and that Friederichs and Saph were in possession of this property March 8. This being the case, an injunction would not lie to recover the possession of the property.

It was contended on the part of the attorneys for the trustee that the possession of the property in question passed to the trustee March 8, when he attempted to take possession of the same, and were this the case the injunction would lie.

It was also contended on the part of the attorneys for the trustee that the Marine Savings Bank had taken possession of and sold property not covered by this mortgage.

If this is the case, there are but two ways in which the trustee can proceed. One is to bring an action against the Marine Savings Bank to recover the value of this property and the other is to bring replevin suit to recover the property in question. It is not yet determined which course the trustee will pursue.

Lansing To Have a Food Show.

Lansing, March 20—Lansing will have a pure food show. After definitely deciding that point at the last week meeting, the Retail Grocers' Association adjourned to meet Thursday afternoon, when the date will be selected and arrangements made preparatory to putting on the show.

The decision was reached only after considerable argument. Claude E. Cady, chairman of the committee, gave his report. Although he realized the difficulties of putting on the show, having conferred with Homer Klap, who has conducted several at Grand Rapids, he reported favorably on the project, and the Association, on his recommendation, decided to give the show. The dates will probably be May 28 to June 2.

Mr. Klap has offered to help the local grocers in any way he can, and will be present at the meeting Thursday. It has been arranged with McFadden & DeLamar to give the

show in the skating rink. A band, orchestra, entertainments, and special features, perhaps a baby show, will be some of the attractions to interest the public.

The Association also directed President H. E. Turney to secure legal advice as to whether certain local dealers cannot be prosecuted under act No. 214 of the Public Acts of 1905, which fixes a penalty on persons doing the business of transient merchants who shall operate without a license and shall advertise a fire or closing-out sale or other sale, without special permission from the city, village, or township in which the business is conducted.

The move was directed principally against A. M. Robson, who is closing out several grocery stocks in the store formerly occupied by E. E. Shank and Reynolds Brothers, on Washington avenue south.

Three New Paper Mills Launched.

Otsego, March 20—Three paper companies were organized here to-day with local and outside capital aggregating \$190,000. They are the Babcock Tissue Paper Co., the Otsego Coated Paper Co. and the Parafine Paper Co.

The first company has a capital of \$50,000. Its officers are: President, Bruce Babcock; Vice-President, S. W. Simpson and Secretary-Treasurer, L. H. Kirby.

G. E. Bardeen is at the head of the second company. C. A. Peck is Vice-President and M. B. McClellan Secretary-Treasurer. The company is capitalized at \$125,000.

The Parafine Paper Co. has a capital of \$15,000. The officers are as follows: President, H. B. Coleman; Vice-President, H. B. Hoyt and Secretary-Treasurer M. B. McClellan.

The addition of these companies means three new buildings for Otsego. Three mills are to be built at once and they will be of brick and cement.

To Rich and Poor.

Advertisements appeal differently to the rich than to the poor or even the middle class. Or it might be stated in this way: different advertisements appeal to the different classes. The distinction in the kinds of advertisements is in that which will interest each. Advertisements do reach all classes, just as the ordinary reading matter of papers is seen by rich and poor alike; but that advertising which is aimed at all ranks of society does not go home to any.

Learn to recognize ability; be willing to pay for it. You will make your largest profit on a man worth a large salary. Brains are worth money.—Advertising.

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, 15½@16c.

Live Poultry—Fowls 14@14½c; chickens, 14@15c; ducks, 16@17c; geese, 13@14c; old cox, 9@10c.

Potatoes—50@55c per bushel.

Rea & Witzig.



Michigan Board of Pharmacy.
 President—Harry Heim, Saginaw.
 Secretary—Arthur H. Webber, Cadillac.
 Treasurer—Sid. A. Erwin, Battle Creek.
 J. D. Muir, Grand Rapids.
 W. E. Collins, Owosso.
 Meetings during 1906—Third Tuesday of
 January, March, June, August and November.

Michigan State Pharmaceutical Association.

President—Prof. J. O. Schlotterbeck,
 Ann Arbor.

First Vice-President—John L. Wallace,
 Kalamazoo.

Second Vice-President—G. W. Stevens,
 Detroit.

Third Vice-President—Frank L. Shiley,
 Reading.

Secretary—E. E. Calkins, Ann Arbor.
 Treasurer—H. G. Spring, Unionville.

Executive Committee—John D. Muir,
 Grand Rapids; F. N. Maus, Kalamazoo;
 D. A. Hagans, Monroe; L. A. Seltzer, Detroit;
 S. A. Erwin, Battle Creek.

Trades Interest Committee—H. G. Colman,
 Kalamazoo; Charles F. Mar... Detroit;
 W. A. Hall, Detroit.

Pepsin As An Excipient for Pills.

I presume no more trying task falls to the lot of the pharmacist than to be called upon to fill a prescription calling for pills containing creosote or volatile oil. We all know the difficulties attending the operation; either the mass becomes hard and crumbles in pieces, or is not sufficiently adhesive, or when we have succeeded in making a perfect mass the oil, or creosote, gradually oozes out and when our task is finished we have lost half, if not all, that should be in our pills.

In January I received, from one of our doctors, a prescription for creosote in combination with solids, each pill to contain one-half grain of pepsin. To my surprise I had no trouble with my mass and when finished I had not lost a drop of creosote. In talking with the doctor later I found the pepsin was included to aid in the digestion of the creosote, but it gave me an idea that I put in practice at the first opportunity.

Soon after I was called upon to make some emmenagogue pills, each containing one grain of ergotin, sulphate of iron, excised, powdered aloes, and extract of cotton root with a half grain of oil savin.

I had made them before with the results mentioned at the beginning of this paper; this time I added a grain of granular pepsin to each pill and found no trouble at all. I could leave them and they did not harden as previously, and when I had finished my 500 I had not lost any of the oil. Since then I have not only tried it successfully with the above formula three times, but have tried it with like success with santal oil, oil of wintergreen and other oils when in combination.

W. H. Blauvelt.

Don't Take Your Customers for Granted.

Don't forget that it costs more to get a new customer than to hold an old one, and that the new one isn't likely to be worth any more than the old one after you have secured him, or any more likely to stick. It's good business to get all the new ones

you can, but when you reach out for them keep one eye on the old ones lest your competitor makes new ones of them. A mighty small thing will drive a customer away or attach him to you for life, according to what the thing is; but it is the little things you never hear of that do you the most damage—the complaints that you would gladly satisfy if your customer would express them to you in words instead of transferring his trade to a competitor. Of course, that isn't fair to you, but the fact remains that lots of people would rather change stores every now and then than to be continually finding fault, and lots of people do just that.

Death from Overdose of Chamberlain's Remedy.

An infant two weeks old recently died in British Columbia after having been given three drops of Chamberlain's Colic, Cholera and Diarrhoea Remedy. At the inquest it was testified that the medicine was given Saturday at midnight and the child died 11 p. m. Sunday, after having been in a stupor most of the day.

On the label of the bottle it is stated that the dose for an adult is one teaspoonful and for an infant from two to fifteen drops. The physician in attendance testified that fifteen drops would be absolutely fatal to an infant. The coroner's jury brought in a verdict that the child died from the effects of opium contained in Chamberlain's Colic, Cholera and Diarrhoea Remedy, given to the child without knowledge of the fact that the medicine contained opium, and that death resulted by misadventure.—Jour. Am. Med. Association.

Good Method of Preserving Lemon Oil.

Some consider sodium bisulphite, added to the oil in the proportion of one dram to the pound, to be one of the best methods. Oil thus treated, it is said, has remained fresh for several years. The best oil lemon will deteriorate in flavor unless properly taken care of. It should be kept in pound bottles, either in a dark closet or the bottles themselves coated with a black paint, to prevent the action of light on the oil. Some druggists add one ounce of strong alcohol to each pound bottle of oil lemon when first received, which has the effect of preserving its flavor unimpaired for a long period. A very effective way, and yet simple, is to keep the oil, when not actually in use, in small bottles, in a cool, dark closet and recork the bottle as soon as the desired quantity is obtained for use.

P. W. Lendower.

The present high tension between France and Germany increases the necessity for Americans going abroad this season to provide themselves with means of readily proving their identity, especially in France. Unless continental conditions become less strained—and the prospect is that they are more likely to grow worse—the failure to procure passports will cause travelers much anxiety and annoyance.

Red Blood in Business Veins.

"To be great is to be misunderstood," so said Emerson, and he certainly should have known what it was to be great. To be up in the business world is to be an object for "knockers." Eminence has its costs. To be tall is to be a target.

But, then, that's no reason for not being great, nor is it a reason for refraining from large propositions in business. To him who is holding this as an excuse against further efforts we beg to offer our pity, but to refuse him our plaudits. There is not so much danger that he is going to be great. In fact, he is not worthy of "knocks."

The business firm which forges to the front awakens derogatory comment. Competition brings a war of words. Conquest has its jeers of jealousy.

We do not know whether jealousy is a necessary means to an end, or whether or not it is needed to stimulate progress. We will leave that to another Emerson to settle. What we know is that the war of business has its heroes. The man of great conquests is the man who leads great armies against great foes. Foes make heroes. Beecher and Grant met howling mobs and mighty armies. But to-day we do not argue about their greatness.

The man who stands for the highest in business invites opposition. But the man who resorts to tricks and twilight methods in order to evade opposition is the one who receives the most harm from the opposition. When the arrows are dipped in truth their effect is to be feared.

If every man around you is a trickster be original enough to be honest. Opposition and unfavorable criticism from some people are good comment. It proves you're a positive force. If you were a nonentity people would not find it worth while to oppose you. Don't waste too much time answering your critics. Be and do enough not only to arouse opposition, but to overcome the same by the very worth of your works.

Ready-Made Morphine Pills.

Manufacturers should not sell morphine pills in such dangerous doses as one or one-half grain. A fatal illustration of this practice is reported from a St. Louis suburb, where the larger dose of morphine through negligence was dispensed in place of the one-eighth grain pill ordered by telephone.

There is no necessity for pills of such a dangerous strength. The average dose as given in the U. S. P. is one-fifth of a grain, and no morphine pill should be made of a larger size.

Another important point is the dangerous style of type used to mark

the strength of poisonous pills. In many cases it is necessary to employ a magnifying glass to distinguish between a one-third and one-eighth grain pill. The same criticism and rules apply to all dangerous drugs sold in ready-made pill form.

Druggist Acts as Nursemaid.

A local druggist relates a tale of woe to the effect that a woman wheeled a baby carriage into his store, and before he could object had left the infant there for him to mind while she completed her shopping. Instead of feeling flattered by this touching mark of confidence the druggist protests vigorously, and wants to know what the trade is coming to anyhow? What with postage stamps, taking want advertisements, collecting gas bills, etc., he thinks the line should be drawn at the nursery business. At the same time druggists have got to make friends with the public in order to hold and increase their business.

Taking Him At His Word.

"Mr. Kallow," sighs Miss Oldun, "someone has almost broken my heart by sending me a valentine which contains some doggerel lines saying that I am doomed to die an old maid. I think it is perfectly scandalous, and I'm simply grieved to death over it."

"Why, Miss Oldun," replies the young man, "I can't see how anybody in the world could do a thing like that. Everybody knows it is an untrue insinuation. I am positive, I assure you, that you will not die an old maid. In fact, I am sure that you will be married before long, and—"

"O, Albert!" she cries, falling into his arms. "This is so sudden!"

Walter's Composition.

Little Walter was told to write a composition containing the word "seldom." He puzzled hard over the problem for some time, but at last he found a solution, and this is what he handed up to the teacher:

"My father owned some horses, but last week he seldom."

Don't do a thing till you see our new lines

Hammocks, Fishing Tackle, Base Ball Supplies, Fireworks and Celebration Goods, Stationery and School Supplies.

Complete lines at right prices.

The boys will see you soon with full lines of samples.

FRED BRUNDAGE

Wholesale Druggist
 32 and 34 Western Ave., Muskegon, Mich.

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

Sold only in bottles bearing our address

FOOTE & JENKS'
JAXON
 Highest Grade Extracts.

FOOTE & Jenks
 JACKSON, MICH.

COLEMAN'S
 HIGH FOOTE & JENKS' CLASS
 EXTRACTS

WHOLESALE DRUG PRICE CURRENT

Advanced—
Advanced—Citric Acid, Oil Peppermint, Camphor.

Aceticum 60 @ 8	Copaiba 1 15 @ 1 25	Scilla Co @ 50
Benzocum, Ger. 70 @ 75	Cubebae 1 20 @ 1 30	Tolutan @ 50
Boracic @ 17	Evechthitos 1 00 @ 1 10	Prunus virg @ 50
Carbolicum 26 @ 29	Erigeron 1 00 @ 1 10	
Citricum 48 @ 50	Gaultheria 2 25 @ 2 35	
Hydrochlor 3 @ 5	Geranium oz 75	
Nitrocum 8 @ 10	Gossippi Sem gal 50 @ 60	
Oxalicum 10 @ 12	Hedeoma 1 60 @ 1 70	
Phosphorium, dil. @ 15	Junipera 40 @ 1 20	
Salicylicum 42 @ 45	Lavendula 90 @ 2 75	
Sulphuricum 1 1/2 @ 5	Limonis 1 00 @ 1 10	
Tannicum 75 @ 85	Mentha Piper 3 25 @ 3 50	
Tartaricum 38 @ 40	Mentha Verid 5 00 @ 5 50	
	Morrhuae gal 1 25 @ 1 50	
	Myrica 3 00 @ 3 50	
	Olive 75 @ 3 00	
	Picis Liquida 10 @ 12	
	Picis Liquida gal @ 35	
	Ricina 98 @ 1 02	
	Rosmarini @ 1 00	
	Rosae oz 5 00 @ 6 00	
	Succini 40 @ 45	
	Sabina 90 @ 1 00	
	Santal 2 25 @ 4 50	
	Sassafras 75 @ 80	
	Sinapis, ess. oz. @ 65	
	Tigil 1 10 @ 1 20	
	Thyme 40 @ 50	
	Thyme, opt @ 1 60	
	Theobromas 15 @ 30	
	Potassium	
	Bi-Carb 15 @ 18	
	Bichromate 12 @ 15	
	Bromide 25 @ 30	
	Carb 12 @ 15	
	Chlorate po. 12 @ 14	
	Cyanide 34 @ 38	
	Iodide 3 60 @ 3 65	
	Potassa, Bitart pr 30 @ 32	
	Potass Nitras opt 7 @ 10	
	Potass Nitras 6 @ 8	
	Prussiate 23 @ 28	
	Sulphate po 15 @ 18	
	Radix	
	Aconitum 20 @ 25	
	Althae 30 @ 33	
	Anchusa 10 @ 12	
	Arum po @ 25	
	Calamus 20 @ 40	
	Gentiana po 15 12 @ 15	
	Glycyrrhiza pv 15 16 @ 18	
	Hydrastis, Canada 1 90	
	Hydrastis, Can. po @ 2 00	
	Hellebore, Alba 12 @ 15	
	Inula, po 18 @ 22	
	Ipecac, po 2 25 @ 2 35	
	Iris plox 35 @ 40	
	Jalapa, pr 25 @ 30	
	Maranta, 1/4s @ 18	
	Podophyllum po 15 @ 18	
	Rhei 75 @ 1 00	
	Rhei, cut 1 00 @ 1 25	
	Rhei, pv 75 @ 1 00	
	Spigella 30 @ 35	
	Sanaguarini, po 18 @ 15	
	Serpentaria 50 @ 55	
	Senega 85 @ 90	
	Smlax, off's H. @ 40	
	Smlax, M @ 25	
	Scilla po 45 20 @ 25	
	Symplocarpus @ 25	
	Valeriana Eng @ 25	
	Valeriana, Ger. 15 @ 20	
	Zingiber a 12 @ 14	
	Zingiber j 16 @ 20	
	Semen	
	Anisum po 20 @ 16	
	Apium (gravel's) 13 @ 15	
	Bird, 1s 4 @ 6	
	Carul po 15 10 @ 11	
	Cardamon 70 @ 90	
	Coriandrum 12 @ 14	
	Cannabis Sativa 7 @ 8	
	Cydonium 75 @ 1 00	
	Chenopodium 25 @ 30	
	Dipterix Odorate 80 @ 1 00	
	Foeniculum @ 18	
	Foenugreek, po 7 @ 9	
	Lini 4 @ 6	
	Lini, grd. bbl. 2 1/2 3 @ 6	
	Lobelia 75 @ 80	
	Pharlaris Cana'n 9 @ 10	
	Rapa 5 @ 6	
	Sinapis Alba 7 @ 9	
	Sinapis Nigra 9 @ 10	
	Spiritus	
	Frumenti W D. 2 00 @ 2 50	
	Frumenti 1 25 @ 1 50	
	Juniperis Co O T 65 @ 2 00	
	Juniperis Co 1 75 @ 2 50	
	Saccharum N E 1 90 @ 2 10	
	Spt Vini Galli 1 75 @ 5 50	
	Vini Oporto 1 25 @ 2 00	
	Vina Alba 1 25 @ 2 60	
	Sponges	
	Florida Sheeps' wool	
	carriage 3 00 @ 3 50	
	Nassau sheeps' wool	
	carriage 3 50 @ 3 75	
	Velvet extra sheeps'	
	wool, carriage @ 2 00	
	Extra yellow sheeps'	
	wool carriage @ 1 25	
	Grass sheeps' wool,	
	carriage @ 1 25	
	Hard, slate use. @ 1 00	
	Yellow Reef, for	
	slate use @ 1 40	
	Syrups	
	Acacia @ 50	
	Aurant Cortex @ 50	
	Zingiber @ 50	
	Ipecac @ 50	
	Ferri Iod @ 50	
	Rhei Arom @ 50	
	Smlax Off's 50 @ 60	
	Senega @ 50	
	Scilla @ 50	

Liquor Arsen et Hydrarg Iod @ 25	Rubia Tinctorum 12 @ 14	Vanilla 9 00 @
Liq Potass Arsenit 10 @ 12	Saccharum La's 22 @ 25	Zinci Sulph 7 @ 8
Magnesia, Sulph. 2 @ 3	Salacin 4 50 @ 4 75	
Magnesia, Sulph bbl @ 1 1/2	Sanguis Drac's 40 @ 50	
Mannia, S F 45 @ 50	Sapo, W 12 @ 14	
Menthol 3 30 @ 3 40	Sapo, M 10 @ 12	
Morphia, S P & W 2 35 @ 2 60	Sapo, G 10 @ 15	
Morphia, S N Y Q 2 35 @ 2 60	Seidlitz Mixture 20 @ 22	
Morphia, Mal. 2 35 @ 2 60	Sinapis @ 18	
Moschus Canton. @ 40	Sinapis, opt @ 30	
Myristica, No. 1 25 @ 30	Snuff, Maccaboy,	
Nux Vomica po 15 @ 10	DeVoës @ 51	
Os Sepia 25 @ 28	Snuff, S'h DeVo's @ 51	
Pepsin Saac, H & P D Co @ 1 00	Soda, Boras 9 @ 11	
	Soda, Boras, po 9 @ 11	
	Soda et Pot's Tart 25 @ 28	
	Soda, Carb 1 1/2 @ 2	
	Soda, Bi-Carb 3 @ 5	
	Soda, Ash 3 1/2 @ 4	
	Soda, Sulphas @ 2 60	
	Spts, Cologne @ 2 50	
	Spts, Ether Co. 50 @ 55	
	Spts, Myrcia Dom @ 2 00	
	Spts, Vini Rect bbl @	
	Spts, V'i Rect 1/2 b @	
	Spts, V'i R't 10 gl @	
	Spts, V'i R't 5 gal @	
	Strychnia, Cryst'l 1 05 @ 1 25	
	Sulphur Subl 2 1/2 @ 4	
	Quassia 8 @ 10	
	Quino, S P & W 20 @ 30	
	Quina, S Ger. 20 @ 30	
	Quina, N. Y. 20 @ 30	
	Theobromae 45 @ 50	

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.

GROCERY PRICE CURRENT

These quotations are carefully corrected weekly, within six hours of mailing, and are intended to be correct at time of going to press. Prices, however, are liable to change at any time, and country merchants will have their orders filled at market prices at date of purchase.

ADVANCED

DECLINED

Index to Markets

By Columns

Table listing various grocery items and their prices, organized by column (A through Y). Includes items like Axle Grease, Bath Brick, Confections, Dried Fruits, Flour, and various oils.

Table listing prices for Arctic Ammonia, Axle Grease, Baked Beans, Bath Brick, Bluing, Brooms, Butter Color, Canned Goods, Candles, Carbon Oils, Cereals, Cheeses, and various other products.

Table listing prices for Peas, Pineapples, Pumpkins, Raspberries, Salmon, Sardines, Shrimps, Strawberries, Tomatoes, and various other products.

Table listing prices for various types of chocolate (Chicory, Chocolate, Cocoa, Cocoa Shells, Coffee) and other confectionery items.

Table listing prices for various types of biscuits (Jersey Lunch, Jamaica Gingers, Cream Klips, etc.), crackers, and other baked goods.

Table listing prices for various types of flour (Wheat, Rye, Corn), meal, and other grain products.

6

HERBS

Table listing herbs: Sage, Hops, Laurel Leaves, Senna Leaves, JELLY, 5 lb. pails, per doz., 15 lb. pails, per pail., 30 lb. pails, per pail., LICORICE, Pure, Calabria, Sicily, Root, MEAT EXTRACTS, Armour's, Liebig's, etc.

7

Canned Meats

Table listing canned meats: Corned beef, Roast beef, Potted ham, Deviled ham, Potted tongue, RICE, Screenings, Fair Japan, Choice Japan, Imported Japan, Fair La. hd., Choice La. hd., Fancy La. hd., Carolina, ex. fancy, Columbia, 1/2 pint, Columbia, 1 pint, Durkee's, large, Durkee's Small, Snider's, large, Snider's small, 2 doz., SALERATUS, Packed 60 lbs. in box, Arm and Hammer, Deland's, Dwight's Cow, Emblem, L. P., Wyandotte, 100 lbs, SAL SODA, Granulated, 100lb cases, Lump, 145lb kegs, Common Grades, 100 3 lb. sacks, 60 5 lb. sacks, 28 10 1/2 lb. sacks, 56 lb. sacks, 28 lb. sacks, Warsaw, 56 lb. dairy in drill bags, 28 lb. dairy in drill bags, Solar Rock, 56lb. sacks, Common, Granulated, fine, Medium fine, SALT FISH, Cod, Large whole, Small whole, Strips or bricks, Pollock, Halibut, Strips, Chunks, Herring, Holland, White Hoop, 1/2 bbls, White Hoop, 1/4 bbls, White Hoop, keg, White Hoop mchs, Norwegian, Round, 100lbs, Round, 40lbs, Scaled, Trout, No. 1, 100lbs, No. 1, 40lbs, No. 1, 10lbs, No. 1, 5lbs, Mackerel, Mess, 100lbs, Mess, 40 lbs, Mess, 10lb, Mess, 5 lbs, No. 1, 100 lbs, No. 1, 4 lbs, No. 1, 10lbs, No. 1, 8 lbs, Whitefish, No. 1 No. 2 Fam, 100lb, 50lb, 10lb, 8lb, SEEDS, Anise, Canary, Smyrna, Caraway, Cardamom, Malabar, Celery, Hemp, Russian, Mixed Bird, Mustard, white, Poppy, Rape, Cattle Bone, SHOE BLACKING, Handy Box, large, Handy Box, small, Bixby's Royal Polish, Miller's Crown Polish, SNUFF, Scotch, In bladders, Maccaboy, in jars, French Rapple in jars, SOAP, Central City Soap Co., Jaxon, Boro Naptha, J. S. Kirk & Co., American Family, Dusky Diamond, Dusky D'nd, Jap Rose, Savon Imperial, White Russian, Dome, oval bars, Satinet, oval, Snowberry, 100 cakes, Proctor & Gamble Co., Lenox, Ivory, 6 oz., Ivory, 10 oz., Star

8

LAUTZ BROS. & CO.

Table listing soap and detergent products: Acme soap, Naptha, Big Master, Marseilles White soap, A. B. Wislisy, Good Cheer, Old Country, Soap Powders, Central City Soap Co., LAUTZ BROS. & CO., Snow Boy, Gold Dust, Gold Dust, 24 large, Gold Dust, 100-5c, Kirkoline, Pearlina, Soapine, Babbitt's 1776, Roseine, Armour's, Wisdom, Soap Compounds, Johnson's Fine, Johnson's XXX, Nine O'clock, Rub-No-More, Scouring, Enoch Morgan's Sons, Sapollo, half gross lots, Sapollo, single boxes, Sapollo, hand, Scourine, 50 cakes, Scourine, 100 cakes, SODA, Boxes, Kegs, English, SOUPS, Columbia, Red Letter, SPICES, Whole Spices, Allspice, Cassia, China in mats, Cassia, Canton, Cassia, Batavia, bund., Cassia, Saigon, broken, Cassia, Saigon, in rolls, Cloves, Amboyna, Cloves, Zanzibar, Mace, Nutmegs, 75-80, Nutmegs, 105-10, Nutmegs, 115-20, Pepper, Singapore, blk., Pepper, Singp. white, Pepper, shot, Pure Ground in Bulk, Allspice, Cassia, Batavia, Cassia, Saigon, Cloves, Zanzibar, Ginger, African, Ginger, Cochin, Ginger, Jamaica, Mace, Mustard, Pepper, Singapore, blk., Pepper, Singp. white, Pepper, Cayenne, Sage, Common Gloss, 1lb packages, 3lb. packages, 5lb packages, 40 and 50lb. boxes, Common Corn, 20lb packages, 40lb packages, SYRUPS, Corn, Barrels, Half Barrels, 20lb cans, 10lb cans, 5lb cans, 2 1/2 lb cans, Pure Cane, Fair, Good, Choice, TEA, Sundried, medium, Sundried, choice, Regular, medium, Regular, choice, Basket-fired, medium, Basket-fired, choice, Basket-fired, fancy, Nibs, Siftings, Fannings, Gunpowder, Moyune, medium, Moyune, choice, Moyune, fancy, Pingsuey, medium, Pingsuey, choice, Pingsuey, fancy, Young Hyson, Choice, Fancy, Oolong, Formosa, fancy, Amoy, medium, Amoy, choice, English Breakfast, Medium, Choice, Fancy, India, Ceylon choice, Fancy, TOBACCO, Sweet Lema, Hiawatha, 5lb pails

9

Telegram

Table listing telegram and communication services: Telegram, Pay Car, Prairie Rose, Protection, Sweet Burley, Tiger, Plug, Red Cross, Palo, Hiawatha, Battle Ax, American Eagle, Standard Navy, Spear Head, Nobby Twist, Jolly Tar, Old Homesty, Toddy, J. T., Pipe Heidsick, Rubber Jack, Honey Dip Twist, Black Standard, Cadillac, Forge, Nickel Twist, Mill, Great Navy, Smoking, Sweet Core, Flat Car, Warpath, Bamboo, I X L, 5lb, I X L, 16 oz. pails, Honey Dew, Gold Block, Flagman, Chips, Kiln Dried, Duke's Mixture, Duke's Cameo, Myrtle Navy, Yum Yum, 1 1/2 oz., Yum Yum, 1lb. pails, Cream, Corn Cake, 2 1/2 oz., Corn Cake, 1lb., Plow Boy, 1 1/2 oz., Plow Boy, 3 1/2 oz., Peerless, 3 1/2 oz., Peerless, 1 1/2 oz., Air Brake, Cant Hook, Country Club, Forex-XXXX, Good Indian, Self Binder, Silver Foam, Sweet Marie, Royal Smoke, TWINE, Cotton, 3 ply, Cotton, 4 ply, Jute, 2 ply, Hemp, 6 ply, Flax, medium, Wool, 1lb. balls, VINEGAR, Malt White Wine, 40 gr 8 1/2, Malt White Wine, 80 gr 12, Pure Cider, B & B., Pure Cider, Red Star., Pure Cider, Robinson., Pure Cider, Silver., WICKING, No. 0 per gross, No. 1 per gross, No. 2 per gross, No. 3 per gross, WOODENWARE, Baskets, Bushels, wide band, Market, Splint, large, Splint, medium, Splint, small, Willow, Clothes, large, Willow Clothes, med, Willow Clothes, small, Bradley Butter Boxes, 2lb size, 34 in case, 3lb size, 12 in case, 5lb size, 12 in case, 10lb size, 6 in case, Butter Plates, No. 1 Oval, 250 in crate, No. 2 Oval, 250 in crate, No. 3 Oval, 250 in crate, No. 5 Oval, 250 in crate, Churns, Barrel, 5 gal., each, Barrel, 10 gal., each, Barrel, 15 gal., each, Clothes Pins, Round head, 5 gross bx, Round head, egg crates, Humpty Dumpty, No. 1, complete, No. 2, complete, Faucets, Cork lined, 8 in., Cork lined, 9 in., Cork lined, 10 in., Cedar, 8 in., Mop Sticks, Trojan spring, Eclipse patent spring, No. 1 common, No. 2 pat. brush holder, 12 lb. cotton mop heads, Ideal No. 7, Pails, 2-heep Standard, 3-heep Standard, 2-wire, Cable, 2-wire, Cable, Cedar, all red. brass, Paper, Blue

10

Toothpicks

Table listing toothpicks: Hardwood, Softwood, Banquet, Ideal, Traps, Mouse, wood, 2 holes, Mouse, wood, 4 holes, Mouse, wood, 6 holes, Mouse, tin, 3 holes, Rat, wood, Rat, spring, Fubs, 20-in., Standard, No. 1, 70, 18-in., Standard, No. 2, 60, 16-in., Standard, No. 3, 50, 20-in., Cable, No. 1, 70, 18-in., Cable, No. 2, 60, 16-in., Cable, No. 3, 50, No. 1 Fibre, No. 2 Fibre, No. 3 Fibre, Wash Boards, Bronze Globe, Dewey, Double Acme, Single Acme, Double Peerless, Single Peerless, Northern Queen, Double Duplex, Good Luck, Universal, Window Cleaners, 12 in., 14 in., 16 in., Wood Bowls, 11 in. Butter, 12 in. Butter, 15 in. Butter, 17 in. Butter, 19 in. Butter, Assorted, 13-15-17, Assorted, 15-17-19, WRAPPING PAPER, Common Straw, Fibre Manila, white, Fibre Manila, colored, No. 1 Manila, Cream Manila, Butcher's Manila, Wax Butter, short c't. 13, Wax Butter, full count 20, Wax Butter, rolls, YEAST CAKE, Magic, 3 doz., Sunlight, 3 doz., Sunlight, 1 1/2 doz., Yeast Foam, 3 doz., Yeast Cream, 3 doz., Yeast Foam, 1 1/2 doz., FRESH FISH, Per lb., Jumbo Whitefish, No. 1 Whitefish, Trout, Halibut, Ciscoes or Herring, Bluefish, Live Lobster, Boiled Lobster, Cod, Haddock, Pickerel, Pike, Perch dressed, Smoked White, Red Snapper, Col. River Salmon, Mackerel, OYSTERS, Cans, Extra Selects, F. H. Counts, F. J. D. Selects, Selects, Perfection Standards, Anchors, Standards, Bulk Oysters, Per Gal., F. H. Counts, Extra Selects, F. H. Counts, Perfection Standards, Standards, Shell Goods, Clams, per gal., Shell Clams, per 100., Oysters, per gal., Shell Oysters, per 100., HIDES AND PELTS, Hides, Green No. 1, Green No. 2, Cured No. 1, Cured No. 2, Calfskins, green No. 1, Calfskins, green No. 2, Calfskins, cured No. 1, Calfskins, cured No. 2, Steer Hides, 60lb. over 12, Pelts, Old Wool, Lambs, 60@1.40, Shearlings, 40@1.25, Tallow, No. 1, No. 2, Wool, Unwashed, med., Unwashed, fine, CONFECTIONS, Stick Candy Pails, Standard, Standard H H, Standard Twist, Jumbo, 32 lb., Extra H. H., Boston Cream, Old Time Sugar stick, 89 lb.

11

Mixed Candy

Table listing mixed candy and confectionery: Grocers, Competition, Special, Conserve, Royal, Ribbon, Broken, Cut Leaf, Leader, Kindergarten, Bon Ton Cream, French Cream, Star, Hand Made Cream, Premio Cream mixed 13, O F Horehound Drop 10, Fancy-In Pails, Gypsy Hearts, Coco Bon Bons, Fudge Squares, Peanut Squares, Sugared Peanuts, Salted Peanuts, Starlight Kisses, San Blas Goodies, Lozenges, plain, Lozenges, printed, Champion Chocolate, Eclipse Chocolates, Eureka Chocolates, Quintette Chocolates, Champion Gum Drops, Moss Drops, Lemon Sours, Imperials, Ital. Cream Opera, Ital. Cream Bon Bons, 20lb pails, Molasses Chews, 15lb. cases, Molasses Kisses, 10 lb. box, Golden Waffles, Old Fashioned Molasses Kisses, 10 lb. box, Orange Jellies, Fancy-In 5lb. Boxes, Lemon Sours, Peppermint Drops, Chocolate Drops, H. M. Choc. Drops, H. M. Choc. Lt. and Dark No. 12, Bitter Sweets, ass'd, Brilliant Gums, Cryo, A. A. Licorice Drops, Lozenges, plain, Lozenges, printed, Imperials, Mottos, Cream Bar, G. M. Peanut Brs., Hand Made Cr'ms, Cream Buttons, Pep. and Wintergreen, String Rock, Wintergreen Berries, Old Time Assorted, lb. case, Buster Brown Goodies, 30lb. case, Up-to-Date Assmt, lb. case, Ten Strike Assortment No. 1, Ten Strike No. 2, Ten Strike, Summer assortment, Scientific Ass't, Kalamazoo Specialties, Hanselman Candy Co., Chocolate Malze, Gold Medal Chocolate Almonds, Chocolate Nugatines, Quadruple Chocolate, Violet Cream Cakes, Gold Medal Creams, Pop Corn, Dandy Smack, 24s, Dandy Smack, 100s, Pop Corn Fritters, 100s, Pop Corn Toast, 100s, Cracker Jack, Checkers, 5c pkg, case 3 00, Pop Corn Balls, Cicero Corn Cakes, Cough Drops, Putnam Menthol, Smith Bros., NUTS-Whole, Almonds, Tarragona, Almonds, Avica, Almonds, California sft shell, Filberts, Cal. No. 1, Walnuts, soft shelled, Walnuts, marbot, Table nuts, fancy, Pecans, med., Pecans, ex. large, Pecans, Jumbos, Hickory Nuts pr bu, Ohio new, Cocoanuts, Chestnuts, New York State, per bu, Shelled, Spanish Peanuts, Pecan Halves, Walnut Halves, Filbert Meats, Alicante Almonds, Jordan Almonds, Peanuts, Fancy, H. P. Suns, Fancy, H. P. Suns, Roasted, Choice, H. P. Jbo., Choice, H. P. Jumbos, Roasted

Special Price Current

AXLE GREASE



Mica, tin boxes .75 9 00
Paragon .55 6 00

BAKING POWDER



1/4 lb. cans, 4 doz. case.. 45
1/2 lb. cans, 4 doz. case.. 85
1 lb. cans, 2 doz. case 1 60

Royal

10c size 90
1/4 lb cans 1 35
6oz. cans 1 90
1/2 lb cans 2 50
3/4 lb cans 3 75
1 lb cans 4 80
3 lb cans 13 00
5 lb cans 21 50

BLUING



C. P. Bluing

Doz.
Small size, 1 doz box...40
Large size 1 doz box...75

BREAKFAST FOOD



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
Londres35
Londres Grand35
Standard35
Puritanos35
Panatellas, Finas35
Panatellas, Bock35
Tackow Club35

COCOANUT

Baker's Brazil Shredded



70 1/4 lb pkg. per case 2 60
85 1/2 lb pkg. per case 2 60
25 3/4 lb pkg. per case 2 60
18 1/4 lb pkg. per case 3 60

FRESH MEATS

Beef
Carcass5 @ 7 1/2
Hindquarters6 @ 8 1/2
Loins7 @ 16
Ribs7 @ 13
Rounds5 1/2 @ 6 1/2
Plates4 @ 5
Livers4 @ 3

Pork
Loins@ 9
Dressed@ 7
Boston Butts@ 8
Shoulders@ 7 1/2
Leaf Lard@ 8 1/2

Mutton
Carcass@ 9
Lamb@ 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..

Jute
60ft.75
72ft.90
90ft.1 05
120ft.1 50

Cotton Victor
50ft.1 10
60ft.1 15
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
Excelstor, M & J, 1 lb ..
Excelstor, M & J, 2 lb ..
Tip Top, M & J, 1 lb ..
Royal Java
Royal Java and Mocha..
Java and Mocha Blend..
Boston Combination ..

Distributed by Judson
Grocer Co., Grand Rapids;
National Grocer Co., De-
troit and Jackson; F. Saun-
ders & Co., Port Huron;
Symons Bros. & Co., Sagin-
aw; Meisel & Goeschel,
Bay City; Godsmark, Du-
rand & Co., Battle Creek;
Fielbach Co., Toledo.

CONDENSED MILK



4 doz. in case
Gall Borden Eagle6 40
Crown5 90
Champion4 52
Daisy4 70
Magnolia4 00
Challenge4 40
Dime3 85
Peerless Evap'd Cream 4 00

FISHING TACKLE

1/4 to 1 in 6
1 1/4 to 2 in 7
1 1/2 to 2 in 9
1 3/4 to 2 in 11
2 in 15
3 in 20

Cotton Lines

No. 1, 10 feet 5
No. 2, 15 feet 7
No. 3, 15 feet 9
No. 4, 15 feet 10
No. 5, 15 feet 11
No. 6, 15 feet 12
No. 7, 15 feet 15
No. 8, 15 feet 18
No. 9, 15 feet 20

Linen Lines

Small 20
Medium 26
Large 34

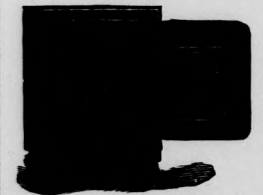
Poles

Bamboo, 14 ft., per doz. 55
Bamboo, 16 ft., per doz. 60
Bamboo, 18 ft., per doz. 80

GELATINE

Cox's 1 qt. size1 10
Cox's 2 qt. size1 61
Knox's Sparkling, doz 1 20
Knox's Sparkling, gro 14 00
Knox's Acidu'd. doz1 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

Use

Tradesman
Coupon
Books

We sell more 5 and 10 Cent Goods Than Any Other Twenty Wholesale Houses in the Country.

WHY?

- Because our houses are the recognized headquarters for these goods.
- Because our prices are the lowest.
- Because our service is the best.
- Because our goods are always exactly as we tell you they are.
- Because we carry the largest assortment in this line in the world.
- Because our assortment is always kept up-to-date and free from stickers.
- Because we aim to make this one of our chief lines and give to it our best thought and attention.

Our current catalogue lists the most complete offerings in this line in the world. We shall be glad to send it to any merchant who will ask for it. Send for Catalogue J.

BUTLER BROTHERS

Wholesalers of Everything—By Catalogue Only
New York Chicago St. Louis

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.

You Can Make Gas

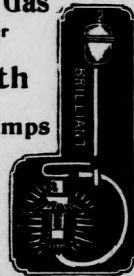
100 Candle Power Strong at

15c a Month

by using our Brilliant Gas Lamps

We guarantee every lamp. Write for M. T. Catalog. It tells all about them and our gasoline system.

Brilliant Gas Lamp Co.
42 State St., Chicago



Saves Oil, Time, Labor, Money
By using a
Bowser Self Measuring Oil Outfit
Full particulars free. Ask for Catalogue "M"
S. F. Bowser & Co. Ft. Wayne, Ind.

ZESTO CEREAL
Is the best coffee substitute on the market. It is not sold by any catalogue or mail order house and never will be. Grocers, stand by the goods that stand by you. Twelve one pound packages and 12 sample packages in a case. Manufactured by The Zesto Cereal Co., Ltd., Palo, Mich. The Judson Grocer Co. of Grand Rapids is General Wholesale agent for Western Michigan.

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W. R. ADAMS & CO., DETROIT

"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.

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

Kiln Dried Malt

The greatest milk and cream producer. \$10 per ton. Write and get our special price on carload lots.

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

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SIZE—8 1/2 x 14. THREE COLUMNS.

2 Quires, 160 pages... \$2 00
3 Quires, 240 pages..... 2 50
4 Quires, 320 pages..... 3 00
5 Quires, 400 pages..... 3 50
6 Quires, 480 pages..... 4 00

INVOICE RECORD OR BILL BOOK

80 double pages, registers 2,880 invoices. \$2 00

Tradesman Company
Grand Rapids, Mich.

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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.

We want to buy for spot cash, shoe stocks, clothing stocks, stores and stocks of every description. Write us to-day and our representative will call, ready to do business. Paul L. Feyreisen & Co., 12 State St., Chicago, Ill. 548

For Sale—U. S. patent No. 806614—Stove attachment; best, cheapest, simplest and most effective heat-saving device ever invented; sells at sight; demand for many millions. F. O. Alin, Fullerton, N. D. 544

For Sale—Stock, well assorted of good (clothing only). A chance for retailer who wants such goods (for his own store), at reduced cash price or part cash, part good land. Save time by giving full surveyor's description and price of land and the amount of goods you want, in first letter. John J. Davis, Freeport, Ill. 543

Merchandise Wanted—Started in the mercantile business and need more goods. Offer my 240 acres of land for merchandise. Cut-over lands well watered. Fine for pasture for stock ranch. Log house and barn. Price \$2,500. Have no money to pay balance on larger stock. Lock Box 2, McBain, Mich. 545

Notice—To all manufacturers of teck and puff neckties: I have the only perfect, practical and patented necktie fastening device in existence. No pin to catch and tear the tie. Will surely control this trade. For sale or royalty. Address S. A. Barker, 105 Beacon Ave., Providence, R. I. 546

Opera House For Sale—Good show town, good business. I wish to study medicine, reason for selling. Leon Beeman, Evart, Mich. 547

For Sale—Good clean dry goods and shoe business, 85c 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—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—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—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, Wonevow, 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

Cash Store. Party with successful experience managing cash store and with capital of \$5,000 or more, can find good opening in the flax 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—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

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—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

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

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

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

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

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

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 or might exchange for farm, store stock and dwelling. Well located in country town. Address No. 477, care Michigan Tradesman. 477

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

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

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—Steady position by experienced man in a general store. Can give the best of references from last employer. Address Box 85, Bay Shore, Mich. 549

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—Traveling salesmen to sell our raw silk machine wipers on commission; cheaper and better substitute for cotton waste; small sample; sales unlimited. Address American Silk Mfg. Co., Philadelphia, Pa. 542

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, 32 Dearborn St., Chicago, Ill. 400

Want ads. continued on next page.

We want competent

Apple and Potato Buyers

to correspond with us

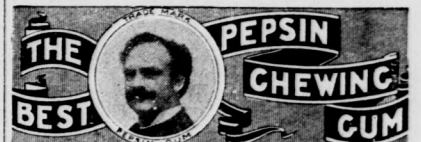
H. ELMER MOSELEY & CO.

504, 506, 508 Wm. Alden Smith Bldg.

GRANDRAPIDS, MICH.

MAKE MONEY ON YOUR NEW POTATOES THIS YEAR

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



Simple Account File

Simplest and Most Economical Method of Keeping Petit Accounts

File and 1,000 printed blank bill heads..... \$2 75
File and 1,000 specially printed bill heads..... 3 00
Printed blank bill heads, per thousand..... 1 25
Specially printed bill heads, per thousand..... 1 50

Tradesman Company,
Grand Rapids.

BETTER SERVICE.**Some Shortcomings of the Mercantile Agencies.**

A meeting of the Mercantile Agency Committee of the Grand Rapids Credit Men's Association was held on March 15, at the Livingston Hotel, with these present: Coleman, Hester, Wagner, Leisveld, Walther, Vos and Locke. As an outcome of the discussion which followed as to the betterment of the mercantile agency service, it was unanimously agreed that there is an abundant opportunity of improvement by remedying the following unsatisfactory customs which have been established by the commercial agencies:

1. Non-uniformity of writing special reports: Every member present has noticed that, in writing out these reports, the agencies present such meager information as they may have, in such a way as to make the report appear voluminous, but, after a careful digest, you discover the information given does not enable you to pass intelligently upon the credit standing of your customer. By having uniform blanks many important questions could not be so easily ignored or forgotten.

2. The quality of the paper used in making out these reports: You must all have noticed that some reports are furnished on the very thinnest tissue paper and, should you happen to get the third or fourth carbon copy, it is almost illegible.

3. Ancient reports: This is a name applied to reports which are dated within a week or a fortnight, but which contain information that could have been furnished one or more years before.

4. More definite information in special reports: By scanning any of the reports that you receive you will discover that a large proportion of the information is hearsay, "believed" and "said to have" forming too great a proportion of the information that should be more definite.

5. In giving value of resources: Property held jointly or property not available to creditors should be eliminated from the reports or special mention made of it.

There are many other minor improvements that could be mentioned, but while we can suggest improvements, the question is, How can we bring about these reforms? Can it be done by individual complaint to the local agency? No, because the manager of the local agency has no voice in shaping the policy or the manner of conducting the agency service. Can it be done by request through the agency of the National Credit Men's Association? This may, perhaps, be answered by any marked improvements you have noticed during the last year.

The National Association of Credit Men at their last annual meeting passed resolutions in regard to improvements desired by mercantile agency subscribers. These resolutions were presented to the head officials of both Bradstreet and Dun in New York City, where they evidently are now reposing in some long-forgotten pigeon-hole.

At our next meeting, your committee requests the privilege of at least a small portion of the time to be used in the general discussion by members of this Association of how we can present our demands to the head officials of the commercial agencies in the most forceful manner to command their consideration.

A discussion of this subject by the Committee brought out the following recommendations for the consideration of this Association: That recognition can best be secured by petition, to be handled through the National Credit Men's Association. The plan outlined is as follows: That the National Association recommend at its annual meeting to the various Associations to make a special and determined effort to get as many signers as possible to petitions which will embody the signers' demands and requests for better service and, perhaps, agreeing to favor the agency whose service may be in nearest accord with the improvements requested. We have concluded that there are but few business houses subscribing to the mercantile agencies who would not be glad to place their names to such a petition. By presenting a petition containing the names of several hundred thousand business men and firms, which we believe could be secured, we feel confident that the agencies will see the "handwriting on the wall" and make such changes to better their service as should have been made without even the requests.

We recommend that this petition should embody, with others, the following requests:

That uniform blanks be used in giving information.

That better quality of paper be used in making out special reports.

That greater effort be used in securing more positive information.

Last—and by many considered the most important of all—of securing up-to-date ledger experience.

We recommend a general discussion by the members of this Association as to a more effective method of securing recognition before passing a resolution which is to go before the National Convention.

F. H. Locke, Chairman.

Work a Menace When Nerves Give Way.

"Though that man is practically as sound as I am, I tell you he will never drive an engine again." I made this prediction in connection with a report of a big railroad wreck which occurred in Missouri a few years ago. The accident happened at night, and the engineer, who had been in no way to blame, emerged unhurt. He only laughed at my prophecy, and after a fortnight's rest he was back at his post.

The company, however, had enough sense to heed the warning, if the engineer had not, and the man was sent out on his next trip with a fireman who had orders to watch him. During the first part of the run this precaution appeared to be unnecessary.

Five miles out, however, the train passed through a short tunnel, and

as they emerged into the daylight again the stoker saw the driver, white and shaking, clinging to the side of the cab. The sunlight seemed to revive him, but in front was another longer tunnel, and at its mouth the driver brought his train to a standstill. And, as he climbed down on the line, he said: "There is another man traveling in the hind guard's van who can take the train on. My driving days are over." It was true. The accident had thoroughly shattered the man's nerve. "Driving in the darkness," he explained, "I am powerless. I can only stand trembling and wait for another smash."

Such instances of nervous breakdown usually arise from one of two causes. Either, as with the engine driver, the sufferer has been subjected to some great danger to himself or to those in his charge, or else it is some lengthy period of mental strain and worry that does the damage.

A man who disappeared some years ago had \$2,500 reward offered for news of his whereabouts by his family. He was an overworked electrician and had taken no holiday for years and at length his nerves collapsed. Seated at his desk one day he said to himself, "Well, I can do no more work. Still I must live, so I will take a situation that requires no mental effort."

Possessed with this one idea he left directly for a town a few hundred miles away, and although he had been earning a splendid income he went to work as an elevator man in a large building. Away from his office, a few weeks' comparative rest greatly improved him, when an incident happened to complete his cure. He saw the advertisement offering the reward, and observing: "I must have been out of my mind," hurried home again lest some one who had seen him should claim the reward.

Fatal accidents, too, result from the nerves being disordered. The captain of an ocean liner that had been in collision suffered great mental agony lest he should be held responsible. No blame, however, attached to him; but when again afloat he would in his sleep go to the bow of his vessel to peer into the night for some craft that might be in the way. He abandoned the sea and seemed recovered, when one night, staying in a big hotel, a gale arose. The ex-captain, imagining himself at sea, opened his bedroom window and, whilst again "keeping watch," fell to the pavement below and was killed.

One of the commonest symptoms of disordered nerves is revealed when the sufferer is haunted by a fancy that some unseen person is following or hiding behind him. "There is no one there," one individual thus affected was assured. "No, but he is there till I turn round," the nervously ill one persisted. Not long since an overworked professional man visited a certain physician at night, and, placing himself beside a lamp, pointed in terror to the ground. "Only your shadow," said the doctor. "But it is not my shadow," contradicted the victim, trying to shrink away

from it. "It's the shadow of some other person." Complete rest banished the illusion. Shadows, and anything to do with darkness generally, frequently loom large in the imaginations of those thus affected.

Nervous disorder often derives an added terror from the fact that it usually induces sleeplessness, and the patient's fear that he will not sleep is likely quite sufficient to keep him awake. Naturally these are difficult cases for doctors to treat. One sufferer from shattered nerves was cured in a peculiar way. "Take exercise," he was advised; "tire yourself out so that natural sleep may return to you." The patient took plenty of exercise and still remained wide awake.

Then one night, as he was lying with eyes open, he saw his room red with light. "Am I growing worse?" he shuddered. He rose and looked out through the window blind. The house opposite was on fire. In a few seconds he was dressed, out in the street, and raising the alarm. The premises and their occupants were saved from destruction. The man with "nerves" went back to his room, and, highly pleased with himself, slept soundly. From that night his insomnia left him and he was soon well.

Of course, such "prescriptions" as that are seldom available, but in many cases of nervous breakdown change of scene and due exercise by the sufferer of his or her will power works wonders. L. D. Smith.

Change the Copy.

It is difficult to conceive what reason can be advanced for running the same advertisement in one paper more than once; if a customer called at your store and asked to see a chiffonier you would not be apt to show him two or three that were identically the same. Yet that is exactly what you would be doing if you keep on repeating the same advertisement on chiffoniers. The public tire of the repetition, passing your advertisement by feeling that they have already read all that you have to say. The progressive newspaper should for its own sake insist upon a change of copy. Results to advertisers should be measured by cost of composition.

Willing To Apologize.

"Sir," said the grafter to the cartoonist, "you have perpetrated a brazen insult in caricaturing me as a hog. An ample apology is due."

"Very well, sir," replied the courteous cartoonist; "I will write an apology to the hog if you will give me his address."

BUSINESS CHANCES.

For Sale—\$6,500 buys interest and managers position with good salary in prosperous Dry Goods Business. Address "Cash," care Tradesman. 450

For Sale—Undertaking business in a good live town. Very little competition. Car and stock valued at about \$1200. The poorest year the business netted \$800. Reason for selling other business. Address No. 551, care Michigan Tradesman. 551

For Sale—Cracking good stock of general merchandise, \$3,000. Reduce to suit. In good town. Will sell at discount. Buildings also, good farming. Reason for selling, ill health and wish to retire. Bargain. Get it quick. Address No. 553, care Tradesman. 553

Wanted—To buy a clean stock of general merchandise or clothing, \$5,000 up. Address Laurel, care Michigan Tradesman. 552

Charity Begins At Home

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

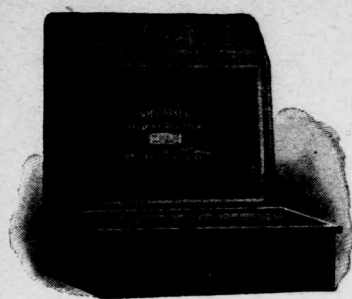
Save yourself and family by buying one of our **Computing Scales and Cheese Cutters.**

Better than others and sold at half the price.

Sensitive, accurate, and built to last a lifetime.

Standard Computing Scale Co., Ltd.
Detroit, Mich.

SCALE DEP'T FOR INFORMATION.



**Speed!
Simplicity!
Accuracy!
Convenience!
Economy!**

are the points of MERIT that appeal to the BUSY merchant who handles his accounts on the McCASKEY Register.

It's a ONE WRITING system—**speed.**

It compels your CLERKS to be careful—**accuracy.**

It's easy to operate—**simplicity.**

Slips are filed so easily and quickly—**convenience.**

It saves HOURS of LABOR—**economy.**

It prevents MISTAKES and DISPUTES.

It is a COLLECTOR of accounts.

It PLEASES your customers.

Write for catalogue explaining the McCaskey System.

The McCaskey Account Register Co.

Home Office—Alliance, Ohio

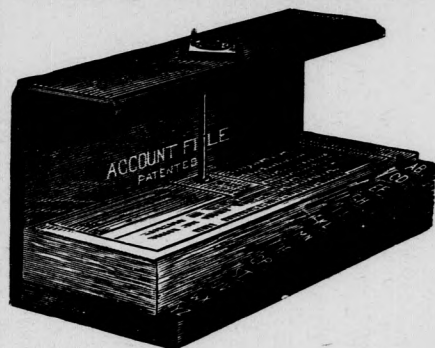
New York Office—140 West 42nd St!

Chicago Office—1430 Masonic Temple Bldg.

San Francisco Office—Jas. Flood Bldg., Powell and Market Sts

OFFICES IN ALL THE PRINCIPAL CITIES

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



LOWNEY'S COCOA is an American triumph in food products. It is the BEST cocoa made ANYWHERE or at ANY PRICE.

The WALTER M. LOWNEY COMPANY, 447 Commercial St., Boston, Mass.

Celebrated Johnson Bros'. English Decorated Semi-Porcelain DINNER WARE

Absolutely the Best Ware Made

We don't know of anything in the line of Decorated Semi-Porcelain Dinner Ware that can compare with the peerless product of the celebrated Johnson Bros'. Potteries at Hanley, England. It is absolutely the very finest, both in texture and finish, on the market of the world to-day. It is made of the finest clay, perfectly moulded and finely proportioned. The glazing is done in the most scientific and skillful manner, forming a homogeneous whole with the body, expanding and contracting under various conditions of temperature exactly with the expansion and contraction of the ware, so that **crazing is an impossibility.**

The ware is light in weight, yet very strong and durable; it is of a pure creamy white that is hard to distinguish from the celebrated French china ware and has that indescribable lustre not found in inferior grades of porcelain.



Johnson Bros'.
Celebrated
Semi-Porcelain
Dinner Ware

will strongly appeal to your
best trade and meet with a
Ready Sale



Unique and Artistic Shapes

The shapes of the celebrated Semi-Porcelain wares produced by the Johnson Bros.' Potteries are "models of art" and strongly appeal to the most cultured and refined tastes. They combine the elements of simple gracefulness to an extent not found in other wares. They are simply triumphs of artistic conception and every individual piece is a "thing of beauty and a joy forever."

The "Empire shape" illustrated above and the "St. Regent" are their latest and are carried by us. Both have a distinct individuality.

Beautiful Decorations

We carry several different patterns of decorations and have added some new ones to our extensive list this season. Each pattern is a work of the finest taste and of unusual beauty. The "Empire White and Gold" and the "Rosemore" with beautiful "Rose" decorations in dainty natural pink colors and green foliage are illustrated above. Ask us for colored illustration of our various patterns. We will gladly mail them on application.

Secure the Agency for Your Town

We will give you the exclusive agency for one of Johnson Bros.' Semi-Porcelain dinner patterns if you so desire. The desirability of such agency is apparent as it will enable you to control the sale of the pattern for your town and vicinity. Write us about it or ask our traveler when he calls on you.

Write for Colored Illustrations and Prices

Leonard Crockery Co.

W. N. Burgess, President . Grand Rapids, Mich. J. F. O. Reed, Vice-President