

Going Straight to the Point



METHODS of work count for a great deal. The first essential of good work is a definite aim. To be a successful shot a man must have a mark to shoot at. To be a successful salesman he must have a definite objective in everything he says to a prospect. Don't go round and round in general assertions that your goods are the right thing. Find out what obstacle is in the way of the sale and remove it. It may be a prospect's skepticism or his feeling that he can't afford to buy now, or his preference for some one else's goods, in which latter case it is your business not to disparage your competitor but to prove the greater advantages of your own line. It may be any one of a hundred objections, but whatever it is spot it as soon as you can, and attack that one definite obstacle.

Don't waste any ammunition arguing points that the prospect already knows about your goods or points that are obvious or points that he takes for granted. Concentrate on the thing that is surest to convince him. Take a hint from his own manner of opposing you—his objections are specific and aimed where they hit you hardest. They are not generalities. They meet you square in the face. Your success depends upon whether your methods of convincing him are more concentrated than his ideas about not wanting what you have to sell.

W. C. Holman.



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

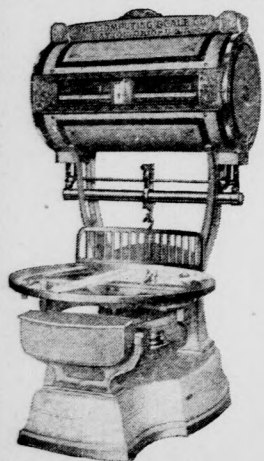
will *weigh out 100 per cent.* of the weight you paid for when you bought the goods. *No other scales* will do this.

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

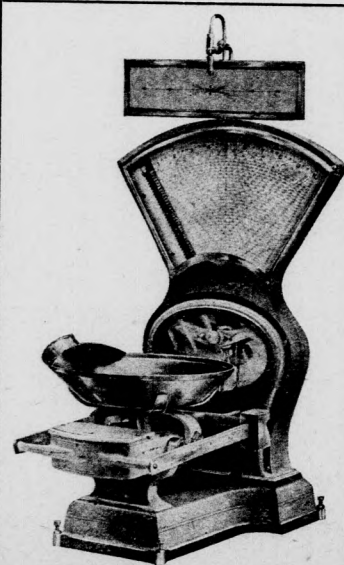
Although they cost the merchant but a *trifle* compared with a cash register, MONEYWEIGHT scales are the *only accurate check* on a stock worth *many times* the amount of the daily cash balance.

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

Twenty-Third Year

GRAND RAPIDS, WEDNESDAY, APRIL 4, 1906

Number 1176

We Buy and Sell

Total Issues

of

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Street Railway and Gas
BONDS**

Correspondence Solicited

**H. W. NOBLE & COMPANY
BANKERS**

Union Trust Building, Detroit, Mich.

The Kent County Savings Bank OF GRAND RAPIDS, MICH

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

3 1/2 Per Cent.

Paid on Certificates of Deposit

Banking By Mail

Resources Exceed 3 Million Dollars

Commercial Credit Co., Ltd. OF MICHIGAN

Credit Advances, and Collections

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42 W. Western Ave., Muskegon
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GRAND RAPIDS FIRE INSURANCE AGENCY

W. FRED McBAIN, President

Grand Rapids, Mich. The Leading Agency

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

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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.

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

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THE SMOOTH STRANGER.

The smooth stranger is well known in every city of the United States, but he is little known in the country districts.

The reason for this is simple enough. In a village or any other small settlement, the stranger is usually distrusted unless his condition and antecedents are well known. If they are not, the people naturally inquire concerning him, and he is closely observed. He is received very cautiously into the social communion. If there be any reserve or mystery about such a stranger he becomes an object of suspicion, and it is only when he is open and free in his bearing that he makes a place in public confidence.

In the city, all is different. If this stranger has a pleasing address and is bold, but not offensive in his manner of approaching those upon whom he seeks to operate, and is dressed in a fashionable garb and talks of important persons with whom he ingenuously suggests, without declaring it, that he is intimate, and makes allusions not too pointed about business and money, he will in most cases make a favorable impression, and this without reliable credentials of any sort.

If he can keep up that pleasing exterior for a few weeks, or at most months, and seems to have money, such a person has little difficulty in making his way into social and business confidence, and it is not long before he is found in the fashionable clubs with the entree to houses of prominent citizens. This goes on for a time until his associates wake up to find that their new friend is a rascally adventurer, a sleek swindler and has somewhere a record as a convict or jailbird.

Such fellows come over from Europe with real or pretended titles of social rank and they marry our wealthy American girls, or leave mementoes in the form of unpaid

obligations for borrowed money, but most of them are home products, who do not pretend to any foreign dignities or precedence.

It should seem most strange that these smooth swindlers from elsewhere are able to make their way in social and financial circles with so little trouble and such success, but business association leads to a more interested connection. The wonder is how such fellows work their way into the good graces of capitalists and business men, when men who have lived in the community for years and whose lives are an open book, so to speak, could not secure support in any business enterprise, and probably would not be able to borrow a dollar without putting up approved security.

The reason, however, is simple enough, when it is understood. The man who has spent years in any community, no matter how fair his reputation, is gauged in business by his achievements. If he has a character for industry and constant attention to his business, and fidelity to every trust, besides the possession of talents and abilities, but he has failed to accumulate material wealth, such a man calls for very little consideration. The successful man always commands some sort of favor, no matter how meager his personal merits, and he is a factor in the community and merits corresponding treatment.

When the stranger confidence man makes his appearance, he exercises a sort of hypnotism upon those susceptible to its influence, and he creates an impression that he is one who is prosperous and can assist others to be so. He is an agreeable fellow and the notion is created that money is to be made out of him, or other advantages are to be gained, and so he gets in his fine work.

Every city has had experience of these fellows, and Grand Rapids has not been without its share, but nobody takes warning. The next rascal that comes is just as successful as were his predecessors, and many more will follow him. It would be amusing if it were not serious, but it is serious only to those who have suffered. Everybody else feels entitled to laugh until he is made a victim, and so the game goes on.

ELECTRICITY VS. STEAM.

That electricity is destined to supersede steam as a motive power is a fact that grows steadily nearer to realization. Steam locomotives have apparently reached the limit of power development. The highest type of locomotive yet evolved will produce only 1,600 horse power, while most of those in use will not yield more than 1,000 to 1,100 horse power. Electric locomotives have already de-

veloped 2,000 horse power and are believed to be capable of much more. Steam locomotives have been increased in size until they have become objectionable in view of the strain of their weight upon rails and bridges. The electric locomotives not only have the advantage of being lighter, but are more effective in grade climbing, being able to maintain a given horse power under varying conditions.

The Westinghouse and General Electric Companies are devoting much attention to the perfection of electric locomotives and it is safe to expect that they will within two or three years attain such success that steam locomotives will thereafter be supplanted and possibly disappear almost entirely within a decade. This will be a mighty change for the steam locomotive has long been the synonym of power and speed. Its displacement thus early in the twentieth century was something that few would have predicted during the nineteenth century.

Undoubtedly the electrical era is at hand. Extensive as is the employment of the mysterious force at the present time, its use in the future will include its application in many directions not now perceived. One remarkable tendency that is everywhere apparent is the utilization of water power in the production of electricity. No matter how remote the source, the power can be readily transmitted and made to turn wheels in distant localities. Much may be done by storing the water that now goes to waste in floods to increase the amount of power that is obtainable in this way, while at the same time maintaining the regular flow of important streams and preventing much of the damage that annually results from freshets.

Despite the fact that the strength of Russia has been broken by the recent war and internal disorders, the Earl of Minto, the viceroy, considers her a menace to India and enormous military expenditures to guard against possible invasion are demanded. It is well known that Russia has well defined aspirations for empire and so deep-rooted are they that it is possible no reverse can overcome them or blot them out. It was the pursuit of the policy of expansion that brought on the war with Japan. The warning of the Earl of Minto will not be looked upon as without occasion by those familiar with Russian character and government.

If you plan to turn the world over provide yourself with plenty of elbow grease.

Walls have ears and even wall-flowers have hearts.

GLANCES AT CUBA.

Pleasant Impressions of a Grand Rapids Lady.

Written for the Tradesman.

Cuba is wonderfully productive and in many places the soil is ten or twelve feet deep, and three crops of some things can be grown annually without fertilizing the land to any extent. When sugar cane is harvested the leaves are left on the ground to enrich it. In 1899 it was estimated not one over 3 per cent. of the area of the island was under actual cultivation. Matanzas and Havana Provinces are the most highly cultivated part of the island.

The Province of Puerto Principe is mostly given over to cattle grazing and therefore has the least tilled soil. In the Provinces of Santa Clara and Matanzas the greatest amount of sugar cane is produced. Santiago and Havana provinces also produce much. Sugar cane can be grown almost anywhere on the island. Tobacco can also be grown anywhere, but the greatest tobacco province is Pinas de Rio.

We were told that the seemingly worthless stony ground would produce coffee. Coffee is no longer a very important crop in Cuba, partly owing to the fact that overtaxation under Spanish rule took away the ambition of the people to more than eke out an existence and partly because it is warm all the year round, the people are lazy and farming is poorly done as a rule. The farmers tickle the top soil a little with a plow made of a crotched stick and nature does the rest. Some of the soil is a very red clay. This is said to be fine sugar cane land. The guide said that brick kilns and sugar mills were usually neighbors. Sugar cane is the greatest crop of Cuba, sweet potatoes next and tobacco next. Besides this they grow coffee, pineapples, oranges, grape fruit, limes, coconuts, bananas, plantains, rice and many fruits totally strange to our markets. Their fruits are sweeter than even those of Florida and the grape fruit has only a suggestion of the bitter flavor, but, of course, as yet their fruits are not highly cultivated and are rather small, and the oranges are still seedlings.

There is plenty of rain, nearly 50 inches yearly. The scenery is more like that of our Southern States than like California; in fact, it is very unlike that State.

So far as developed the mineral resources of the island are not great. Very good iron is found there and mostly shipped to Baltimore. Copper was mined at one time by the Spanish. Some asphaltum, used in making illuminating gas, is found in several places.

Cuba, being a long narrow island, lying within the tropics, is subject to the northeast trade winds, which blow over it constantly and steadily. The atmosphere is quite damp. The average temperature at Havana is 77 deg. It is seldom ever hotter than 82 deg. or colder than 71 deg. The coldest temperature ever on record was 49.6 deg. and the hottest 106.6 deg.

One peculiarity of the Cuban peo-

ple is that there are so few married. In the United States we have a married population of 35.7 per cent.; in Cuba only 24 per cent. and only two-thirds are legally married. It is so expensive to get married that many people, contract simply a common law marriage. The inhabitants are largely Catholics, and speak the Spanish language.

It is amusing to find when one gets to Cuba that he has to have three kinds of money, plata or Spanish coin, Spanish gold and American money. One is so delighted to find that his American dollar is worth more when changed into Spanish coin. For example, when we were there (about the 1st of March) one got \$1.19 in Spanish money in exchange for an American dollar. Every day one looks in the newspaper for the money quotations, as they vary from day to day, and sometimes get as high as \$1.60.

In trading in a store there they say: "This is so much American money," or so much "plata," or so much "Spanish gold." Cuba has no currency of its own coinage. The official money of the Republic is United States currency.

An American Jew, who had gone into business in Cuba, wrote home for more money, stating: "I have met the Israelite," and he was right.

For trading ability the Cubans beat anything I ever saw. When we were seated on the homeward-bound steamer one of the party heaved a sigh of relief and said: "I am so glad I've been touched for the last time."

One of the first impressions one gets upon entering the city is that it is the cleanest city he ever saw. This is owing to Gen. Wood and the American soldiers. The streets are excellent to begin with and are kept scrupulously clean. The main street, Prado, is wide, with a park running through the center, but mostly the streets are very narrow.

The houses are painted or kalsomined in delicate tints of green, blue, yellow, etc., and as there is so little smoke they remain clean. All buildings have flat roofs and the great abundance of iron grill work covering the windows and decorating the spacious porches gives them a quaint and foreign appearance. We were told that the grilled windows were used originally as a protection for the women against the lawlessness of the Spanish. Now, of course, they are simply a national style or characteristic. They give a prison-like appearance and the faces peering through them add to this impression. As a rule there are no glass windows in the houses but inside wooden blinds instead.

All houses have an open inside court and this is filled with beautiful plants. There is an inside porch facing on this court and here the family usually sit.

Bricks are made in Cuba and the buildings are mostly of brick or of the native stone. Cuba is a great coral rock, and this coral formation is quarried to use in building and for their roads. Mostly it is pulverized and mixed with cement, but

the buildings are also built of stone blocks, the front entrance being large and provided with heavy solid doors, which are closed at times and on which there are immense brass knockers. There is also a grilled iron gate in this door which is kept closed more than the door, as it is cooler.

People drive into this front door and leave their carriage in the front hall, then the horse is led to a room in the back of the house, where the kitchen, stable, toilet, etc., are located side by side. Everybody rides in carriages in Cuba, as this mode of transportation is very cheap. The wash-women deliver their work in this way. The laundress sits in the Victoria, together with her immense basket of clothes. Because of this tendency to ride there are countless numbers of public conveyances in Havana, and each one has a gong which the Jehu works with his foot. The driver is paid by the trip, that is, he charges 20 cents Spanish money (which is quite a little less in American money) for one or two persons, or 25 cents for three, but he prefers to take but two at a time. Because of his desire to make as many trips as possible he drives pell mell, clanging his gong and thrashing his horse, so that one has quite an exciting ride. The carriages are very good, but the horses are of the ordinary livery sort. The Cubans have no use for a trotting horse and feel it a disgrace to be seen on one. The saddle horses most esteemed there are said to march. They are bred probably by crossing trotters and pacers. They seem to progress one side at a time or to almost skate, and are exceedingly easy to ride upon. The mules are the largest, smoothest and finest to be found anywhere, and it is amazing to see the load a single mule will draw. The carts have two very large wheels, and lumber, for example, is loaded in two high tiers (lashed in place by ropes), one on each side of the cart and projecting an equal distance behind and in front of the wheels, so that the load balances and then the mule walks between the tiers. From the side view the poor beast is almost entirely hidden from view by the immense load, except as you can see his feet and legs. The harness is a burden in itself as it is made of thick straps, some of them at least 4 inches wide and all of them decorated on both edges with fancy brass headed nails driven close together. The nails are also driven into the wide straps to spell out the name of the owner of the mule. A high wooden piece projects over the back of the mule and is resplendent with brass nails and painted flowers and brass bells. Two immense scarlet tassels dangle at each ear. The nails and bells are kept polished and the designs freshly touched up with paint.

There are but few cows on the island and we had poor milk while there, but one sees goats everywhere kept for milk. These are the wet nurses of the country children. An infant is often seen taking his dinner direct from the goat. Steers

and oxen are common in Cuba and are large and fat.

The intelligent class of Cubans feel grateful to the Americans and are kindly disposed, although our women seem (even yet) to be quite a shock to them. I suppose they seem mannish, rude, immodest, etc., to them as our ladies ignore so many of their time-honored customs as regards the proper conduct of women. Such sights as we have here of lawless, unchaperoned noisy girls on the streets is, as nearly as I could observe, entirely unknown there. However, they are trying to imitate us and are becoming considerably influenced by our customs.

Among the better class of people there are many very handsome women and men. They have soft dark eyes with a tender appeal in them and heavy dark lashes. Their teeth are rather good, as a rule, and they have clear olive skins. The women, as a class, are plump, becoming fat at a comparatively early age. This is because of their indolent habits and always riding when on the street. The men are slender and rather small. The women get themselves up regardless of trouble or expense—French heels, lace petticoats, elaborate gowns and, invariably, a fan, much powder and rouge. The head mantilla is still worn considerably, but it seemed to me not by the rich or stylish, at least not in the daytime or on the streets. No doubt their picture hats can be traced largely to our influence.

The men seem to be fond of brass buttons and like to belong to the army or police force. The police are handsome, young, dapper fellows; quite a contrast to the corpulent middle aged gentlemen belonging to that profession in our large American cities.

One is particularly impressed by the great number of fortifications. Every point is guarded by a frowning fortress, some small, others overwhelming in size. La Fuerza was commenced in the year 1538 and is fifty years older than Moro Castle. The largest fortification is Cabana. This expensive and useless pile was begun in 1763 and completed eleven years later and cost \$14,000,000. Most of the work was done by convicts who were brought from Vera Cruz. They also brought with them yellow fever, which until then had been unknown. Havana, or United States Cubana, is useless as a fortification and there has never been a shot fired from it in defense of Havana, although plenty of people have been shot there, mostly political prisoners. There is some talk now of turning it into a states prison. At present it is occupied by the Cuban artillerymen. One enters the fort by passing over a moat or draw bridge and through a handsome portucullis. Within the fortification one finds him-

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

self in a vast labyrinth of ups and downs and ins and outs covered ways, courts, barracks, narrow high walled passages, vaulted ceilings, drill grounds, ramparts, parapets, officers' quarters, soldiers' barracks, tree lined avenues and, on every side, horrible dungeons. There is a chapel, too, where the poor devils spent their last few hours on earth, and there is the Laurel avenue or ditch, which was the public execution ground. The bullet holes show in the wall for eighty-five feet, where the victims knelt with their faces to the wall to be shot. Underneath this prison is an underground passage lined with dungeons in which people were often allowed to die from neglect. One gets an impression of vastness and dreariness seemingly interminable. It is a rambling succession of fortification within fortification, whose plans baffle the eyes. The ramparts are lined by old brass cannon, each bearing the name of a sovereign and are as old and useless as the fort. El Morro is older and was completed in 1597 and is a short walk from Cabana, and is at the point where the ocean and harbor meet. Both El Morro and Cabana are across the harbor from Havana.

Mrs. C. D. Crittenden.

All Animals Like a Joke.

A Siamese monkey was being brought to Europe on a steamer with several other monkeys, who, for some reason, would have nothing to do with him.

This ostracism exasperated the Siamese and whenever he got a

chance he would grab one of the others by the tail, drag him all over the deck and finally climb into the rigging and drop his victim with a dull thud.

Darwin tells of a female orang-outang that took hold of a dish in which her food was served and put it on her head as if it were a hat. Thus adorned she provoked roars of laughter, to her evident gratification, from the crowd around her cage.

Another naturalist saw a baboon get even with an officer who had often teased him. Seeing the officer approaching the baboon poured some water into a hole in the ground, mixing it with earth so as to make mud. When his enemy came up he splashed the muddy water on the officer's uniform. For a long time after this every time the animal saw the officer he indulged in what had every appearance of being laughter.

Saville Kent declares that dolphins are fond of teasing other fish by seizing their tails and dragging them through the water. He once saw two dolphins attack a big skate swimming near the surface of the water. The skate tried to escape them by raising its tail out of the water, but the dolphins got hold of it and dragged the skate in every direction.

Foals will often tease human beings by galloping toward them, as if intending to run them down, then stopping short within an uncomfortably short step or two.

Gross, the naturalist, relates several amusing instances of a similar nature about dogs. He had once a dog

who, when given a piece of bread that he did not care to eat, dropped it and then, lying upon it, pretended to look all round with the most innocent air, as if wondering where it had fallen.

Another case he speaks of is that of a terrier whose greatest pleasure it was to catch flies on the window panes. Nothing annoyed the animal more than to be laughed at when he missed his prey.

"In order to discover what he would do," says Gross, "I purposely laughed immoderately each time he was unsuccessful and the more I laughed the clumsier he grew.

"At last he was so unmistakably annoyed that in his despair he pretended to capture a fly and made the appropriate movements of tongue and lips, finally rubbing his neck on the ground as if to crush his victim, after which he regarded me with a triumphant air.

"So well had he played his little comedy that had I not seen the very fly still on the window I certainly would have been taken in by this trick. When I called his attention to the fact that the fly he had chased was still at large and that there was no dead fly on the floor he perfectly understood that his hypocrisy had been discovered and was so ashamed that he slunk away and hid under a couch."

There are preachers who think the wearing of a red necktie will solve the whole problem of popularizing the pulpit.

Unable To Keep Pace With Demand.

Cadillac, April 3—Large orders for the superior kind of veneering made here are coming from every quarter. Notwithstanding the ability of the Cadillac Veneer Works to cut up 100,000 feet of logs a month, and the factory running full capacity, the company has been obliged to order, and received on Saturday, a shipment from Wisconsin to help out in supplying customers. Sixty-five men are at work on the various contracts in bird's-eye maple, quartered oak, birch, ash, elm and basswood. Great quantities of three-ply burnt woods are going to New York City, single ply sled tops to Pennsylvania and mahogany and other veneers to San Francisco. Manager Charles Thompson and Secretary E. W. Benjamin estimate that suitable manufacturing timber will be obtainable here for at least fifteen more years.

Whisky Mail Order Business Hurt.

The decision of the express companies to cut off the special rate to whisky distillers on their mail order shipments, although apt to cost publishers considerable advertising patronage, will undoubtedly result in benefiting the trade of the retail druggist. The reason advanced by the express people for this move is that they fear official investigation in the matter of rebates. It is alleged that special rates continue to be enjoyed by other industries, however, and that the whisky interests are being discriminated against.

A Good Repeater

A prominent grocer, when recently asked what kind of goods he liked to sell best, replied:—

"Give me a good repeater like Royal Baking Powder; an established article of undisputed merit which housekeepers repeatedly buy and are always satisfied with."

NEW baking powders and new foods, like new fads, come and go but Royal goes on forever. Grocers are always sure of a steady sale of Royal Baking Powder, which never fails to please their customers, and in the end yields to them a larger profit than cheaper and inferior brands.



Movements of Merchants.

Boyer City—C. L. Moore has sold his grocery stock to S. H. Tucker.

Elk Rapids—Katherine Hogan will open a new millinery store here soon.

Sturgis—A cigar and tobacco store has been opened here by V. B. Teachout.

Detroit—The City Lumber Co. has increased its capital stock from \$15,000 to \$50,000.

Niles—C. R. Enos, of Edwardsburg, has purchased the grocery stock of Bart Babcock.

Portland—W. W. Peake will be succeeded in the meat business by Michael J. Simon.

Sparta—Chas. Brizee will succeed N. A. Shaw, formerly Shaw & Loomis, in the coal business.

Kalamazoo—M. E. Luther, formerly connected with the Colman Drug Co., will soon open a drug store here.

Portland—W. W. Lung has purchased the agricultural implement business of his brother, C. B. Lung.

Kalamazoo—Jacob Weickgenant, of Battle Creek, has succeeded O. N. Benson in the dry goods business.

Calumet—The Peninsula Grocery Co., of Houghton, will soon open a new branch wholesale store at this place.

Jackson—F. A. Mayette and H. L. Reasner will conduct a grocery business here under the style of Reasner & Mayette.

Port Huron—The Bon Marche Co., which conducts a millinery business, has increased its capital stock from \$1,200 to \$5,000.

Battle Creek—David Moss has embarked in the fruit business. Mr. Moss formerly conducted a crockery and bazaar store.

Muskegon—Samuel Rosenthal has purchased the stock of the Rosenthal Clothing Co. and consolidated same with his stock.

Port Huron—A new merchants' tailoring and men's furnishings goods establishment will soon be opened by Henson & Branagan.

Ann Arbor—Livernois Bros. of Ypsilanti, have purchased the meat market of George Volker and will succeed him in business.

Menominee—Victor Lundgren, of Marinette, has purchased the E. L. Forsyth drug stock, which was disposed of at execution sale.

Elk Rapids—Ulrick Remming has purchased the grocery stock and building of Andrew Jordon, who will soon leave for Australia.

Muskegon—The grocery stock of the late Frederick Danielson has been purchased by Charles F. Rasmus, who will continue the business.

Delton—E. A. Burton and J. D. Murdock, of Hastings, succeed W. H. Chase in the coal business. Mr. Murdock will take charge of the business.

Buchanan—Mrs. H. L. Keller has sold her stock of groceries to Wm. Bainton, of the Buchanan Cash Grocery, who will consolidate it with his stock.

Corunna—D. J. Evans and Charles Doan have purchased the meat market of George Jarvis and will continue the business under the style of Doan & Evans.

Detroit—Gregg & Case Co., which conducts a building business and deals in hardware and roofing supplies, has changed its name to the Gregg Hardware Co.

Wayland—E. A. Bragg has purchased the grocery stock of A. E. Butterfield and will continue the business. Mr. Butterfield has retained the meat department.

South Range—Isaac Eddleson and Aaron Marons, formerly engaged in the savings bank business, have dissolved partnership. Mr. Eddleson will continue the business.

Belding—A. & D. Friedman will soon open a dry goods and clothing store at Woodmere. D. Friedman will have charge of the new store and A. Friedman will remain here.

Big Rapids—Davy & Co. will be succeeded in the grocery business by Fred Brack & Co., of Stanwood. E. O. McMullen will retain his position as manager with the new firm.

Big Rapids—Daniel H. Peters, of Homer, and F. E. George, of Union City, have formed a copartnership for the purpose of engaging in the grocery and meat business at this place.

Jackson—Frank J. Meade and Charles K. White have formed a copartnership under the style of the Meade-White Co. and will conduct a clothing and men's furnishing goods store here.

Lakeview—P. Peterson has purchased the interest of F. J. Bretz in the grocery and meat market of Robinson & Bretz. The business will be continued under the style of Robinson & Peterson.

Hartford—C. D. Olds has sold his stock of clothing and shoes to A. Z. Perry and G. C. VanFleet, of Allen, who will conduct the business under the style of Perry & VanFleet. Mr. Olds will go to Indian Territory.

Detroit—A corporation has been formed under the style of the Summer Co. to deal in furniture. The authorized capital stock of the new company is \$12,500, all of which is subscribed and paid in in property.

Detroit—J. H. Sammer & Co. have merged their hardware business into a stock company under the style of the Lyceum Hardware Co. The company has an authorized capital stock of \$1,620, all of which is subscribed and paid in.

Petoskey—Henry Moser has severed his connection with W. A. Major in the grocery business and purchased the interest of B. F. Cooper in the Northern Ice Cream Co., to which business he will devote his entire time after May 1.

St. Louis—Arthur A. Haines, formerly with Foster, Stevens & Co., but now engaged in the retail hardware business at this place, has been awarded a \$50 prize by Stransky & Co., of New York, in the window dressing contest conducted by that firm.

Camden—Henry Lampman, who has been doing clerical work in a department store at Eaton Rapids for

two years past, has returned to this village, where he takes an interest in H. H. Houtz's dry goods store, where he previously worked for three years.

Hastings—E. J. Huffman has sold his stock of cigars and confectionery to F. W. Stebbins and M. A. Lambie, who will continue the business under the management of John Dooley. Messrs. Stebbins and Lambie will retain their positions with the Hastings City Bank.

Detroit—The lumber business formerly conducted by the Estate of Thos. Nester has been merged into a stock company under the style of the Thessalon Lumber Co. with a capital stock of \$750,000, all of which is subscribed and \$200,000 paid in in cash and \$550,000 paid in in property.

Lansing—Four changes have been made in the Board of Directors of the National Supply Co. Aaron Visscher, President of the People's Savings Bank of Holland; Cornelius Dosker, of Grand Rapids, and George P. Hummer, of Holland, were elected to fill vacancies caused by resignations. J. Brokemo, formerly with Marshall Field & Co., of Chicago, who was elected a member of the Board of Directors several weeks ago, has been made General Manager of the department store, caused by the resignation of A. L. Harlow as Manager. Mr. Harlow still retains the position of President of the firm. The four new directors represent stock recently purchased by themselves and others in Grand Rapids, Holland and Chicago.

Manufacturing Matters.

Saginaw—The capital stock of the Morris Auto Co. has been increased from \$12,000 to \$25,000.

Kalamazoo—The Kalamazoo Corset Co. has increased its capital stock from \$500,000 to \$750,000.

Detroit—The Detroit Column & Manufacturing Co. has increased its capital stock from \$10,000 to \$21,000.

Benton Harbor—The McCord-Miller Co., manufacturer of brick and tile, has changed its name to the Benton Harbor Brick & Tile Co.

Decatur—Wm. M. Traver has bought the canning factory here and will operate same this summer in connection with the new factory which he will erect at Hartford.

Thompson—The North Shore Lumber Co.'s mill started sawing April 2. The mill has undergone needed repairs during the winter and is in excellent shape for the season's run.

Detroit—A corporation has been formed to manufacture concrete under the style of the Gabriel Concrete Co., which has an authorized capital stock of \$20,000, all of which is subscribed and paid in in property.

Detroit—The Michigan Cigar Box Co., which conducts a manufacturing business, has merged its business into a stock company under the same style with an authorized capital stock of \$20,000, all of which is subscribed and paid in in cash.

Pentwater—The Sears & Nichols Co. is planning to enlarge the viner capacity of its pea canning factory and may also be obliged to build additional warehouse room this season,

although this latter plan may not mature this season.

Albion—M. L. Horning, who has invented a new paper box for butter and lard, intends to install the necessary machinery to manufacture the boxes here. The new factory will probably be ready for business within the next month.

Detroit—The St. Clair Motor Co. has been incorporated and will manufacture engines and automobiles. The new company has an authorized capital stock of \$35,000, \$25,000 common and \$10,000 preferred, all of which is subscribed and paid in in property.

Hiawatha—Francis G. Dodge and A. J. Smith, under the firm name of Dodge & Smith, are to operate a mill near this place, and expect to start sawing by April 10. The mill is of 10,000 feet daily capacity and will have at least two years' sawing in this section.

Ontonagon—William McFarlane has sold to the Nester estate, of Baraga, Ashland and Detroit, the white pine, norway and spruce timber on forty-seven forties of land in Stannard township. The timber is estimated at 14,000,000 feet and is located on the Baltimore River and the middle branch of the Ontonagon River, in the vicinity of where the Nester estate has been logging heavily for the last few months. Mr. McFarlane receives \$190,000 and retains the land and other kinds of timber.

Shepherd Merchants Touch Elbows.

Shepherd, April 3—A very pleasant and profitable gathering was held the other evening at the Taylor House, when thirty-four of this town's tradesmen, organized as the Shepherd Business Men's Improvement Association, sat down to a sumptuous banquet, prepared and served in a manner that brought forth many expressions of appreciation.

After the regular business session in the hotel parlors, the company repaired to the dining room, where one table was spread to accommodate all. President J. H. Struble and Secretary Burdick took their places at one end and, after full justice had been done to the choice viands prepared and the inner man had been satisfied, the President, acting as toastmaster, called for order and a feast of another kind followed.

Subjects pertaining to the interests of the business men, the advancement of the village and the general upbuilding of Shepherd and all its industries were introduced by the toastmaster and responded to by members of the Association. Eloquent addresses, not long, but of general interest, were given by Messrs. Ballinger, Lemen, Thompson, Bent, Clark, Estee, Wisdom, Johnson, Stearns, Hibbard, Burdick, Mathews, K. E. Struble and several others.

At a late hour the Association dispersed, each and everyone feeling that the occasion was one of mutual profit to himself and to his patrons as well. The gathering can not serve any purpose other than to bring closer together the merchants of the village.



The Produce Market.

Apples—Good fruit commands \$6@6.50 per bbl. At the present rate at which apples are selling it will not be a great while before Twin City stocks are entirely cleaned up. On account of the high prices prevailing the demand is small.

Asparagus—California fetches \$1.65 per doz.

Bananas—\$1.25 for small bunches, \$1.50 for large and \$2 for Jumbos. Receipts are very heavy and they are moving in large quantities. The continued cold weather proved something of a handicap to the business, but it is expected that with the arrival of pleasant weather the consumption will be very heavy.

Butter—Creamery has declined 1c, being now quotable at 26@27c for extras, 23@24c for No. 1 and 18@19c for storage. No. 1 dairy commands 21c and packing stock fetches 14@15c. Renovated is in moderate demand at 21c. Receipts of creameries are liberal, but very little of it is making the top grade. Nearly all the creameries coming in are graded firsts, with good receipts of the other grades all the way down the line. Receipts of dairy butter are comparatively light and there is a demand for good packing stock.

Cabbage—Home grown old fetches \$1.35 per doz. New commands \$3 per crate for Florida and \$3.75 per crate for California.

Carrots—\$1.50 per bbl.

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

Eggs—Local dealers pay 13½c for case count. There is a firmer tone in the market, due principally to smaller receipts, which are, in turn, due to the unfavorable weather and the fearful condition of the roads in the country. Speculators have not as yet begun to put away eggs, as they are afraid of chilled eggs, but it is generally believed that when the cold weather is over they will begin operations. Regular dealers will do very little in storage stock this season, owing to the losses sustained on the egg crop of 1905.

Grape Fruit—Florida has advanced to \$8 per box.

Green Onions—20c per doz.

Green Peppers—Florida stock fetches \$3.25 for 6 basket crate.

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

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

Lemons—Californias command \$3.50@3.75 per box and Messinas fetch \$3.50. They are very firm although there is an easier feeling on them in the East.

Lettuce—14c per lb. for hot house.

Onions—Red and yellow command 60c, while white stock is in good demand at 75c. Spanish onions are strong at \$1.75 per crate. The sales manager of the Southern Texas Truck Growers' Association, at San Antonio, writes the Tradesman as

follows regarding the 1906 crop of Texas Bermuda onions: "The acreage in Bermuda onions in Texas this season has been reduced materially over that of 1905 and we will not have as many cars to ship as we had last year. However, the crop prospects are fine, as we have had perfect growing weather up to this time and, with dry weather from now on, we will make a crop that will carry to any destination, and keep after they arrive. Our first cars will move about April 15, but the movement throughout April will be quite light. May will probably be the heaviest shipping month. The cold weather in January did considerable damage to other truck crops in this section, but the onion crop was not injured in the least. This Association controls 90 to 95 per cent. of the entire acreage in Southern Texas and, with the rigid system of inspection that we propose to introduce, together with the wide distribution that we propose to give the crop, we believe that the bad stock feature and glutted markets that prevailed last year will be eliminated in 1906. We appreciate the fact that this season's business will demonstrate whether or not the onion business is to remain a permanent industry in Southern Texas."

Oranges—Floridas are in good demand at \$4 and California navels fetch \$3.50@3.75. There is a very firm tone to the market and advances are not improbable.

Parsley—35c per doz. bunches.

Parsnips—\$2 per bbl.

Pieplant—Southern stock is now in market, commanding \$2 per 40 lb. box.

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

Potatoes—Local dealers have been compelled to advance their quotations to 65c, owing to shortage of supplies, due to the bad roads. It is not thought that the advance will be of long duration.

Poultry—There is very little poultry coming in and receipts are readily absorbed by the demand. Refrigerator stocks are still being drawn on heavily by Grand Rapids dealers and there is apparently little difference in storage stuff, which is, in the opinion of many, superior to the fresh receipts. Live hens, springs and ducks have advanced 1c since last week. Turkeys have practically quit coming into the market, and those which are being received are selling at the highest prices of the year. There is still some drawn poultry coming in.

Strawberries—Receipts from Florida are of very fine quality and liberal proportions. The berries are selling well around 30c per qt. or \$3 for 24 pints. The Texas and Louisiana berries, in 24 qt. cases, have not yet begun to come in in any quantity, although there have been one or two small shipments.

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

Tomatoes—\$5.50 for 6 basket crate.

The man with time to waste is a bigger fool than the one with money to burn.

The Grocery Market.

Sugar—There has been no change in refined sugar and none seems immediately likely. The demand for sugar is fairly good. So far as raws are concerned, the market is rather weak than otherwise; in fact, there have been some sales of raws during the week at 10 points off, caused, apparently, simply because the supply is in excess of the demand.

Coffee—The statistical position of Brazil coffee unquestionably favors higher prices and the only reason the advance does not come is the influence of the speculative element. Brazil coffee is in good demand. Mild coffees are unchanged, steady and firm. The demand is good. Java and Mocha are in good demand and steady.

Tea—The consumptive demand is fair. There are not likely to be any features of interest in tea until the new crop begins to arrive.

Canned Goods—The position of cheap corn is improving and the outlook is more cheerful. Western packers are said to have become less urgent sellers, for the reason that they have become reconciled to the idea of carrying over a considerable portion of the 1905 pack and will equalize matters by heavily curtailing their output this year. It is estimated by some that the 1906 pack in the West will cut fully 80 per cent. of the quantity produced last season. Future tomatoes are in fair demand, and the enquiry for spot goods seems to be breezing up somewhat. Peas are unchanged, steady and active. There is some request for future peas. They are hard to buy in any quantity. Peaches are quiet. There is a reasonable enquiry for spot pie peaches. Apples are firm and scarce. Some holders of New York gallons are asking \$3.50, which they may get a little later. The Baltimore line is unchanged and dull, as is the California line.

Dried Fruits—Apricots are firm and as far as the better grades go scarce. Currants are in good demand and steady. Prices have advanced in Greece, but may not do so here. Apples are firm and in fair demand. Prunes are unchanged, but are selling more freely. There seems to be no prospect of any change in price. Peaches are also moving more freely, after several weeks of great dullness. Prices are unchanged. Seeded raisins are selling in a small way, but in secondary markets the last advance of ½c has not yet been paid. Loose raisins are in light demand at prices that are unchanged, although below the coast parity.

Rice—While it has not been recognized by all jobbers the effect of the probable advance of ½c is being felt in the market. All grades of rice continue very firm, with broken rice very scarce, particularly at prices which will interest the retailer.

Syrup and Molasses—Glucose is quiet and unchanged, and all liquid sweets are in the same condition. Compound syrup is inactive and unchanged. Sugar syrup is in light demand at ruling prices. Molasses is in ordinary demand at unchanged prices.

Fish—Cod, hake and haddock are about ending one of the worst seasons on record. The market is dull and weak. Herring is quiet at unchanged prices. Norway mackerel are practically out of the market, notably large sizes, such as 2's and 3's. These sizes are selling at high prices. There are a few 4's about and some 1's, but in no size is the supply abundant. Other mackerel are dull and listless. No advance has occurred in sardines as yet, and the situation is unchanged. In Eastport, however, the packers have a new combine about half effected whose object is to reduce the pack to just about the estimated consumption. One packer, for instance, writes that last year he packed 50,000 cases, but if the combine plan went through he should pack only 42,000 cases.

The Grain Market.

There has been but very little change in quotations on wheat the past week, to-day's quotations on May and July options in Chicago being within about ¼c per bushel of one week ago. There seems to be a firmer tone to the market the past day or two, however. Buying is more liberal of both wheat and flour, and it would not be surprising to see an advance of 2@3c per bushel at this time. There was a decrease in the visible supply the past week of 812,000 bushels, compared with a decrease for the same week last year of 490,000 bushels. There has been an increase in country receipts throughout the winter wheat belt the past few days, owing to springlike weather and improvement in roads. Reports from the Northwest state that considerable seeding will be done in Central and Western Dakota the present week, the weather being quite favorable.

The corn market has shown some improvement, cash carlots now quoting at about 48c per bushel Grand Rapids points for No. 3 yellow. The visible supply showed a decrease for the week of 2,221,000 bushels. The demand has been fair, with receipts not large. There has been some improvement in the ground corn and oat trade locally, but the volume of business is not large. Mill feeds hold firm, receipts of Western feeds being light, with a tendency to advance prices from the present basis.

Oats continue firm, with No. 3 Michigan white quoted at 33½@33¾c at Detroit, the visible supply for the week showing a decrease of 1,336,000 bushels. The demand is good, but receipts are light and the tendency is toward higher prices.

L. Fred Peabody.

A card and dancing party will be given by the Grand Rapids Retail Grocers' Association on the evening of April 26 in the Knights of Columbus hall. Arrangements for this party will be completed at the next meeting of the Association, to be held April 12.

J. K. Sharpe & Co. have re-engaged in the grocery business in Big Rapids in connection with their meat business. The Musselman Grocer Co. furnished the stock.



Best Trimmers Make a Study of Their Work.

In one of his lectures on dress Edmund Russell was wont to adjure his audiences—which were for the most part composed of the Weaker Sex—to “avoid anything in the nature of a spot,” meaning, of course, that one’s apparel should be so harmonious, as a whole, that no one part of it stands out at all conspicuously.

This sartorial advice could not be carried out in window trimming, however, for the more “spots” there are the better is the attention riveted on those bright and particular objects. To be sure, the “spots” must not be in the nature of anything so glaring as to “scream at you” out from their surroundings. They must blend with the rest of the exhibit as to congruity, and yet must be so distinctive as to have a character of their own that shall cause them to be remembered apart from their fellows.

On this principle are built all the best exhibits—those gotten up by artists in their profession, for window trimming is a profession in these strenuous days. I have no reference here to those little fly-by-nights, those insignificant here-to-day-and-gone-to-morrow fellows who stay with a concern possibly four or five weeks, then try another house, and the first thing you know they have fled to parts unknown. I mean the tried and true ones, those earnest men—and a few, a very few, women—who stay by the work, perhaps possibly are with one firm for years, because their services are so valuable. These make a sincere study of their work. They plan their displays weeks in advance, laying out all the details in the mind and then arranging for their carrying out long before the time arrives for their appearance. These subscribe for magazines especially devoted to this essential factor of a store’s success; and they don’t just skim these periodicals—read them in a cursory, nonchalant fashion—but peruse them with the utmost application, to the end that they may improve constantly in their chosen field. Then, too, many windowmen are handy with a camera, and take a small picture of every exhibit they arrange, so as not to have too much of a sameness and in order to duplicate their displays at lengthened intervals. One local trimmer tells me he finds this a great help. It is not necessary to spend a great deal of time on this photographic work, as these pictures rarely come under the eye of any except that of the one they interest most, the main thing being to have a—perhaps crude—reminder of the different windows fixed up.

By the way, it strike me as surprising that so few young men—boys in their teens, I mean—take up the business of window dressing. Every one engaged in it seems to regard it as fascinating, the work is clean,

and when one is proficient the pay is good. Most of the trimmers I have talked with really drifted into the business, such being far from their intention at first, they starting in by being called upon to assist the one already in charge or to substitute for the regular man in case of sickness or other disability or enforced absence.

Hints to a Beginner in Business. Written for the Tradesman.

Somehow, somewhere, my friend, you have become possessed of the idea of going into business for yourself. It may be that from your earliest recollections you have indulged the hope of some day becoming a merchant, and have ever since been gathering facts and information which would tend to help you in such an undertaking. If so, you are not as much in need of advice and counsel as one who in early years entertained no such ambition.

With many the idea of embarking in business on their own account came not until they arrived at an age when they must choose some occupation, or it may be they have been content to serve as an employe, doing their best to satisfy their employer until they have become tired of such endeavor and begin to look about for some field where they may be more independent.

It may be that some friend has gone into business and seems to be prospering and you feel a little chagrin at the deference paid him by your common associates; or, possibly, some business is about to be sold out, and your friends enquire why you do not improve the opportunity to pick up a good thing, telling you that you certainly have everything in your favor to succeed.

Whatever the causes which may have led you to decide upon an independent mercantile career, you are now about to enter one. Have you asked yourself the question: What is the very first thing to do? Naturally, you decide as to the amount of capital required; you select a favorable location, and you believe that you possess the necessary qualifications for the business. You can mention several persons in business who do not begin to be your equal in business sagacity—as you see them.

You say: “Well, I am going to try for it. If I do not succeed I shall not lose much. If results do not pan out as I have anticipated I can sell out and go back to my former occupation.” That is the way you think before you begin. Have you had sufficient experience to enable you to foresee the numerous obstacles that must be overcome? Are you determined that you will succeed in spite of all difficulties, that you will not go back to a subordinate position, and thus announce that you have failed, and that you attempted something of which you knew but little? Are you sure that you will foresee adverse circumstances in time to get from under and save the bulk of your capital; or will you do as many another has done, hope that something will turn up in time to pre-

vent threatened disaster, and keep on getting in deeper and deeper, involving your friends or family in your pecuniary difficulties, and, perhaps, resorting to unlawful schemes to keep up the appearance of prosperity until a crash comes which sweeps away everything and reveals you a bankrupt, dishonored man?

If you are doing well at present, if you like your work and your situation, and prospects are good for a continuance of the same, are you going to let the ambition to acquire a fortune, to cut a swell in society or gain a name in the business world tempt you to engage in an undertaking that you are not certain that you are pre-eminently adapted to? Let not your young, inexperienced fellow clerks or associates alone advise you

in this matter. If you are in earnest; if you have confidence in yourself, and believe the time has come when you ought to make a change, consult some older, experienced business man, one whom you can trust, one who you believe is really interested in your welfare, and be guided by his decision. Do not build all your plans on your own ideas alone, but get a view of your situation from the standpoint of others also. If you begin, begin right and build on sure foundations. E. E. Whitney.

Show Cases Cheap.

We have on hand a number of second-hand show cases which we offer at extremely low prices.

W. Millard Palmer Company,
20 & 22 Monroe St., Grand Rapids.

The Way to Win Out

In the flour proposition is to get the flour which sells the easiest and **stays** sold the best.

That is Lily White, “the flour the best cooks use.”

If you need any evidence on this point we will give you the names of several prominent Michigan grocers who will tell you so.

But there are so few grocers left in this state who would **not** tell you so that we might safely advise you to ask **any** prominent grocer.

If you happen to be one of the few who do not know the good qualities of Lily White from experience we would like to have you try it.

That won’t hurt you any and we feel pretty sure it will do you a lot of good.

We’ll take it off your hands if it is not satisfactory in every respect and pay you for your trouble.

We’ve made this offer for years but it has never cost us a cent because Lily White is always satisfactory and most grocers who put it in for the first time regret that they didn’t do it much sooner.

We’d like **you** for a customer.

Valley City Milling Company
Grand Rapids, Michigan

First Annual Food and Industrial Exposition

Held under the auspices of the

Lansing Retail Grocers’ Association

At the Auditorium Rink

May 28 to June 2, inclusive

Prices for space, prospectus and all information furnished on request by

CLAUDE E. CADY, Manager, Lansing, Mich.

BUSINESS SYSTEM.

It Cures Business Ills, But Can Be Overdone.

"What's the matter with my business?"

This question asked in that environment where an answer may be expected offhand, the reply most likely will be: "You need to systematize it."

System is a cure for anything in business ill. But if it isn't, why not fail systematically and in order, anyhow? One system hung to a business, as an adjunct, almost certainly will necessitate another to interlace and supplement it, and the two systems may require two more systems until out of the tangle an expert may be called upon to systematize the systems.

This has been suggested in the recent show at the Coliseum, in Chicago, where every mechanical office fixture and appliance adapted to the automatic caring for office routine was exhibited. Its lesson will be: "Don't Fail—Use System." But, at the same time, system can not be counted upon to save a bad business. Therefore, if you are to fail, go to the show and learn how to fail with system and dispatch.

Every year the mechanical world takes on a new aggressiveness toward the clerk and accountant in general office, counting room, and commercial house. Only the other day, when the world accepted an adding machine costing more than a typewriter, it was with a show of interest that bordered upon the skeptical. This year some one will attach a little mechanism to the typewriter operated by a clerk or stenographer and the totals of a series of checks, drafts and rolled coins will be printed before the eyes of the operator, leaving no fears of error in the total of the sums as entered.

More than this, another automatic machine will make the cashier more dependent upon his cash balances than even the counting attachment. This is the coin counter. All good money looks alike to this machine. The mutilated and bad coins, from the copper cent up to the silver dollar, are cast out as under weight. To operate, coins of assorted values, sizes and metals are poured into a hopper, as corn might be poured. Then a crank is set going. The result is that the coins are sorted, tested, counted and automatically wrapped and sealed in papers, with a miss in the count and with the amount of money stamped on each coin roll. Five thousand dollars' worth of coins may be wrapped in this manner in an hour.

Not only does this machine make accuracy in genuineness of the coin and attest to the count beyond a question, but when the overburdened cashier is making up his cash at the end of a hard day its work is the one thing needful to make the figures of his adding machine beyond a question. For handling at all in the great establishments where so much silver and subsidiary coin is received the wrapper system is a necessity. For the wrapping of \$5,000 in assorted coins the machine saves the work of

several individuals who may be more or less inaccurate.

Another new office feature is the basket carrier, taking from the hands of a possibly undependable small boy or girl the urgent messages which every day are sent out in thousands through the great manufacturing and commercial plants of the country.

The design of the carrier is to operate from the directing head of an institution. On top of his desk will be a series of wire baskets such as are in use at the present time for hand carried messages. The head of the force will write as he does now the message for a subordinate, and place it in the basket from which the individual has been taking his orders. The automatic carrier, passing over the basket, picks up the paper or papers, and moves directly to the desk to which the message is consigned, dropping it in a receiving basket there.

Time saving is the object of the long and longer growing catalogue of apparatus and fixtures which the modern office is coming to hold. Accuracy itself is considered quite as much as a time saver as for its final accomplishment by a slow process. To appreciate just how much time may be lost in a small mistake that is inconsequential in amount, the general bookkeeper needs only to discover that a general ledger balance is out 2 cents, and that before he can hope to balance it he must tackle a ledger with its 500 individual accounts. The amount out of balance is nothing, yet it is impossible to bring the books up until the error is found and corrected. When an assistant has worked two full days on such a ledger to find the mistake, the automatic appliance in the office does not fail of appreciation.

There is not a manufacturing concern in the country which is up to date which every year does not throw out machinery, not because it is worn out, but for the reason that something more adapted to quick and better results has come out. The factory which does all this can not afford to overlook the departures that appear every year looking to the quicker and safer transactions of the business of the office itself.

The time was when the office of a concern had its roltop desks, its letter files, its typewriter, and stenographer—and little else. To-day the big office which attempts to do business without more than these is handicapped and ineffectual. Occasionally a man knows exactly the thing he needs, but his question is: "Where can I get it—is the thing on the market?"

It is to answer this that the show at the Coliseum has been arranged—the fifth of its kind in the United States. In the evolving of office fixtures thousands of brains in years past have been busy and thousands of tons of the material product of these brains have been dumped into the scrap heap as not standing the tests of wear and tear and common sense necessity.

But as engine building and machine building have passed beyond the stage of "cutting and trying," so

the office equipment manufacturers are busying themselves along more certain lines and with increasingly better results. To-day an office equipment for a big concern needs to be on an economical, competitive basis. It will need to be in keeping with the rest of the establishment and as sharply awake to satisfactory results.

Morgan Buckner.

Use of Electricity in Copper Country Mines Increasing.

Calumet, April 3—Use of electricity as a motive power at the Lake Superior copper mines is rapidly increasing. Within a short time all of the rock-houses at the Calumet & Hecla Mining Co.'s Calumet conglomerate, Kearsage and Osceola amygdaloid mines will be equipped with motors and electricity will supplant steam as a motive power in the operation of the machinery in these buildings.

It will be a number of years before the Calumet & Hecla fully accomplishes its ambitious scheme of electrifying its workings. Eventually electrical power will be used for hoisting at many of the shafts. Pumping by means of electricity is already being done in some of the shafts and will be expanded as the conditions permit. It is confidently believed that the changes in the motive power will effect a great saving in the Calumet & Hecla's operating costs.

There has been some gossip of late to the effect that the Tamarack and Osceola Mining Co. contemplated the erection of a large electrical power plant, near their stamp mills, on the shore of Torch Lake, but it is not likely that such action will be taken in the immediate future. That an electrical plant will eventually be erected by these companies is highly probable, but they will await the results attained by the Calumet & Hecla in its improvements before taking definite action.

A survey is being made for an electric transmission line from the Champion to the Trimountain mine, and the latter will soon have electric power for use on surface to a limited extent. At the Champion a generator is being installed at "F" shaft, which, while rather limited in capacity, will furnish sufficient power for the operation of the machinery in the blacksmith, machine and carpenter shops about the mine. The Champion has used electric power in its shops for some time past, power being furnished by the generator already in service. The new generator will permit the extension of electric power to all pumps in commission on the surface for which water for domestic and other purposes is secured, and, to a limited extent, to the underground pumps. At the Trimountain it is proposed to use electric power for some of the shop motors, surface water supply pumps and, eventually, for underground pumps.

MAKE MONEY ON YOUR NEW POTATOES THIS YEAR

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



No. 7

Dear Mr. Dealer—

Have you sent in your order yet for

"20 MULE TEAM" BORAX?

and

"20 MULE TEAM" BORAX SOAP?

If not, won't you please send it in through your jobber TO-DAY?

We are keeping up the advertising—shall continue to do so—using

Women's Publications

Newspapers

Songs

Cut-outs

Hangers

Posters

Novelties

Window Displays, etc.

"Everlastingly at it," and

THE KIND OF ADVERTISING THAT SELLS GOODS

but the advertising will be **useless to you or us**, if it were **not backed up by the goods.**

"20 MULE TEAM" BORAX

and

"20 MULE TEAM" BORAX SOAP are the goods.

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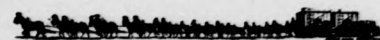
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E. A. STOWE, Editor.

Wednesday, April 4, 1906

DIED A GROCER.

Among the curious epitaphs which the old English graveyards furnish is found the following: "Here lies John Blank; he was born a man and died a grocer."

After the laugh that is sure to follow the reading there are two thoughts, hostile to each other, that promptly present themselves: The man devoted himself to his business—which is a cardinal virtue in the trading world—but in his devotion to trade he sacrificed his manhood—which is not a cardinal virtue in any calling. The life is more than meat and when the order is reversed and living is "only that and nothing more" the object for which that life was created has shrunk into selfishness and the world at large is benefited only by a degrading example. The fact is, devotion has gone beyond its prescribed limits, greed has taken its place and manhood has been dethroned by the basest trait that enters into its being.

There is no finer sight—and certainly there is nothing more to be commended in old or young—than a "buckling down to business" and a determined keeping at it. There, if anywhere, is to be no halfway work. From early until late mind, heart and strength must work with untiring zeal for the accomplishment of the purpose in hand. In season and out of season eye, hand and tongue are on the alert and, as certain almost as the sunshine, the hard-won reward is secured. It is the same old story, pleasant to tell and pleasant to experience, and with it comes the inevitable moral: Be contented with well done and let well enough alone. It is true that business does not consist of a single venture, but it is just as true that a project requiring years for its accomplishment can not without detriment exact without let-up the work, the thought, the care of these same years. One of two things is sure: the man must rise superior to his calling or die a grocer!

It hardly need be said that "grocer" stands for a type. "The man with the hoe" and professional life with pill or brief or sermon have need to look to themselves to avert the same evil. The artist and the poet have illustrated with brush and pen the fact that years of servile toil

have transformed manhood into a brute. The physician, true to his calling, of necessity can call no hour his own in the most exacting and responsible of professions; but his study and his experience tell him, in tones that can not be mistaken, that the staunchest bow must occasionally unbend; and they tell him, too, that unless his manhood is allowed at times to assert itself in other than professional lines, physician although he be, he will die a grocer. One can hardly fail at a glance to call this man a lawyer, that one a minister, if either be worthy of his profession, so intent are they in doing the work their hands have found; but even here are instances where each has shown his brotherhood with the man with the hoe by sacrificing in his profession the manhood that was intended to adorn it.

It is easier to fix the limit than it is to observe it when fixed. Not one man in a hundred looks upon his business other than as a means of getting his living. It is merely a question of bread and butter. At first the bread is dry and crusty and the butter, not often of the best quality, is thinly spread. Success comes and the bread and the butter improve, but the question remains the same. There is a new house, some new furniture, including a new dining table with handsome and costly appointments, and the food now is of the best. The man and the family that sit down and partake of it are handsomely clad; but the daily life, the daily thought, that controls it is of the earth earthy. It is the old question of getting a living. Manhood and womanhood and, most pitiful of all, childhood are sacrificed and a grocer's grave yawns for them. All the humanity, all the intelligence, all the refinement of Christian culture have been absorbed in the momentous question of getting a living and the result is pure animalism. They neither read nor think. The graces of speech and action are nothing to them. They are absorbed in the one idea of getting a living. They stand in the furrows of their own field. They lean on their own costly hoe. They look into the sky and see only the arching blue and the shining sun and at nightfall they go home with the other animals to eat and to go to bed.

There is but one conclusion: The man must be greater than his calling. The nobler nature must hold in subjection the base; and this can be done only when manhood asserts itself and refuses to "die a grocer."

It is always much easier to get interested in making art doilies for Hottentots than it is to be just simply human to the washer-woman at home.

Whisky is evidently a nonconductor. It never conducts wealth into a man's pocket, happiness into his home or respectability to his character.

The thoughtful disposition makes its influence felt regardless of conditions or circumstances.

HOW TO DEAL WITH TIME.

It may be justly said of a man, here and there, that he is so many years young rather than so many years old. Another may be honestly assured that he is actually growing younger. Then, if such compliments may be deserved, why may not the world as a whole, instead of yielding to the wasting influence of time, pass through the centuries wearing still the rosy hue of unwearied youth? Why may not the wise and the strong seize the day and achieve immortality by idealizing the present? Says Mr. Howells, in the Easy Chair: "If we mean to be immortal we must begin living in eternity here and now," but he follows up this true saying with a passage of bitter slang, which leads one to fear that the delightful novelist and essayist who has whiled the length from so many long hours for us all is not always as cheerful now as he was, say, forty years ago, though at the end he emerges once more into the light. He has been struck, apparently, with the dreariness of history's repetitions. "There is in history," he asserts, though he is not to be taken, perhaps, quite at the foot of the latter, "no lesson but that of the simultaneity of past, present and future. Doubtless there were among the cave dwellers spirits as elect and fine and wise as any now walking the earth, if such a sequence is implied by the survival of the cave dwellers in actual civilization. These as they sat at the doors of their grots, carving the thigh-bones of the fellow men on whom they had supped with quaint studies of war or the chase, are one with those who find a justification for their social greed and cruelty in their devotion to their country, right or wrong, and feed the vast and foolish vacancy of their minds with the fiction of adventure. To the end of that foot-rule measure of eternity which we call time there will be some forerunners of the present, the same belated stragglers from the past. The thing, then, is for the forerunners to get together as much as they can, and continue in a calm philosophy of life, to which events shall appear as mere infusorial phenomena." At last, however, this hard critic of the empty day suggests the trial of a new principle which he says is new only in the sense that it is almost untried. He seems to hold that there is no escape from the return of ancient history save in a generous struggle to confer happiness, or at least freedom upon others. "We Americans," he claims, "tried it in the war for independence and the war for emancipation; and then, did we seem to leave off trying it? Let us not be too hard upon ourselves and endeavor to believe that we still have a little faith in the Golden Rule, and are willing to let others practice it, and even give it another chance ourselves if the occasion offers. So, and not otherwise, we shall have tidings that are both good and fresh, and the newspapers, without which, even as it is, we can not get on, will bring us every day true great joy of them."

The preservation of youth depends, of course, largely upon the

success with which one nourishes youthfulness of heart. That implies, among other things, a hopeful spirit. Youth believes and hopes; age is too often inclined to doubt and despair. If the world is to remain young, or to grow younger, it must have faith in its own destiny, and it must believe in no death that does not mean simply transition. In the next place, it is necessary to avoid sophistication. One of Turgenev's singular Russian heroes destroyed the happiness of a pair of lovers by insisting that they should subject their feeling of mutual attraction to a severe analysis. They loved each other; but they could not tell what love is, and they should have been content to know that it was something that made them happy. The same idea is developed in Bulwer's "Kenelm Chillingly." The hero seems to have been a born metaphysician, afflicted with a disposition "to inquire," as Hamlet puts it, "too curiously." He was probably about 7 years old when he startled his comfortable mother by asking whether she never suffered under a sense of the burden of the unintelligible. His father, unfortunately, intrusted the direction of the youngster's education to a gentleman who pinned his faith too exclusively to the methods of positive science. Kenelm was trained to observe, classify and analyze phenomena, and to turn a cold shoulder to every suggestion of idealism. His philosophy consisted in a mechanical conception of nature, and all the forms of beauty became for him merely so many nervous impressions. So when he came to look into life he found nothing in it worth while. His mainspring had been broken. He was rich and he had no motive power. He was, therefore, old and gray in spirit, while he was still young in years. He could hardly be said to have lost his illusions, for he had never been permitted to have any. His education had been radically faulty and misleading. Love is real, the mind is not a mechanical contrivance, the charm of spiritual beauty and the fascination of mystery abound on every hand.

In Australia there is promise that every man may soon have a telephone at a cost of only 25 cents per week or \$13 per year. That is a figure which may yet be realized in the United States, although it is about one-half the present price in most communities. In view of the reduction that has been obtained by competition during the past few years it is entirely possible that still lower rates may be obtained. This might be done, it is supposable, without materially decreasing the earnings of the telephone companies, for if telephones could be obtained for 25 cents per week their use would become practically universal. There would hardly be a home so humble as not to be provided with this means of communication. Numerous improvements have been developed in telephonic apparatus and they tend in the direction of cheapness as well as efficiency. Lower rates are believed to be entirely feasible in the near future.

THROUGH SIAM.

Retrospective View by a Grand Rapids Man.

Written for the Tradesman.

We often smile at foreigners taking a month's trip through the United States and then going home and writing a book about us. Readers of the Tradesman will probably think the writer is not lacking in nerve to express an opinion about Siam after a week's visit there; but this is not a history of Siam, only a hasty tourist's views of it.

In the first place, it is a difficult place to get into. You can go there on North German Lloyd boats. They make the same rate to Europe from Hong Kong, via Bangkok, Siam, and Singapore, as direct via Singapore; but it is a seven day trip from Hong Kong to Bangkok on a small boat. When we came down there were no other passengers. The trip from Bangkok to Singapore is in a small steamer and takes four days, so that it means an eleven day water trip on small steamers.

It is as different from Japan and China as day is from night. In Japan the homes are neat, clean and light. The women are pretty, neatly dressed and modest. In China the homes are heavy, dark and dirty. The women as a rule stay in them, the few to be seen on the street looking like animated wheat bags. The women of Siam are homely, slovenly and scantily dressed. If to be homely is a sin to be homely and scantily dressed is a double transgression! The homes of Siam take one back to school days—to the pictures in the geography of tropical homes built up on poles by the riverside, the babies playing tag with the alligators.

Sailing south from Hong Kong through the China Sea you round Cambodia Point, then northwest through the Gulf of Siam. As you near the coast line it looks like a low-hanging cloud on the horizon. When you reach the mouth of the Menam River you find the cloud to be shore line, but flat, with jungle growing to the water's edge. The trip from the mouth of the river up to Bangkok, the capital and main port, about four hours' ride, is one long to be remembered. Originally the roads of Siam were all by water, no travel by land. The whole life was—and largely is—on the water. There are boats by the hundred, long and narrow, looking as if to sneeze would upset them, with from one to a dozen paddlers, naked to the waist, the women as active as the men. Whole villages live in boats and in houses built on bamboo stilts above high tide. They drive big bamboo sticks down into the mud, make a raft of bamboo logs, throw a rope with a loose noose over a pole in the water, so that the raft can rise and fall with the tide, and on this raft build their bamboo house. The bamboo grows wild in the jungle. With it the Siamese can make everything needed from the time of their arrival—the cradle—to time of their death—the coffin: boats, house furniture, cooking utensils, baskets, cloth-

ing, etc., etc. From the mouth of the river up to Bangkok, about fourteen miles, the shore is lined with these water homes. In some places they have canals, or klongs, cut back at right angles from the river, and along the shores of these are the homes. It looked strange to see a Hindoo temple built up on stilts, the only way of getting to it being by boat. Then there are floating stores. They seemed to have a number of them, their customers coming to the front step sitting in a canoe, doing their morning marketing.

At Bangkok we took a small steam launch and ran up these klongs. In Bangkok they are laid out—or rather dug out—at right angles just as are the streets at Grand Rapids. Some of them are three and four miles long. For economy in house-keeping they take the cake. No bath room except the front doorstep, no wash water to be carried, just souse clothes in the river, wash the dishes through a hole in the floor, no sewers to build, a temperature of 80 to 100 the year round, so that clothing is not a necessity, fish in the river for the catching, bread, fruit and bananas at the back door. The natives are good resters, and, with their dark glistening bodies lounging on the front doorstep at the water's edge, look like snakes basking in the sunlight. They are certainly picturesque. But the large majority, high and low, chew the beetle nut. It is a leaf in which are a nut and a paste of red lime-like stuff. They put pieces as large as walnuts in their mouths, chew it and then push it under their upper or lower lips until their mouths are deformed. The liquid from it is blood red and blackens their teeth. It runs from their mouths like a Lyon street sewer after a Fourth of July rain! They spit in all directions, and the liquid is ruinous—as my flannel suit attests. The whale certainly never looked at one of these Siamese beetle nut chewers or Jonah would have come up in about a minute!

That is one side of Siam. The newer side has to do with the time since the King was in Europe, some six years ago, since which Bangkok began to be like a European city. Wide streets were laid out, the jungle for miles around Bangkok he reclaimed, built macadam drives, built a fine park, which is beautifully arranged with flower gardens and rustic bridges, and erected a handsome new palace, which architecturally is the finest group of buildings we have seen in all our trip. There is an excellent street car system. Sewers are being constructed, old rookeries torn down and new buildings built by the King. The newer part of Bangkok is quite modern. A railroad runs up country about two hundred miles and is being pushed still farther and a long canal to drain several thousand acres for rice fields is completed. In the harbor there were about fifteen large steamers loading rice. They have for years shipped large lots of teakwood and have several up-to-date mills cutting up logs that make the logs that

are being cut in Michigan look like babies. They have some good tin mines.

We were there during one of their holidays, and had the pleasure, through our Minister, Mr. King, of meeting and shaking hands with several of the princes, the King's brothers, who are at the heads of the different departments of state. We also saw the Queen, who sat in the review stand next to ours—the King was indisposed and did not attend.

Siam is called the Country of the Yellow Robe, because the priests all wear yellow cheese cloth. There are thousands of them on the streets, you see them in every direction. One of the sights at early morning is to see them going from house to house with a bowl, into which the people contribute a daily supply of rice. The Menam River runs up through—or rather down through—Central Siam for three hundred miles, and the teak, rice, hides, etc., from North Siam all come down in boats. We went up to Euthya, the former capital until the Siamese were driven out of it 124 years ago by the Burmese. It is now a city of desolation. The only thing there is the King's summer palace and "Elephant Corals." From a tower in the palace you can look out into the jungle as far as the eye can reach and see temples and palaces, all tumbled down and all grown over with vines and trees—a city that contained probably half a million people now a boneyard of deserted homes.

The business of Siam seems to be largely in the hands of the Chinese. The Siamese prefer the easier jobs, such as fishing and hunting. The Chinese are the people who work the rice fields, pull the rickshaws, and load and unload the boats—the laboring class. Siam would starve without them. They are also the merchant class. The stores are owned by the Chinese, the rice mills are owned by the Chinese, the Chinese are the clerks and cashiers in the offices, every European firm has a Chinese comprador. It looked to us as if, when China became a nation—if she ever does—she would own by right of occupation and business interests all these foreign countries; but those familiar with the situation say that, while they are Chinamen by looks, they have lived in Siam so long, marrying and intermarrying with the

Siamese, that they are themselves more Siamese than Chinese.

The weather was delightful during the holiday season, at which time we were there, thermometer 80 to 85 in the shade, but 140 to 150 in the sun. We were out every day, but the sun did not seem oppressive.

C. C. Follmer.

Taking Grease and Rust Stains Out of Silk.

In the removal of grease from clothing with benzine or turpentine, people generally make the mistake of wetting the cloth with the solvent and then rubbing it with a sponge or rag. In this way the fat is dissolved, but is spread over a greater space and is not removed; the benzine or turpentine evaporates and the spot is larger than before. The way is to place soft blotting paper beneath and on top of the spot, which is first thoroughly saturated with the solvent and then well pressed. The fat is then dissolved and absorbed by the paper, and entirely removed from the clothing.

The removal of rust stains from silk is generally looked upon as a difficult and very unsatisfactory process.

H. W. Sparker.

One reason why Japan is attracting more Chinese students than either America or Europe is the comparative cheapness of education in Japan. Whereas in Europe a Chinese student costs his government from \$600 to \$2,000 a year, in Japan he costs only from \$90 to \$200. Life is infinitely simpler in Japan than it is in America or Europe. The Japanese institutions may not possess the most complete equipment, but their graduates make a showing that is highly creditable. Then, too, the Japanese have come out of the war with Russia with a prestige as broad as that of any nation under the sun, and have the respect of the Chinese quite as fully as do the Western nations. The influence of Japan upon China is bound to grow, while that of America and Europe can hardly increase. Japan is a neighboring country. The matter of language presents little or no obstacle to intercourse. There are Japanese throughout China, and there are numerous Chinese merchants in Japan. Between the two nations there is likely to develop a community of interest which will prove a barrier to outside influence.

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

A MERE COMMONPLACE

Is the Practice of Sycophancy and Chicanery.

Written for the Tradesman.

"I tell you it doesn't pay to toady!"

"And I tell you if you do not, you won't get on in this world!"

"For the sake of argument we'll say your premise is correct. Now go a bit farther and tell me why sycophancy pays."

"Because most business men, big or little, are susceptible to flattery and, willing to accept a lie as to their own characteristics, do not hesitate to indulge in other dishonest practices."

The foregoing conversation was overheard recently in the office of a large industrial corporation, and after the somewhat heated discussion, which ended in a "draw," I was prompted to question the man who advocated the lick-spittle notion, his opponent having departed.

"Why do I take such a position?" he asked in echoing fashion to my enquiry. "Because it has been forced upon me as the result of observations and intimate knowledge of facts during the past thirty years. Why, there isn't an employe in this very institution who would hesitate a second in executing an order given by the President of this concern, even although he realized instantly and intuitively that the thing ordered was not straight, was either a misrepresentation of facts, or a deliberate intention to cheat in some way or other."

"Well, I'm sorry for the institution," was my brief observation.

"You needn't be. It is such a commonplace, is that sort of thing, that to refrain would be to force yourself out of business. It is illustrated a thousand times a day in all cities by the deep personal satisfaction taken by the average individual when he succeeds in cheating the conductor of his car out of a fare; and, in the larger way, by the manufacturer or the merchant who lands a big contract on a large sale by subsidizing someone in the service of or directly and financially interested in the establishment giving the contract or buying the goods."

"But what has all this to do with toadyism?" I asked.

"Everything, because it is usually the case that the diplomacy, deceit and dishonesty required to bring about such results are exercised by some employe who can be trusted—because he flatters his employer; is a lick-spittle, an unscrupulous parasite who, in the deliberate and mercenary effort to advance his own material interests, will not hesitate to do any dishonest act to gain his end. I tell you this sort of thing is done every day in every large business enterprise and there isn't a man of large productive interests who will, in all honesty, contradict the statement."

As my vis-a-vis was becoming emphatic, I ventured the opinion: "Well, I don't believe it!"

"You are to be congratulated on knowing so little about Business—with a capital B," was the reply. "Why, look at this case: Recently

there was an upheaval in a certain corporation of very large means. A new president was elected. The corporation required a large number of articles—we'll say steamboats. Another large concern was after the contract and they knew that the new president, because of his election, and necessary change of residence, desired to dispose of his home, which represented an investment of, say, \$40,000. Accordingly, a sycophantic, trusted employe of the company having the boats to sell offered to pay the new president \$50,000 for his home on condition that the contract for the boats be given to the company he represented. The deal was made. What's that?"

"I can't see anything wrong about that so far as you have stated it," was my reply.

"Of course you can't," he answered gaily. "That's straight business as it is conducted now-a-days. That is 'graft' pure and simple. But my story is not finished. The employe was also an officer of the boat selling company and bought the company's newly purchased residence property for \$35,000, the loss of \$15,000 on the deal being charged up to expenses, thus acknowledging the payment of 'graft.'"

"Well, what's wrong with that?" I asked.

"Nothing. That's all right. But how is this? This same officer and employe of the boat building company, together with two or three other and lesser employes and officials of that company, had bought up, on the quiet, all the stock of a subsidiary boat building concern operated by the larger corporation of which they were officers, and by chicanery well known to the principals in all large industrial corporations the work of carrying out the terms of the boat building contract was given absolutely to the subsidiary concern. And there was a big profit—to the real owners of the subsidiary plant and no profit at all to the stockholders in the larger corporation. If that isn't crooked work, what do you call it?"

"I know, but you can not convict on mere statements," I suggested with some warmth.

"No," responded my pessimistic friend, "and in important cases you can not convict on sworn statements. Take Governor Folk, for instance. What has he done?"

"Sent a lot of grafters to prison."

"Yes, he sent the small fry offenders, the chaps who probably never owned \$25,000 worth of property in their lives, to prison. But you have not heard of Ed. Butler's serving any time, have you, the big blacksmith who stole the garbage collection contract from St. Louis by bribery; who was convicted of bribery and who, according to the Supreme Court of Missouri, did not commit bribery? Butler had too much money, too great an influence to be sent to prison. And there is the present ado about the arrest of George Perkins on a charge of larceny. A prosecuting attorney who says conviction could not be secured on such a

Burnham & Morrill Co.

There Is No "Just As Good"

in all the realm of canned goods when it concerns
BURNHAM & MORRILL CO.'S

for 30 years the acknowledged AMERICAN STANDARD OF QUALITY, by which all other sugar corn has been judged. Add a new stimulus to your business and prestige to your store by handling Paris Sugar Corn—the corn that is absolutely free from adulteration or any form of chemical sweetening, the choicest Maine corn grown, canned at the proper time with care and scrupulous cleanliness, preserving its natural tenderness, sweetness and creaminess. Write your jobber for prices. If he cannot supply you, send us his name.

BURNHAM & MORRILL CO., Portland, Me., U. S. A.

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. The little boy on the sack guarantees its contents.

Judson Grocer Co.

Wholesale Distributors

Grand Rapids, Mich.

charge is compelled to prosecute on the charge by a judge who holds that the court and not the prosecutor must give the opinion. Quietly and with tender gentility Mr. Perkins is arrested, legally; he has a private arraignment, is let out on practically his own recognizance and—the end of it all will be nothing to the point. And the point is Great Wealth, to which all institutions—religious, political, educational, social, industrial and commercial—as separate entities bow in offensive and humiliating cowardice and sycophancy.

One of the Biggest Factors in Business Success.

In establishing an office and correspondence business of any kind the item of stationery becomes one of the first considerations, no matter how staid, sound and conservative the proprietor may consider his business to be. One of the marked examples of the effect of stationery alone may be cited from the experience of a Chicago wholesale house some time ago.

Credit had been granted a new customer who was not rated with any of the commercial agencies. Some question arose over the action of the credit department and the chief credit man was called in. His explanation, too, was satisfactory when he showed the correspondence sheets of the debtor house.

"This is the stationery that appeals alike to the greatest of fakers and to the best types of business men," he said, exhibiting the artistically engraved letter heads and return address on envelopes. "I have judged by the text of the letters that the correspondents are not of the faker class. The line of credit asked is not large and—well, virtually, I have given credit on the strength of the firm's stationery!"

The common sense argument for artistic stationery that shall please the eye is that, in its being artistic the eye will be pleased. Every business man in the country who has experience of up-to-date correspondence from the outside will tell you how involuntarily a neatly written letter on an artistic letterhead appeals to him instantly. There is a subtle compliment implied in the sending to him of a letter so well executed, and having in the letter material itself more than the cost of the postage. Evidently the writer has spent time in proportion upon the dictated matter, and has been as careful of the typewriting. From envelope, letterhead, through the dictated correspondence, to the final signature of the writer, the letter is a model.

No business man whose attentions are drawn to such a letter fails to appreciate it, and with the writing of every such letter the recipient is taking a lesson in the same school of correspondence and is becoming less approachable by means of the sloppy letter written upon any sort of cheap stationery.

Not many years ago a publishing house opened for business in an Eastern city and set the pace for artistic stationery and artistically written correspondence. Its letters, both business and editorial, were rev-

elations in the possibility of letter writing. Before the subject matter had reached the eye of the correspondent addressed he was interested in the perfect makeup of the letter, and long after the average reader of the letter was done with the subject matter he was holding the letter as an interesting exhibit of the art of letter making.

At one time in business it was not so much regarded whether a man representing a business carried a printed card. To-day it is becoming almost imperative that a person representing a house by card shall carry with him the neatest and best results of the engraver's art.

In the first place the person sending in a card to another depends upon the card for his first introduction to the person whom he wishes to see. The makeup of the card will pass the same inspection that the dress and bearing of the writer will pass when he shall be admitted. And if in the first place his card shows a cheap, printed face, the man's chances for admission are poor. The average office boy outside a business man's office knows an engraved card at a glance and in many such offices he has a wide latitude in discrimination, based upon the fact that a card is cheaply printed.

If a new business needs stationery it needs good stationery. Good stationery may be defined as good enough for the purposes and the conservative requirements of the business. Extravagant show of stationery may be bad for a business, just as a cheap make-shift may be worse. But, all considered, the business which is represented in its stationery by artistic neatness and conservative good taste has a standing advertisement whose value can not be overlooked.

C. W. Wylie.

When Your Pipe Bites.

"You see smoking tobacco advertised every now and again guaranteed not to bite the tongue. Dealers sell it, of course, but inwardly they smile at the idea." So spoke a tobacconist. "You see, it's this way: The fire in the pipe will bite the tongue, if the tobacco burns too fast—namely, if it is a very loose long cut tobacco or a very dry short cut, and not packed closely enough in the bowl. There is a point where tobacco may be too closely packed to draw and a point where it is so loosely packed that it burns fast, and minute sparks pass through the stem and reach the smoker's mouth. These are the cause of burnt tongues."

Here's a story illustrating how costly a bad reputation may be. After a wordy argument two Irishmen decided to fight out their differences. It was agreed that when either said "I've enough," the fight should cease. After they had been at it for about ten minutes, one of them fell, and immediately yelled, "Enough! I've enough!" But his opponent kept on pounding him until a man who was watching said: "Why don't you let him up? He says he's got enough." "I know he says so," said the victor, between punches, "but he's such a liar you can't believe a word he says."

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.

WHITE HOUSE COFFEE

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



It Must Be a Great Satisfaction

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

White House coffee

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

WHITE HOUSE COFFEE

SYMONS BROS. & CO., SAGINAW, MICHIGAN

Wholesale Agents for the Distribution of
DWINELL-WRIGHT CO.'S COFFEES AND SPICES

MICHIGAN FRUIT.**It Has Lost Its Prestige Through Dishonest Packing.**

Written for the Tradesman.

There are several important factors connected with fruit shipping:

First, good judgment should be used in selecting a location for fruit growing, and that differs greatly with the kind to be grown. Almost any ground will grow trees, plants or vines, but only the soil adapted will mature fruit that will prove a success upon the market. A grower starting in the fruit business, especially if new to it or the locality, should use every means to post himself on the varieties that have given the best results in that particular section, regardless of his knowledge or what his success has been in other places, as what does well in one may not in another.

The next thing to consider is the selection of fruit to be grown. Do not be governed altogether by its productiveness. There are three essential qualifications, all of which are of equal importance: size, color and shipping qualities. One package of good-sized, well-colored fruit will bring as much on the market as two or three that are without color and small, and the cost of marketing is from one-half to two-thirds less. It costs no more to grow a tree or an acre of vines or plants that are the best for shipping than it does those that can only be sold on local markets or to the canning factories, and nearly all of the good shipping varieties will sell for either of the other purposes.

The grower should thin his fruit, and thin it well, not allowing it to overload, as the best varieties, if allowed to overload, will get neither size nor color and be unfit for shipping. That was one trouble last year. We did not thin enough, consequently our markets were loaded with trash the entire season. Care should be taken not to let the fruit get too ripe as it takes but little soft fruit to spoil the sale of a carload. Neither should fruit be picked too green, not only for its unfitness for packing but the loss in growth is considerable.

The shipper of fruit must either oversee his packing or have the co-operation of the grower if brought to him already packed. Michigan has lost her reputation as a fruit-growing section from her dishonest methods used in packing. If you doubt the statement go into the Northern, Western or Southwestern markets, tell them you are from Michigan and note what they will say to you. They will tell you that they would like to handle Michigan fruit but that our packers are too dishonest; at least that is what they have told me, and I know it to be too true. It will cost Michigan something to get her standing back, but it must be done. The South and Southwest are getting to be strong competitors in the market and we must either change our methods or go out of business—we will certainly be forced out if we do not. I know men who are honest in every other respect. If they owe you a dollar they will pay it, but when

it comes to putting up fruit it seems impossible for them to discard inferior fruit that should have been left out. Perhaps it is a matter of economy rather than dishonesty that prompts them to do this. But is it economy? Does it pay? We had fruit brought to us last season that we bought at from 55 to 60 cents a bushel for which, had there been one-eighth to one-seventh sorted out, we could have paid from 75 to 80 cents per bushel. What did that one-eighth or one-seventh cost the grower, at the rate of about \$1.50 per bushel besides the extra package? I believe that, if all the fruit below the 1 7/8 inch grade and what is imperfect were thrown away or sold to factories that could use it, the balance would bring more than the whole would, besides giving greater satisfaction to the consumer. Many of our growers ship their culls to Chicago, where they come in direct competition with, and help to lessen the price of, our better goods. Besides, the consumer is not pleased and is not liable to buy more coming from the same section. I know of growers who think they are ahead by using the smallest—or what is called the "snide"—package, but they only add to the reputation Michigan growers have of being dishonest in their methods. The average buyers are not fools. You may get the start of them once in a while, but in the end you are the loser if you use deception. One or two can not gain for Michigan what she has lost by unfairness in fruit packing; it will include us all. It did not take those buyers who were here last fall a great while to spot the growers who picked and packed their fruit as it should be. When the grower who handled his fruit honorably brought a load to market the buyers all wanted it and were willing to pay all it was worth. The better the color and pack the better the demand and price, while the doubtful pack and poorly handled had to be loaded into a car and sold for whatever they would bring.

In shipping fruit the best method is to unite all growers under one management of some form. The average grower can not make a success of shipping. Too much of his time is needed in the orchard. That is a business of itself. The shipper must hold himself in touch with all markets and keep posted regarding the movements of the products being shipped. When one market is getting more than it can successfully handle he must look for other outlets and be ready to ship or divert cars where the product will command the best price. One congested market has a bad effect on all other markets in the vicinity.

The car question is important. There are a great many cars called "refrigerator cars" whose bunkers do not hold over two and a half to three tons of ice. They may do for grapes but should never be used for peaches, plums, berries or cherries, the body of ice not being sufficient to cool the fruit thoroughly. A car should be iced at least twelve hours before being used; even then, if load-

I will pay 13c F. O. B. your station for

Fresh Eggs

shipped not later than April 5.

C. D. CRITTENDEN, Grand Rapids, Mich.

Both Phones

3 N. Ionia St.

Are You Getting Satisfactory Prices

for your

Veal, Hogs, Poultry and Eggs?

If not, try us. We charge no commission or cartage and you get the money right back. We also sell everything in Meats, Fish, Etc. Fresh or salted.
"GET ACQUAINTED WITH US"

WESTERN BEEF AND PROVISION CO., Grand Rapids, Mich.

Both Phones 1254

71 Canal St.

Established 1876

MOSELEY BROS.

Grand Rapids, Mich.

Office and Warehouse Second Ave. and Railroad

We buy Beans, Field Peas, Clover Seed, Potatoes. Car lots or less. Write or telephone if stock to sell. Send us your order and it will have prompt attention.

Field Peas, Clover, Timothy Seeds**SEEDS** CLOVER, TIMOTHY, GRASS SEED
FIELD PEAS, ONION SETS,
SEED CORN, ETC.

We carry a full line Garden Seeds. Quality the best Prices right and all orders filled promptly.

ALFRED J. BROWN SEED CO., GRAND RAPIDS, MICH**We Want Your Eggs**

We are in the market for twenty thousand cases of April eggs for storage purposes and solicit your shipments. Returns made within 24 hours after eggs are received. Correspondence solicited.

GRAND LEDGE COLD STORAGE CO., Grand Ledge, Mich.**Redland Navel Oranges**

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

THE VINKEMULDER COMPANY

14-16 Ottawa St.

GRAND RAPIDS, MICH

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.**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.

ed with hot fruit, the ice will be low before it is ready to move. If the first icing station is not too far away, and the car is not detained between icing stations in transit, it may go through in fair condition, but if your fruit starts to go down no amount of ice will save it. If you use cars whose icing capacity is from five to six tons your chances to avert loss are much better. The small ice-capacity car may do for short runs on some roads but not on the Pere Marquette until they give us better service than they have for the past two years.

H. L. Glueson.

Special Features of the Grocery and Produce Trade.

Special Correspondence.

New York, March 31—The speculative coffee market is lower and pretty dull, as compared with some previous weeks. A decline of about five points has taken place. In the spot market there is very little activity displayed. Buyers are taking only enough for everyday wants and seem to have an idea that we shall have a lower range of values. In store and afloat there are 3,914,463 bags, against 4,259,670 bags at the same time last year. Rio No. 7 closes at 8½@8¼c. Mild coffees are practically without change. The tone is steady, with simply an average sort of demand for West Indian. Good Cucuta, 9¼@9¾c; Washed Bogotas, 9¾@11¼c.

The tea market has remained practically without change. There is "something doing" all the time and, upon the whole, the volume of business shows enlargement and dealers are quite hopeful. Prices are well sustained, especially for Pingsueys.

In the refined sugar market consumers are reported as well sold up and at the moment there is little doing, and this little is in withdrawals under previous contract. Quotations show some advance.

Holders of rice are firm and anticipate a good spring trade, although at the moment there is something to be hoped for. Any especial increase in activity will almost certainly cause some advance in quotations. Fancy head, 5@5½c.

Aside from some activity in pepper there is absolutely nothing new to chronicle in the spice trade. There is an everyday call for almost all the line, but the smallest quantities suffice and the range of values is practically the same as last noted.

There is a moderate demand for grocery grades of New Orleans molasses, but quotations are firmly sustained. Blackstrap is in limited supply and held at full former rates. Offerings of foreign are limited, but are strongly sustained.

In canned goods there has been a fair amount of business done in spot tomatoes and holdings outside the trust must now be reduced to rather small proportions. While holders generally quote \$1.02½@1.05 here, it is likely that \$1 would pick up some lots of standard Maryland. Corn seems to be doing a little better, as a large part of the "low-down quality" has gone into consumption.

Maine packers appear to have a sort of understanding that not less than 82½c shall be accepted this season. Salmon is in fair jobbing demand and firm.

Quietude prevails in the butter market. The general range for best Western creamery is 27c, although in some instances a fraction more has been paid. The general tendency is toward a lower range of values. Firsts, 24@26c; seconds, 19@23c; held stock, 21@22c; imitation creamery, 17c for firsts and 20c for extras; factory, 14@16c; renovated, 16@19c.

The cheese market is gaining in strength every day, as stocks become more reduced. Of course, new goods will soon be here and there will be a reaction. At the close full cream New York State small sizes are worth 14@14½c.

The egg market shows more activity and quotations have advanced to 17c for best Western; seconds, 16½c. Supplies are being quickly taken care of and the Easter demand from now on will cause a firm market.

Credit a Priceless Possession.

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

Useful Bits of Knowledge for the Hausfrau.

Written for the Tradesman.

In the winter, when hanging up clothes, never take your hands out of the suds and rush out without anything around you. Bundle up well, and put on leggings and rubbers. Never go out without pulling down the sleeves. Put on soft white wool gloves. Have your clothespins in a "clothespin apron"—a stout ticking apron not more than half a yard deep, with pockets stitched on the front, from the hem up about a foot.

To carry upstairs boiling water in an open kettle with comparative safety, set it in a large dishpan. Then, if some of the hot water slops over, it will go into the pan instead of on your hands or feet. C. A. R.

Would Rouse Interest and Jealousy.

A clergyman in Concordia, Kan., asked the choir leader: "Can't you do something to arouse the interest of the men in the choir?" "Yes," said the leader, "I could put a widow in it, but then all the women would lose interest."

W. C. Rea

A. J. Witzig

REA & WITZIG

PRODUCE COMMISSION

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

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

REFERENCES

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

Established 1873

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.

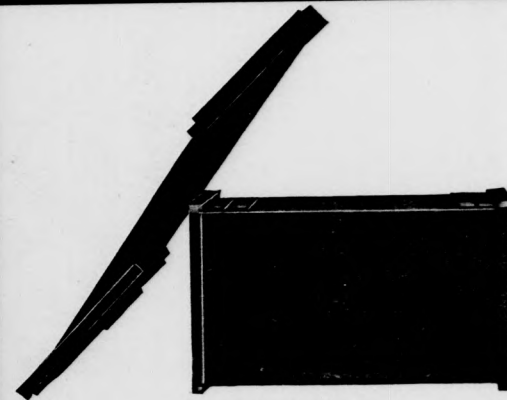
L. O. Snedecor & Son, Egg Receivers

36 Harrison St.

Established 1865

New York.

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



(Patent applied for)

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

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

This cut shows our

Folding Egg Cases

complete with fillers and folded. For the shipping and storage of eggs, this is the most economical package on the market.

Why maintain a box factory at the shipping point when you can buy the folding egg cases that meet the requirements at a merely nominal cost? No loss of profits in breakage, and if you handle your customers right you egg cases cost you nothing. Let us tell how. Also, if you are in the market for 32 quart

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.

Fire and Burglar Proof Safes

Our line, which is the largest ever assembled in Michigan, comprises a complete assortment ranging in price from \$8 up.

We are prepared to fill your order for any ordinary safe on an hour's notice.

Tradesman Company, Grand Rapids

"SUCCESS."**Most Overworked and Misunderstood Word.**

"Success" is the most overworked and least understood word in the present day English of the United States. You can't get away from its sibilants in any environment. Men use the word with as little thought as they give to the use "very," or a wife or sister gives in the expression "perfectly lovely." "How to succeed" is a suggestion at once as enticing and yet mystifying as was De-Leon's fabled fountain of youth.

Not long ago a business man of some attainments in his own line expressed surprise to me that so many other business men and professional men of wealth and position could treat their customers and patrons with the scant courtesy that seemed to be everybody's portion who comes in contact with them.

"Some of these successful business and professional men are treating customers in a way that would ruin a less successful man," he said, seeming to nurse the idea as one of privilege in which he was not privileged to share. But he cleared himself by adding, "I've often wondered what these fellows think of their customers, anyway."

My friend's quandary is almost as widely contributed to as if every individual customer and patron in the world were an individual law unto himself. The development of a condition which allows the successful man to bully his individual sources of revenue, however, is by no means saying that if the successful man did not bully his patrons he might be an even greater success in his work and wealth and position.

In the beginning of a business career the position of the man having something to sell at his own fixed time and place and price of selling, was expressive enough of all that the man having to buy could have expected to stand of bullying. The first merchant, having the goods and no competition, could say: "Well, buy—or get out!" This in fact is the natural position of almost any man or men having a monopoly of a service or commodity. It is the old Adam selfishness, that an opportunity is almost certain to show itself on even the stimulating face of business.

In the case of the man who has approached that stage of "success" in his worldly endeavors which allows of his bullying his patrons, it must be conceded that no matter what the number of his potential competitors, he is in the position of having no competition in fact. At the same time, however, not all customers will be bullied. To paraphrase: "You can bully some of your customers all of the time, but not all of your customers even some of the time."

There is one condition in business and professional life which may call for the bullying of certain customers to the extent of driving them away for all time. Yet the system may be dangerous at all times. This is the condition out of which a man finds himself prepared to serve only

so many of the patrons which have been attracted to his business or professional life. Out of the impossible numbers which have been attracted are those whose custom is worth so much more that the law of selection comes to be observed.

I have in mind a noted surgeon who has put this principle into operation. The time was when as a developing young surgeon he had to take the other extreme of begging and soliciting his patrons to come to the operating table, not even desisting to take a splinter from the hand of a woodworker in a mill, or to remove the handle of a rubber rattle from a strangling child in the outlying district of a big city. But he had a business head and a surgeon's skill, and with the two faculties work-

ing together he has come to the place where it has been said of him in more than half truth: "You go into his reception room, wrap a \$10 bill around your card and send it in. The \$10 bill is to pay him for his time in looking up his appointments to see if he can make an appointment with you for the next week."

Herein this surgeon is one of the best examples possible of the business method prompting bullying in the professional man. Long ago surgery with him became a business. For his best business interests he can afford to dismiss nine persons who are able to pay only \$100 in order that he may operate on the one person who is able to pay \$1,000; or to bully nine \$1,000 patients out of the office in

order that he may have the time for a \$10,000 patient.

But the professional man's position in bullying his patients may not be the position of the manufacturer or the merchant who attempts the same tactics. At one time, not so many years ago, one of the greatest stores in America was in the position of frowning upon the small customer who had only limited means and limited needs. In those days the store had the reputation of greatness, largely because it was exclusive in its custom and had nothing at middle prices. Customers got values, always, but they paid for them; they stood for a certain degree of snubbing in getting these things if they were dressed below the standards of the store's patronage. Yet always a



If You Stock the Ben-Hur

You're Never Caught in a Trap When a Good Cigar Is Asked For

The rush for trashy goods, made cheap to sell for a good price, has had its day. The great buying public is swinging back to quality and demanding it.

This does not mean that the consumer is willing to pay more for a specific article, a cigar for instance, but he is turning his trade more and more to the dealers who supply the very best goods for the amount paid.

Is it any wonder then that all qualities of men who appreciate real merit are uniting more and more in demanding the Ben-Hur—the mature fruit of 40 years of search and study in pursuit of a brand that is made to suit the greatest number of men?

You'd look through a million for a poor one.

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

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

certain type of people who could ill afford it patronized the place at this cost, simply because it "looked well."

Then the department store evolved and the department store methods began to draw from the less desired elements in the big store—then to cut into that patronage which bought where it wanted to, provided it got things it wanted. The result in a few years was an overturning of the old exclusive methods, and finally the evolution of a people's store that is one of the largest and most successful in civilization.

In general it will be granted that some of the marked "successes" in business life have a bullying, almost contemptuous, attitude toward their patrons. But it is not too much to say that thousands of the individuals and institutions holding such attitudes have fallen as far short of their measure of material success as have many puny rivals who as readily are called failures. In thousands of these cases of forbidding business methods the methods have been handicaps as distinctly in "success" as they have been handicaps in failure.

John A. Howland.

Indian First To Irrigate.

American irrigation was old when Rome was in the glory of its youth. The ancient aqueducts and subterranean canals of South America, extending for thousands of miles, once supplied great cities and irrigated immense areas. Centuries before the venturesome Norseman landed upon the bleak and inhospitable shores of New England a large population dwelt in the hot valleys of the Far Southwest. From the solid rock, with primitive tools of stone, they cut ditches and hewed the blocks for many-chambered palaces, which they erected in the desert or on the limestone ledges of deep river canyons.

These voiceless ruins, older than the memory of many centuries, tell the story of a thrifty, home-loving and semi-cultured people, concerning whose fate history brings us no word. In these palaces and in many miles of canals we may almost read the story of another Egypt—a people toiling under the burning sun of the desert, wearily and painfully executing the commands of an American Pharaoh.

Coming down to a period less remote and only slightly less interesting, is the first page of modern American history. Here, in the sixteenth century, Coronado, the first great American explorer, swept up the Rio Grande Valley and journeyed as far north as Kansas. In New Mexico he found a pastoral race dwelling in pueblos and practicing the gentle art of irrigation as had their forefathers, perhaps as far back as in the days of Abraham. Certainly their agricultural methods were in no wise different from those which prevailed in the days of the prophets. Even unto this day their grain is gathered in great willow baskets, is threshed by the trampling of sheep and goats and winnowed by the winds. Fields which were cultivated three centuries ago are still producing crops each year.

Some of these thoughts came to the Government engineers as they ran their lines of levels in the valley of Salt River in Arizona, and it seemed to them a proper task for the greatest nation on earth to restore these great oases of verdure which the desert had long ago obliterated.

During the last quarter of a century a crop-producing area of 10,000,000 acres, or another State of Massachusetts, has been wrested from the desert. Irrigation canals long enough to span the earth twice and representing an outlay of \$90,000,000 have been built. Every year this area returns a harvest valued at more than \$150,000,000, and 2,000,000 people dwell in prosperity and contentment where only a short time ago the wilderness reigned.

Uncle Sam is to-day the largest owner of the great American desert, no doubt because it was not considered worth stealing. For many years the sentiment has been growing that the Government should make habitable this vast empire which is so great potentially.

Decreases Size of "Scrap" Tobacco Packages.

The man who chews or smokes the now commonly-used "scrap tobacco" will undoubtedly be interested in the following explanation given by a dealer who is in a position to know as to why the size of his "nickel package" has shrunk:

That part of the tobacco manufacturer's business known as scrap tobacco has, within the last month, had some startling developments. Scrap tobacco is made principally from the tobacco which cigarmakers cut from the leaves used in making cigars. Some three years ago, when the use of scrap tobacco became more general than it had previously been, these cuttings could be obtained for from 6 to 8 cents per pound. Through the increased demand the price crept up to 12 cents per pound, where it stayed for practically the entire year of 1905. Since the beginning of this year, however, the American Tobacco Co. has increased the price of these cuttings from 12 to 22 cents per pound, giving as its excuse that it needed the tobacco. But the statement of some of its agents that it was going to drive the independent manufacturers out of the business before the end of the year may have had more to do with the increase in price than the actual scarcity of the article itself.

The independent manufacturers of scrap tobacco, owing to the tremendous increase in the price of their supply, have had to reduce the size of their packages from 2½ ounces in general to 2 ounces, although there are some brands of scrap on the market which are still packed in 2½ ounce packages. The consumer of this class of tobacco seems to think that the manufacturers have reduced the size of the package for their own personal benefit, not seeming to recognize the fact that the independents were forced to this action by the American Tobacco Co., so they aim to get even with the independent manufacturers by using ex-

clusively the goods of the American Tobacco Co. All this has resulted in a very pretty fight, the outcome of which will be determined only by some one of the parties crying that they have had enough. It will not be a very long fight, however, if most of the consumers continue to knock the independent manufacturers, as a good many are doing now, and doing what they can to drive them out of the scrap business.

Something New in Locomotives.

Some idea of what the locomotive of the future will be may be gained from the type just completed for the New York, New Haven and Hartford Railroad by the Westinghouse Company. The first of twenty-five locomotives ordered by that company has arrived in New York and it is predicted that within another quarter of a century a steam locomotive in New York will be a sight to cause people to collect in crowds. The new electric locomotive looks like an ordinary express car with a double trolley connection on the roof of the car. It weighs only seventy-eight tons, but its builders claim that it can pull a train of 250 tons between New York and Boston at an average speed of seventy miles an hour. A freight train that can bring goods from New York to Boston in three hours will get plenty of business even although the freight rates may be raised.

Don't take all elasticity out of your husband's purse by keeping your hand in it.

FISHING TACKLE

We are in position to execute your orders promptly for Fishing Tackle. A trial order will prove it. Send it in today. **MILES HARDWARE CO., Grand Rapids Mich.** Send for Catalogue

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



Just a word in relation to the lock with which our EUREKA and PINGREE Potato Planters are provided.

Other manufacturers of tube planters employ a spring to keep the jaws from opening prematurely.

This spring is always in a state of tension. Not only that, but as the jaws open, the tension increases.

For this reason a planter thus equipped frequently closes on and withdraws the newly-planted potato.

Moreover, the resistance of the spring must be overcome every time the planter is thrust forward—in other words, every time a hill is planted. What a vast amount of unnecessary fatigue this represents in the course of a day's labor!

We use no spring whatever; neither do we use a weight. The front jaw simply slips down three-eighths of an inch, causing a pair of studs in its upper corners to engage the shoulders in the back jaw. Simple, instantaneous, positive. It never fails to work, does not get out of order and does not add in the slightest to the weight of the planter. The jaws cannot lock until they are entirely clear of the potato, which it is thus impossible for them to seize. Neither is there any tension, or resistance for the user to overcome.

GREENVILLE PLANTER CO. GREENVILLE, MICH.

Glass = Paint

Window Glass prices advanced March 20. We told you about it and many got in before the jump.

Mark the following:

Prices Will Advance Again This Month

Business economy applies to glass. Get in your order before the next advance. Demand this season will be greater than ever before.

Western Michigan Distributors
for products of

Acme White Lead and Color Works

Acme Quality Paints and Specialties have stood the hard test of time. Pure and satisfactory. Our advertising helps sell the goods. If you have not received one of our "Spring Specialties" folders, write for it today. We sell Glass Sash, Doors, Paints and Painters' Supplies.

VALLEY CITY GLASS & PAINT CO.

Successors to G. R. Glass & Bending Co.

MANUFACTURERS OF BENT GLASS

Office and Warehouse 30-32 Ellsworth Ave., 2 Blocks from Union Depot

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

INSOLENT ATTENTION.

Clerks Should Attend To Business During Business Hours.
Written for the Tradesman.

"Something for you, sir?"

The customer had waited for at least five minutes before the gentlemen's furnishings counter. The clerks had not been busy waiting on trade. They had been busy talking among themselves.

"I want to see some shirts," said the customer.

The clerk started along toward the other end of the counter. Then he thought of something more to say to the pretty girl who waited on the public at the ribbon counter just across the aisle.

The girl was attractive, and under ordinary circumstances no one would censure the clerk for wanting to talk to her, but in this case there was a customer waiting.

"Oh, that's all right about Clara," said the clerk to the pretty girl. "She's my sister's chum and it doesn't count when we go out together."

"I'm from Missouri," laughed the pretty girl. "You're an awful flirt, that's what you are."

"Some one has been knocking," grinned the clerk.

The customer waited.

"Oh, I guess I know what I see with my own eyes," pouted the girl. "But it's nothing to me, so run along."

The customer was wishing that the clerk would run along to the pile of shirts which he wanted to inspect, but he did not.

The girl at the jewelry counter cut in.

"Don't you believe a word he says, Nell," she said. "He's making eyes at all the girls in the store, but he never takes one of us out to show us a good time."

The clerk who was supposed to be selling shirts walked back toward the jewelry counter.

The customer waited.

"I don't see where you get any cards in this game," he said to the blonde behind the cut glass case. "Don't you believe her, Nell."

"Run along and sell your papers," said the ribbon counter girl, who seemed rather proud of her vocabulary of slang.

The clerk laughed and went back toward the pile of shirts.

"What size?" he asked.

"Sixteen, I think. Perhaps you'd better measure the sleeve."

The clerk got out his tape.

He put one hand on the customer's shoulder and, with the other extended in the air, again stopped to say something to the ribbon counter girl.

"I don't want to talk to you," said the girl.

Then the clerk took his hand off the customer's shoulder and, with the tape dragging along on the floor, stepped over to the counter where his charmer presided.

The customer waited.

"I guess you had a bad dream last night," the clerk said. "I was home all the evening, so it must have been some one else you saw with the lovely Clara."

"Oh, you've got to show me," grinned the girl, for the second time.

The customer waited.

He stepped back and leaned against the counter. The owner of the store was a personal friend and he wanted to trade with him, else he would have taken himself off at once.

A floorwalker made his appearance down the next aisle and the clerk moved back to his own counter.

"What size did you say?" he asked.

"Sixteen. Measure the sleeve, please."

"Why, didn't I measure the sleeve?"

"You started to."

"Oh, I see. That girl over there is a peach!"

The customer stood silent while the clerk took the arm measurement. Then the clerk got down half a dozen boxes of shirts.

He evidently expected the customer to get out what he wanted, for he went back to the end of the counter nearest the ribbon girl.

The customer could hear them talking and laughing. He pushed the boxes away and waited.

"Find what you want?" asked the clerk, calling out from across the aisle.

"Not yet," said the customer. "These shirts all open in front. I want the other kind."

"All right," said the clerk, "I'll get down another lot. You didn't tell me what you wanted."

The alleged salesman got down another half dozen boxes and then stepped over to the jewelry counter.

"Nell's got her kidding clothes on to-day," he said.

The jewelry girl tossed her head and made no reply.

The clerk went back to his counter, where the customer was still waiting.

"I want white shirts," said the customer. "These are all colored."

"You didn't say what you wanted," repeated the clerk. "Our mind reader is on his vacation."

"You haven't given me a chance to tell you what I want," said the customer, coolly. "You're too full of chin with that girl over there. Now, you go on over there and have it out with her and I'll wait. You get this load of hot air off your alleged mind and perhaps I shall receive a little attention."

The clerk flushed and took down another box of shirts.

"There's your cheap white shirts," he said.

"I didn't ask for cheap shirts," said the customer. "You put that word in to offend me. But I'm not taking offense at a six-dollar clerk, and I'm going to stay right here until you get down the shirts I want and make a reasonable effort to bring about a sale."

The clerk grumbled and colored painfully as he saw that the girls were enjoying his disgrace.

"Shall I send for the Board of Directors to wait on you?" he sneered. "They sometimes make special rates on thirty-seven cent shirts."

"Never mind the directors," said the customer, "here comes the Manager. He'll show me what I want."

And the Manager did. But first he tapped the clerk on the shoulder and pointed toward the cashier's office.

"I have been watching you," he said. "Go and get your pay."

"Don't blame the store," he said, turning to the customer, "we can't get good clerks always. About half the ones we hire turn out in this way."

Alfred B. Tozer.

Be sure that your husband carries each day the impression that he has left at home that morning the most charming, cheery, freshly-gowned woman in the city.

The man who goes out to buy religion never gets anything but the gold brick variety.

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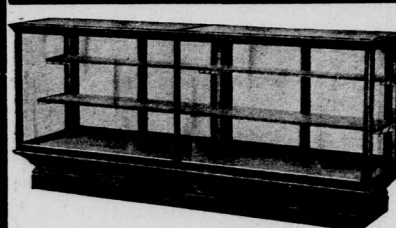


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Wolverine Show Case & Fixture Co.

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Bank, Office, Store and Special Fixtures.

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

THE OUTER OFFICE.

Man in Charge Must Be Shrewd and Tactful.

It would be hard to pick out any position in which a young man in business might be placed where the need of tact and judgment is such a prime necessity as in the case of the man in the anteroom, the reception committee of one. While he must never lose sight of the fact that he is there to save his employer's time and nerves, yet he must accomplish that object so quietly and neatly as never to lose a friend or make an enemy for that employer. He can not altogether efface himself, for in a way he represents his firm to the visitor who comes for the first time, but his personality must be so merged in the requirements of his office that nothing he does may be done in his individual self, but in his business capacity and as the advance agent of his employer.

To begin with, his apparel must proclaim him a quiet, gentlemanly fellow. It should never be the extreme of fashion nor yet too far in rear. He must not try to wear out fancy neck scarfs originally procured for gala occasions. A plain business suit kept neat by careful brushing and frequent pressing, clean linen, and a heedful attention to teeth, hair, and nails will keep him appropriately arrayed for duty.

Next it will be necessary for him to know something of the details of the office. He must understand how the business is divided and must be familiar with the names of all department heads and chief clerks, as well as the officers. Many callers do not know just whom they ought to see, and ask by name for the president or manager, when their affairs can be transacted by some under official far better for all concerned.

The good reception man must be able to recognize at once, and, if possible, call by name any one who has had bona fide business with the company, and who is calling for the second or the tenth time. While receiving all politely he need not waste much time in arriving at the nature of the visitor's business. First he finds out whom the caller wishes to see. If it is one of the department heads, for instance, who prefers to sift his own visitors, the reception man steps in in advance, signifying to him that a caller is approaching, and shows the man in. But if the manager or any officer who must be protected from intrusion is asked for, he requests the caller's card or his name, and if still in doubt as to the wisdom of introducing him he inquires politely for some information of his business with the great man.

"I'm sorry, but Mr. — is much engaged at the present moment. Is it something personal?" Or, "Could you call another time?" Or, "If you can give me some idea of your business with him, it may be that I can refer you to some other gentleman in the office who could see you at once and so save you time."

Meanwhile he looks the visitor squarely in the eye. A man who has an honest, sufficient reason for asking

to see the manager will return the look frankly, and will probably state his object clearly enough for the reception man to take his cue. Even if he is satisfied that it is a case for the manager himself, he still takes the precaution of carrying the card or name to that gentleman first before showing in the caller. Occasionally the manager does not know anything of the man or his business; then it behooves the reception man to return and use finesse in dismissing the visitor. Often a canvasser will ask to see "some one in authority." The reception man reflects that even the humblest worker in the office is in honor bound not to divert his time or attention away from the company's business during office hours, and gently insists that the nature of the assumed business with the office, or any member of the force, be stated before an audience can be granted. A clever canvasser will call two or three times in the hope of getting past the anteroom man. But sooner or later he comes down from his high horse and reveals his real errand.

There are many little points which speak eloquently to the eye and the ear of the trained reception man as the visitor approaches him. He learns how to put just the right emphasis on dress and appearance, although it is easy to fall into a mistake here. Gradually experience makes him an expert. He knows that ill fitting clothing and a collar three days old are likely entitled to attention in the mechanical department, but hardly in the president's private office. And so with a caller's manner. Good address will always command attention, yet often misleads as to its real importance; shy awkwardness must not always be set down as unworthiness. The able reception man must be a reader of men. He is able to estimate all these signs at their proper value and to reckon what they are worth in that particular combination.

Early in his career he comes to distrust the value to his firm of the seedy looking individual with a shuffling step and listless, wandering eyes. Yet he must be clever enough never to confound this appearance with that of the farmer or mill owner from some small country town who may be a valued customer.

The countryman is sometimes seedy, but more frequently is pretty well dressed in these days of easy communication between city and town.

Two or three things, however, are apt to betray him: The peculiar gait which comes from walking over plowed land; the heavy growth of hair and white forehead, contrasting with the tan below it, which are revealed when he lifts his hat; and, last, a certain gentle shyness of manner due to the impression of his surroundings. The countryman—God bless him!—is never an unwelcome visitor. Everybody knows he is sincere; that he has come on legitimate business, and is invariably to be treated with consideration and respect.

Edgar W. Hiestand.

D is a very useful letter because it turns the rain into the drain.

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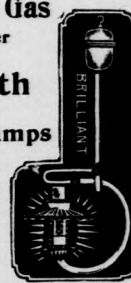
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Reduces friction to a minimum. It saves wear and tear of wagon and harness. It saves horse energy. It increases horse power. Put up in 1 and 3 lb. tin boxes, 10, 15 and 25 lb. buckets and kegs, half barrels and barrels.

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Something New

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

Walker, Richards & Thayer
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Why You Push Yeast Foam

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It Is the Best

Quality Guaranteed
to You and
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STORY OF TONY.

How He Was Driven Into a Criminal Career.

Long ago, down by the pump in the school house yard, Jackrabbit, the bully of the school, was kicking Mickey, who was small and a coward. Jackrabbit had kicked Mickey every recess from the time he found that Mickey was afraid, but this day of which I am telling Mickey turned on him and leaped upon him and in a minute the bully of the school was howling for mercy, while Mickey scratched and bit and tore at him.

That really has not anything to do with the story. Everybody remembers how their school bully was whipped, so that is not any story at all. The story I started out to tell was about another boy. I happened to know him because he worked in the factory, carrying bundles, and once or twice I handed him a dime for running an errand, and then one day, when I had nothing to do, I took him with me on a long ride out into the country, and he told me all about himself.

I forgot all about that, too, just as I forgot Jackrabbit. It wasn't much of a story, anyhow. His name was Antonio, and his mother was good to him until she died. I believe he was 10 years old then, and his father, whose name was Antonio, too, wanted little Tony to work. So Tony went to work for \$2 a week as a bundle boy, and he worked and carried the \$2 home to his father proudly, until the truant officer found him and ordered him to school.

Tony was afraid of the school, and, beside, his father needed the money, for he could only earn \$8 a week himself at the best, peddling fruit. Besides, Tony was afraid of the big white skinned men that called him Dago, and of the boys that threw stones at him. They took him to a place where a big man sat on a bench and talked kindly and smiled on Tony, who didn't know what he said, but felt better because the big white man with the white hair and the smiling eyes surely would not hurt him or call him Dago, so he smiled back.

Tony's father understood more about it than Tony did, and he tried hard to explain to the big man that Tony could not go to school because the money was needed at home to help pay for the food that Teeta, who was Tony's older sister—just 2 years older—cooked when they were at home.

It was all strange to Tony, and he stood around until the judge said some words that frightened him. He didn't know what they were, but he understood a little, and he ran and hung to his papa's leg and wept until a policeman pulled him away and pushed Tony's father out of the room.

That night there was no Teeta to tell him of their mamma, and Tony slept in a place where there were many other boys, almost all older than he; and he found out that he was in a school, which frightened him more than ever.

He was at the school a long, long

time, and there he learned to speak much English, and he learned to be afraid of the other boys. They did not throw stones at him, because there were men who watched, but they called him Dago, and kicked him on the shins, and pinched him, and then laughed when he cried.

Then Tony's father got him out, and he came back into the home district.

I can't tell it all as Tony told it to me. I said there wasn't much to the story. You can go over any day into that district and find a dozen histories just like it. Indeed, while Tony was telling me the story I was half bored, and didn't pay much attention—only it was easier to let him talk than to talk myself, and, once he got started, he seemed to enjoy it.

The rest of it was just plain everyday story. He went into a box factory first, and there even the girls laughed at him and called him "Dago," and the other boys whipped him, and when he started home at night he ran half the way through fear of being caught by one of the other boys and having his head punched as the other boys had threatened to do.

I remember thinking then, in an idle sort of way, what a wretched, miserable little coward he was.

One day—in the evening, it was—Tony went down the street to buy spaghetti for Teeta. There was excitement in the street. People were running, and Tony, being much afraid, ran as hard as he could. A big policeman caught him, and when Tony sniffed the policeman slapped him and asked, "Where did you hide them?" Tony did not know what was meant, so he sniffed once more, and when the policeman slapped him again he said he threw them away.

They took Tony to a police station and the next morning he was taken into a big room and the policeman who had arrested him told him to say he was guilty. So Tony said he was guilty, and after a time in jail he was taken before the same kind-faced man who had sent him away from his father and Teeta a long time before. He knew more about it this time, and he heard some one say "incorrigible," but he didn't know what it meant. The judge was kind to him, and spoke softly, and then sent him away again to the school where he had been before. Two days later he escaped, and, being afraid, he hid himself and stole food, or gleaned it from garbage boxes for weeks before he went home to see Teeta and his father again. Teeta threw her arms around him and kissed him, but his father said: "No goodatief—loafer," and drove him from the house.

Later he was caught stealing, and sent to the bridewell, and when he came out after ten days, he happened past the factory and found a job as an office boy.

That was when I became acquainted with Tony. He was a pretty good office boy, but, unlike other office boys, not only because he was pretty good, but because he did not mix with them, or shoot craps with

Summer Goods

Our new illustrated price list of Fly Nets, Horse Covers, Cooling Blankets, Lap Dusters, etc., is now ready to mail out. Our line of these goods is very large. Everything new and bright. Ask for illustrated price list.

Brown & Sehler Co.
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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.

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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.

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
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them, or smoke cigarettes. His dark hair, his wonderful black eyes, his perfect olive complexion marked him as a "Dago" too plainly for the fact that he was of Italian parentage to be overlooked by those who, glorying in the fact that their fathers came from Ireland or Germany, scoffed at and abused him, especially after they found that Tony was a coward. He stood their kicks and the "lickings," he did their work for them, and all in a doglike way that won my heart, because I like dogs and feel sorry for one that is not treated right. Maybe that is why Tony told me this story.

Just as I warned you, there isn't much to the story of Tony's life as he told it to me that day, and I paid little attention to it at the time. Besides, Tony was kicked out of the factory one morning by a foreman who was angry because some piece-work had been spoiled, and I forgot all about him.

Nobody pays much attention to that sort of story and I never would have thought of it at all, probably, if it had not been for the holdup of Reilly's saloon. The papers were full of reports of that crime. Five men were in the place when a slender, cool, desperate man armed with two revolvers stepped into the place, a handkerchief concealing the lower part of his face, ordered the men to throw up their hands and then just as coolly as if he owned the place he went behind the bar, took the money, swallowed a drink of whisky and backed toward the door. If you remember reading about that holdup you will recall that just as the robber was about to jump out the door Reilly drew a revolver—and the robber shot him and escaped.

The shooting and the holdup climaxed a startling series of crimes. The robber always had escaped, but this time, through a blunder, he ran into a policeman and was captured before he could shoot. He made a desperate struggle, but was overpowered.

The papers called him "Blood thirsty bandit," "Cold blooded murderer" and all sorts of desperate things. They said he had done murder and that he was the most desperate, cold blooded and fearless criminal ever captured by the police.

Something in the pictures that the papers printed reminded me of Tony, but except for the fact that they called him "Dago" there was nothing in the name to indicate that he was the same. Beside, the idea of cowardly, cringing weak little Tony as a blood thirsty bandit was ridiculous.

Just after the bandit was sentenced to a life term in the penitentiary I received a note that said:

"Ples cum to the jale to see me. I want to send a wurd to Teeta. Tony."

So I went over—and Tony told me the rest of the story—almost all of it.

And when I was coming back to the office I got to thinking of the time that Jackrabbit kicked Mickey and Mickey turned and whipped the bully.

Wonder what made me think of

that? It seems ridiculous to compare the world with Jackrabbit and Tony with Mickey. On second thought, that wouldn't do at all; it would be anarchistic.

H. S. Fullerton.

Farmer's Wife Gets Her Money's Worth.

The prototype of the woman shopper of the city is the farmer's wife. Shrewdness in trading, knowledge of quality and willingness to spend all the time necessary to make the trade satisfactory are qualities common to the two.

The country woman, having greater incentives, becomes the more competent bargainer, and, given six dozen eggs and ten pounds of butter to exchange for thread and needles, calicoes and gingham, she can keep a clerk in a "general" store exceedingly busy for two hours.

The farmer's wife is a shopper of high degree. The absolute necessity that she get all the merchandise possible for her produce and money causes her to develop her commercial instincts to the fullest.

She cares little for the styles, but the prices must be right and the goods wash. She usually can tell before the cloth she selects has been taken from the shelf whether the blue is indigo or aniline. If she should have any doubt on closer inspection, she asks the clerk for a sample and chews it.

In that action a slang phrase originated. If the cloth, thoroughly saturated with saliva and well masticated, does not "run," she approves it. While the test is under way, the shopper converses with the clerk, as time is short and information valuable, "chewing the rag" constantly. No doubt some drummer one day witnessed one of these performances and, seeing the possibilities of the

expression, turned it loose on the world to shorten conversation and give it terseness.

The shopper of the city concerns herself only with the buying end of trade. The farmer's wife sells, buys, and barter. She may walk across the fields to the blacksmith shop and trade him a shoat or two for a likely looking calf, and none of the "men folks" knows the value or good points of either animal better than the farm wife. She knows when her husband is long on hogs and short on calves.

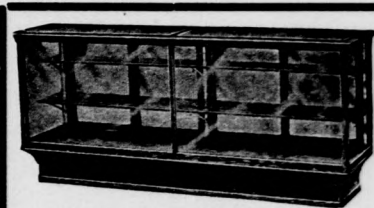
Her commercial abilities fit in with her other faculties in a remarkably satisfactory manner. In the heat of a crop season, if a plow breaks or any other piece of machinery goes wrong, she can saddle a horse or hitch it to a buggy, and go to town, get the repairing done, and make an astonishing list of purchases something more than an hour quicker than any farm hand on the place.

She considers it perfectly right—a duty in fact—to attempt to get the best bargain she can. She knows that the goods she is getting are of many grades and qualities, while her butter, eggs, and chickens are of but one. She is perfectly honest, and if she buys things on credit—a practice she hates—she pays as soon as

she can with either produce or money.

Her habits, as a rule, become fixed, and when prosperity comes with her later years, or a son makes a fortune in the city, or a daughter marries one, she does not go in for dress or a house in town. She prefers to stay on the farm. Claire Kenamore.

The most truthful woman in the world tells a hundred lies with her eyes every day.



A CASE WITH A CONSCIENCE

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

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

This is what we understand as square dealing.

Just write "Show me" on a postal card.

GRAND RAPIDS FIXTURES CO.
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NEW YORK OFFICE, 724 Broadway
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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

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

HAND SAPOLIO

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

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

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



Why Woman Should Never Marry To Get a Home.

When a woman marries for a home, as the saying goes, with no love for the man whom she marries, simply that there may be some one to provide for her and pay her bills, she makes, in 9,999 times out of 10,000, a great and grievous mistake. The exception is when her husband is a gentleman, according to the famous definition of the word, "as gentle as a woman and as manly as a man;" when he loves her so well that he finds it "more blessed to give than to receive," and is content to cherish her in the full meaning of the term, and when, besides all this, she has no love, not the least little bit, for any other man. It is the other man who is "the fly in the ointment," the "thorn in the flesh," with many women who might otherwise have made dutiful if not loving wives.

It is understating the matter to say that any women of ordinary ability, physical and mental, can easily earn a good living for herself with the same exertion which she is obliged to make if she does her duty fairly well as the mistress of a house, however humble.

There is no other being of whom so much is expected as of the American wife and mother of the present day, of whom so much is exacted in so many different directions; and of late years some theorist or other is forever adding a fagot to the burden already bound upon her shoulders. The wife who said that she was glad that her husband never read the household columns in the newspapers because if he did they would suggest so many shortcomings upon her part, had reason in the remark. If the woman of to-day does not do her duty to her neighbor, meaning the word in its widest sense, as including all mankind, from the heathen in the uttermost parts of the earth to her nearest and dearest at home, it is doubtless not for lack of much advice as to what that duty is and the manner in which it should be done.

The mistress of a household who does her full duty in the station in life to which she is called must be able to "shine alike in parlor and kitchen." She must be able to bake and roast, to "play music fa-la-la;" she must mend and make, she must look well to the ways of her household, and keep fairly well informed as to the news of the day, domestic and foreign. She must husband her husband's resources, getting always the full worth of her money, and must take care that she and her children are well and suitably dressed at home and abroad. She must make home happy, the stock phrase which, however, includes a volume, and sympathize in all her husband's moods, "and be grave or gay with him," as the case may be; of late it has been decided that she has no right to

"worry when he worries," that, on the contrary, it is the duty of the true wife to be cheerful even although she and her children have not where to lay their heads. Her children must be watched over and tended with unremitting care, their characters studied and fitly molded, flowers and art needlework must decorate her home. In addition to all this she must pay the duties which she owes to society; in short, she must, so to speak, be forever upon guard. It is possible, although scarcely probable, that there may be women who, as it were, sleep with their back hair done up; who are never to be caught in deshabille, whose babies lie on the bed and amuse themselves contentedly by the hour, whose other children are models of good behavior, with an aversion to dirt, and a horror of quarreling; whose servants never break or waste and need no looking after, but such admirable housewives are rarely found.

For the average mother of a family, weak, nervous and overtaxed, whose income allows her only insufficient help, which she has neither the strength to supplement nor the leisure to train, whose children are more like monkeys than angels, life is one incessant drive, a ceaseless strain upon body and brain which is endurable only because of the love which lightens labor and oils the wheels which else would drag so heavily. "Home is where the heart is" and "a willing heart goes all the day," while strength, and hope, and courage die of inanition if the love which is their strongest sustenance be lacking. For love is like unto the meat with which the angel fed the prophet in the wilderness, inasmuch that he went in the strength of that meat forty days and forty nights, and hungered not.

It has been well said that marriage without love is not marriage, it is bondage; well is it if that bondage be not slavery; a thing which depends altogether upon the husband in the case. Men, even the best and most reasonable of them, are apt to be exacting of their women, in one direction if not in another, and the woman who marries is expected to do her duty as a wife, according to her, or rather her husband's station in life, which becomes hers when she marries.

Money does much to relieve the actual work which wives and mothers must do, but "riches bring cares," and it is here more than anywhere else that the balance between rich and poor is most evenly adjusted. It is an error to suppose that wealth and leisure go hand in hand, that the wealthy woman of society is to be accounted as a human lily, in that she "toils not, neither does she spin." On the contrary, her toil, if she keeps up at all with the obligations of her position, is well nigh incessant, and her spinning of the most difficult and intricate description. The followers, not to speak of the leaders, in the social swim must be accomplished in all the arts of delicate navigation among shoals and rapids, and must never relax their hold upon the helm. The demands of society

and fashion are great and inexorable, and if one can not keep up one is mercilessly allowed to fall by the wayside, "unwept, unhonored and unsung."

Moreover, the wealthy live under the searchlights of publicity and the press, and limelight is trying to most. And, always in the fierce glare, husband and wife are scanned together, and they twain stand or fall, one with the other. So long as a woman lives with her husband and bears his name she must shine with his glory or suffer his shame; the rule works both ways and is incontrovertible.

Public opinion, as a rule, pities the woman who marries for a home, while it condemns unsparingly the one who marries for money. Yet the one match is surely as mercenary as the other, with the balance of wisdom upon the side of the latter. The woman who marries for money usually gets what she bargains for—for a time at least—and if she discovers too late that gold may be bought too dear, she has it, anyway. But even as—

Stone walls do not a prison make,
Nor iron bars a cage,
Neither do four walls, divided into living and sleeping rooms, constitute a true home. To the woman who marries without love they are at most only a shelter, and for this shelter she must pay, not only in service and in labor but in the subjection of will, act, almost of thought, to the control of another. Neither, unless her husband is the rare exception among men, does she escape the burden of

BONDS For Investment

Heald-Stevens Co.

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OFFICES:

101 MICHIGAN TRUST BLDG.
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BANKERS LIFE ASSOCIATION of Des Moines, Ia.

What more is needed than pure life insurance in a good company at a moderate cost? This is exactly what the Bankers Life stands for. At age of forty in 26 years cost has not exceeded \$10 per year per 1,000—other ages in proportion. Invest your own money and buy your insurance with the Bankers Life.

E. W. NOTHSTINE, General Agent

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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

responsibility which weighs so heavily upon her; she only adds to its gross amount; for however chary men may be of sharing their joys, they seldom hesitate to pour out their worries and sorrow; and usually expend upon their wives all the doubts, and anxieties, and apprehensions which they are careful to conceal from men; but which give the wives many bad hours, much heart sickness, and fearful looking forward to misfortune in store for themselves and their children.

No woman ought, for her own sake, to marry unless she can bring to the bricks and mortar, wood or stone, of which her house is builded, a willing heart and the love which can make the coarse fine, the labor for comfort and happiness light, the burdens of poverty easy; the love which purifies and sanctifies every act of the life which is lived for its sake. Woe to the wife who does not bring this love, who brings to her husband no more than toleration, scarcely respect. For of her it may surely be predicted that her latter end shall be worse than the first.

Dorothy Dix.

Place Woman Worker Likes Best.

For all the characteristics of easy hours, good pay, and light work by which a man sums up a job as being a "soft snap," a woman substitutes the privilege of keeping on her hat. Ask any working girl what is the easiest work done by any woman she knows, and she will mention an insurance agent, a buyer for a dress-making or wholesale house, or a shopper for one of the great stores. "She can be dressed up all the time, she can go and come as she pleases, and she doesn't have even to take off her hat," said a stenographer, speaking of a girl who occupied such a position with a mercantile house.

That this isn't a dream but a widespread feminine notion of what constitutes a privilege is shown by the fact that just such a job is the transition stage of many women to other more restricted positions, and especially of the girl who takes up the idea of work rather than being brought up to it. She gets something of this kind beginning with a small salary as a charity worker in a sub-station or one of the few paid church positions; or she shops for a dressmaker or for friends; or she even starts out canvassing. If she has the least success at first you will find her perfectly delighted at having found this kind of work.

"I can come and go as I please, you know," she says, "or if I happen to meet any of my friends it is not necessary to have them know what I am doing, and, best of all, I don't have to wear that funeral office garb."

All these conditions included under the seemingly trifling matter of working with her hat and coat on are necessary to the large class of women who are nominally or partly under the support of men workers, to whom there would be more or less injury if it were known that the women belonging to them helped to bring in money. They do the shopping work, which is precarious and disagreeable,

but well paid for by the stores, because it gives them this privilege. On the same account, says the superintendent of one of these shops, the purchasing agent business was taken up by such numbers that it toppled over by its own weight.

But over and above the freedom from the restraint of office hours, the influence which the habit of appearing and dressing like the non-working woman has on the spirits of the woman or girl herself is something wider spread than would be believed, and which seems to be something intricately feminine.

"Whether it is the monotonous plainness with which you have to dress, or whether it is because the office smell pervades my things, or simply that it is a reminder that I am bound by hours, I don't know, but I never feel the same when I meet my friends down-town if I am working," said a girl who does half time work in an office. "I never enjoy meeting my friends, even at lunch, during the days that I am working. I feel a sense of restriction and isolation from them, somehow, which is oppressive."

This girl later took up the hardest kind of collecting work, and was delighted with the change.

Starting out in a position where she works on her own resources, if she has to work and stands the test long enough, a girl learns the grit which makes her willing to "stand" for the thing she is doing, and this only proves the transition to a steady wage paying position.

If she is unusual in ability she will stick to a thing she has chosen until she makes a really good position out of it, when, of course, she is instantly marked by employers along similar lines as being worth while. After that she will have the offer of positions.

But even to the woman who has graduated from this stage, the "hat privilege," which identifies her with the crowd of nonworkers, is still appreciated. One of the best positions held by women in a large department store is in the advertising department. The girls there differ from the average business girl, one of them having gone into the place from being a school teacher. The work was to go about the departments in the morning and examine stock and in the afternoon write advertisements.

"One of the best things about it is that half of my work is done by going about the store with my things on like other people," said the girl, "although the privilege of wearing our hats is granted simply that we shall not be taken for clerks and interrupted with questions and explanations."

Grace Clarke.

Perfection.

Papa—Is the teacher satisfied with you?

Toby—Oh, quite.

Papa—Did he tell you so?

Toby—Yes; after a close examination he said to me the other day: "If all my scholars were like you I would shut up my school this very day!" That shows that I know enough.

Facts in a Nutshell

BOUR'S

COFFEES

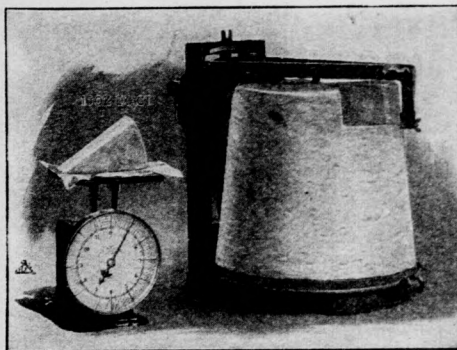
MAKE BUSINESS

WHY?

They Are Scientifically
PERFECT

127 Jefferson Avenue
Detroit, Mich.

Main Plant,
Toledo, Ohio



Stop That Loss

—on—
Tub Butter

You can get every pound out of a tub without loss, waste, or driblets. You can give your customers a package as neat as prints. You can do this and save time and labor besides,

BY USING A

Kuttowait Butter Cutter

Pays for itself in a few weeks and returns 500% on the investment every year. Cuts any amount from a half to ten lbs.

LET US SHOW
YOU.

Cut out coupon and mail at once.

**Kuttowait
Butter Cutter
Company,**

Unity Building,
CHICAGO, ILL.

Name.....

Street.....

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

SUCCESSFUL SALESMEN.

J. F. O. Reed, Vice-President Leonard Crockery Co.

Man is the embodiment of mystery. Who can adequately account for the varied traits of men? Alike in general form and feature, each has characteristics peculiar to the individual. Certain general traits distinguish races, nationalities and families, but each individual differentiates from all the others in physical form, in intellect, temper and motive, a congeries of potencies that make up what is called character. Yet character is an inheritance, a combination of all the characteristics of one's progenitors, with environment, training and exterior influences thrown in as modifiers of many inborn peculiarities.

Much is said in support of the claim that environment is the dominant influence in the formation of character. This dictum has much force when plastic, degenerate and more or less weak individuals are considered. But when the man or woman is born of a virile, well conditioned, strong, high minded parentage, environment's influences are impotent to produce a character radically different from its progenitors. Thus it is that in the mass of any community only occasionally is found one who, from childhood, has successfully buffeted every assault and influence that would tend to weaken, demoralize, stultify, degrade or neutralize, and who, like a giant oak, maintains his individualism in spite of storms, mutations, stress or strain of any sort. Trace the lineage of such an individual through several generations and it generally will be found that his ancestry was well born, not necessarily so as to rank and station in life but in respect to those things that conduce to strength of body, mind and morals—for that an aristocracy of character exists as well as one of royalty and plutocracy is too patent to necessitate assertion.

In considering the question of being well born one should not make the mistake of supposing that no definite cause existed for the propagation of a race of strong characteristics. Here environment, contact with exigencies of life, strife amid difficulties, deprivations, successful encounters with opposition, sometimes the hard lessons of defeat, occasional emergence from desperate conditions—all these experiences through successive generations molded and indurated the typical character of the strong man's race or family. When once a breed of men of potent characteristics has become established under circumstances as described the progeny is apt to maintain its virility, strength and high quality for generations without degeneracy, except in instances of individual aberration that are exceptions to the general rule.

Joseph F. O. Reed is the son of a Baptist clergyman and was born March 31, 1848, in the State of New York. His parents soon after moved to Zanesville, Ohio, where his boyhood was passed in attendance on the common schools and where he remained until 18 years of age, when, his father having been called to the

pastorate of the Second Baptist church in this city, he came with him. In 1867 he began his business career as clerk for Heman Leonard, who then kept a wholesale and retail crockery store at 31 Monroe street. In 1872 he succeeded Charles H. Leonard as traveling representative for the Leonard house, and from that time dates his career as a commercial traveler, having made that calling his constant business and having been engaged with only one other house in the past thirty-nine years. In 1874 he took a position with Geo. W. Dillaway, wholesale crockery and glassware dealer at Muscatine, Iowa, being assigned portions of Iowa and Missouri for his territory. Here he remained five years, keeping up, however, a correspondence and acquaintance with his old friends in Grand Rapids. In 1879 he resumed his

in his line of business, his sales having always been satisfactory and his customers well selected; and he has always enjoyed, to a marked degree, the confidence of his employers and the friendship of his customers. Perhaps no personal trait has served to make him more popular with the trade than his characteristic good nature, which never forsakes him, and which he invariably imparts to those around him, thus paving the way to favors which a crabbed or more persistent salesman would fail to secure.

Mr. Reed was married May 11, 1898, to Mrs. Eliza Lathrop, of Petoskey, and they reside at 210 South Division street. He has been a member of the Fountain Street Baptist church for nearly forty years and has belonged to the Michigan Knights of the Grip ever since the organization of that society. Mr. Reed has never

as much money, tell as many good wholesome stories and cast around as many infectious smiles as any man on the road.

Leads World in Mileage.

Although junior in point of experience in railroad construction to Europe, America has far outstripped that continent in the extent of its railroad mileage, and a comparison of the respective figures is unusually interesting. To make such we will have to take those for the year 1904, since the European statistics for 1905 are not yet completed. The world's trackage in 1904 was 543,000 miles, of which America owns 211,000 miles. More than 5,000 miles were added last year and in consequence our entire mileage now exceeds 216,000 miles.

The most extensive railway system in Europe is owned by Russia, with 35,000 miles to her credit. Germany comes next with 33,000. France is third with 28,000, Austria-Hungary fourth with 24,000 and the United Kingdom fifth with 22,000 miles. England supplied our first rails and locomotives and to-day our total is almost ten times the railroad mileage of Great Britain and Ireland combined. We exceed the whole of Europe by more than 10 per cent. and the superiority of our locomotives and general equipment has given us the world for a customer. Indeed, it would be difficult to name a country in which at some time or another American locomotives or cars have not made inroads.

During the last year of our entire total railroad mileage, excluding the Cincinnati, Hamilton and Dayton fiasco, which only occurred in the closing weeks, only 529 miles failed to yield returns. Eight other companies, operating such an aggregate mileage and with only \$9,000,000 in bonds and \$15,000,000 in stocks combined, passed into the hands of receivers.

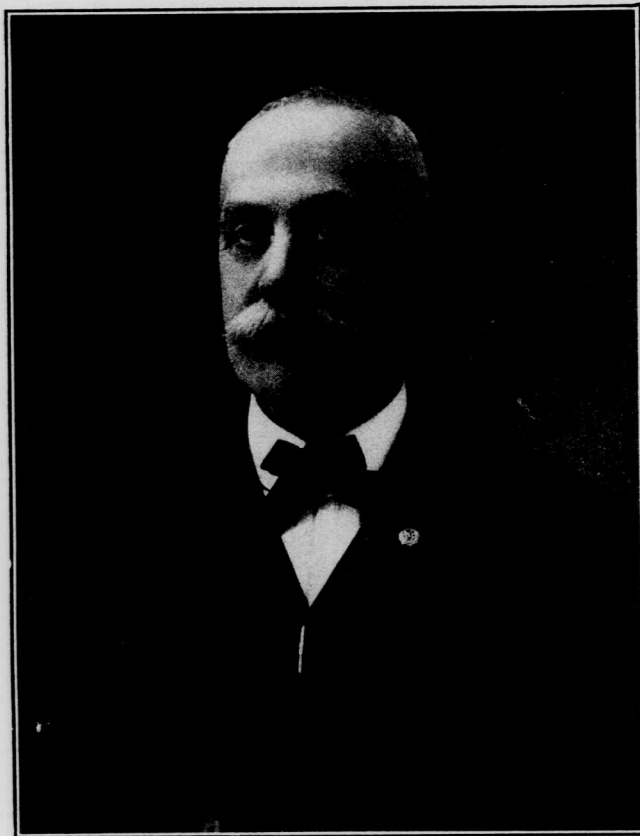
Earnings in excess of \$2,000,000,000 were obtained and all records for the purchase of rolling stock and expenditures in general improvements were completely eclipsed. At that the needs of the country were not supplied and a continuing demand for greater transportation facilities serves in barometric fashion to forecast an immediate future that promises well for the prosperity of the country at large and likewise for the railroads. The present year is even now expected to surpass the high-water mark in railroad achievement that closed the annals of 1905.

Oddities of Fishes and Reptiles.

Fishes have no eyelids and necessarily sleep with their eyes open; they swallow their food whole, having no dental machinery. Frogs, toads and serpents never take food except that which they are certain is alive. Serpents are so tenacious of life that they will live for six months or longer without food.

The Way of the World.

Borroughs—Oh, my! I wish I knew a good way to get credit.
Wiseman—There's one sure way.
Borroughs—What's that?
Wiseman—Don't ask for it.



Joseph F. O. Reed.

place with the Leonard house in this city, then doing business under the style of H. Leonard & Sons. When the business was merged into a corporation, a few weeks ago, Mr. Reed was rewarded for his many years of faithful service by being made a stockholder in the institution. Instead of taking a position in the office, however, he prefers to retain the road work he has so long followed. His territory includes all the available towns on the G. R. & I., north, from Grand Rapids to Mackinaw, the Pere Marquette from Petoskey to Baldwin, including the Manistee branch and the Pentwater branch, and the Ann Arbor from Frankfort to Cadillac. He sees his trade every six weeks.

His long experience in the same line, with only one change, fully shows Mr. Reed has made a success

held any office except that of Vice-President of the Leonard Crockery Co., in which corporation he is also a Director.

Mr. Reed's hobbies are base ball and fishing for bass and perch. According to his ideas, wading a stream for speckled trout is altogether too strenuous an occupation to come under the classification of recreation or sport.

There are only two traveling men now making regular trips out of the city who were on the road when Mr. Reed started out in 1872—A. S. Doak and Chas. S. Robinson. Notwithstanding the fact that Mr. Reed is regarded as a patriarch by the traveling fraternity, he insists that he is as young as any of the boys and that he can get over the ground as fast and effectively, call on as many customers, book as many orders, collect

LOCAL ADVERTISING.

Proposition for the Consideration of
Business Men.

Written for the Tradesman.

"I'm going to get in a big stock," said the dry goods man, "and then I'm going to advertise it. That is the way to sell things. Let people know you have the goods and that you are willing to take small profits."

"How are you going to advertise?" asked the commercial salesman, looking out of the store door into a distinctively residence district.

"Why, in the newspapers, of course."

"Before you do that," said the salesman, "just find out the best paper to advertise in and then ascertain how many copies of that paper are sold in your district."

"Good idea," replied the merchant. "I never thought of that."

"You will find," continued the salesman, "that the advertising will be expensive, considering the number of people you reach who will be interested in your announcements. Customers are not coming from all parts of the city, you know. You have your own district here, and right here is where you should spend your money."

"Should I use handbills?"

"Not if you can avoid it, for they are too often thrown away without a glance."

"Letters?"

"That is expensive, but it is better than bills."

"You appear to have an idea in your head. Out with it," said the merchant.

"I believe in the neighborhood weekly," replied the salesman.

"Oh, that has been tried out here."

"Has it been given a fair trial? Look here. Every day the big merchants are saying to your customers, 'Come to us for bargains. We sell millions of dollars' worth of goods a year and can afford to take small margins. The result is that the people living in your district believe them, not hearing from you, and pass right by your door to spend their money on the business streets.'"

"They do that, all right."

"I believe," continued the salesman, "that in a short time the neighborhood paper will come to the front in all large cities. Merchants doing business one, two or three miles from the center of the city will not always be content with taking the odds and ends of trade. They can sell as cheaply as the big fellows, and they can carry as full stocks, although not so large, as their downtown competitors. Now, if they can reach the people they can do the business. But they must keep reaching them, and not put out one announcement and then stop for a month. The big dealers keep everlastingly at it. That is the way you must do."

"But the neighborhood papers do not amount to much."

"They do not compete with the dailies, of course. They should give all the news of the section of the city in which they are printed, and should have a synopsis of the general news. There should be plenty of stories in

them. The story is the thing now."

"I can't see that."

"Because you don't read stories. Why, nearly every big daily in the country runs a serial story and a short tale of some sort. Even the big magazines that used to print one or two stories are now full of them. Women read the stories, and a good many of the men, too. The thing to do is to get your advertisement into the house."

"Sure, that is the trick, and then to get it read."

"Well, suppose you had a free-circulation neighborhood weekly out here that went into every house in your district every week, and suppose this paper had each week a couple of columns of personals and little society notes about the people around you. Have you any idea that sheet would be thrown out without reading because it did not have Washington correspondents and a man in Europe? Not much. Your customers would watch for it every week."

"If it was edited all right it would be a good thing for this part of the city."

"Never mind the editing, as you understand the word. Get in the personals and the society news, and the condensed news and the stories and the paper will go all right."

"Then you could take a page for what a column would cost in one of the dailies, or half a page at least. Oh, I believe the neighborhood weekly is sure to come. It will reach the people the merchant wants to reach and none other. It will enable him to compete with the large stores on their own ground. At present the small dealer is practically shut out from advertising unless he pays out his good money to have people living five miles away read his announcements."

"You talk to me like a man about to launch a neighborhood weekly," said the merchant with a smile.

"Not for Willie," replied the salesman. "I started a Sunday newspaper once, and I had to run the thing for nearly a year before I could sell out. Newspapers are not in my line, but I can see a field for a new sort of journal, all right."

"Well, when you find a man who can run such a sheet as you suggest, send him to me, and I'll talk with him."

"He will come in time, not only in your city but in all other cities of large size," replied the salesman, "for advertising is getting into the blood, and outside dealers can not afford to pay daily rates when the paper reaches only two or three hundred in his district. He wants to put an advertisement in where it will reach two thousand people who may be induced to buy of him. Yes, sir, the neighborhood paper will come in time, and the dailies may as well get ready for it."

Then the salesman opened up his cases and got down to business.

Alfred B. Tozer.

It is not well to put too much confidence in a great show of meekness or of humility.

Ask your jobber for the new price

of

X = CEL = O

Ten cent size

It is now the **lowest price** of any established Cereal Food and we make a **special low price** on

Five Case Lots

Every case of X-CEL-O also contains a **coupon**, ten of which entitles the **Retailer** to one case **Free**.

X = CEL = O

Sells the fastest and makes **more money** for the dealer than any other cereal food.

Made by

National Cereal Co., Ltd.

Battle Creek, Mich.

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.



Extraordinary Season in Underwear and Hosiery.

In underwear departments these have been rather quiet days, but it is the calm that precedes the tempest, for the rush of spring business will soon be upon us. Except with the department stores sales have run their course and the window displays of heavy, or at least so-called winter lines, at reduced prices, have given place to other things—shirtings and fancy waistcoats, etc.

Among the imported novelties in underwear now being shown for the next fall and winter trade are many handsome combinations of wool and silk that should prove good sellers to the fastidious men who are willing to go deep into their pocketbooks to gratify their fancies for something exclusive. One of these French undergarments is of superfine white merino with stripings of silk, either in light blue or in faint yellow colorings. The silk stripings add nothing to the warmth or durability of the garment, but a great deal to the price and doubtless something to the appearance.

Another number is a mixture of fine wool and silk, the one being coarsely interwoven with the other, so as to be easily distinguishable, and forming a checked or mesh effect. The colors used are white with red or pale blue.

With the mills this has been an extraordinary season. It is the usual thing for them to be anywhere from ten weeks to three months in selling up their product. This year it was scarcely three weeks from the time they opened their lines for inspection until they hung out the "all sold up" sign—to speak figuratively. This remarkable scramble to book orders was due largely to the anxiety of the jobber regarding the firmness of prices and his desire to cover before a rising market should force him to buy at ruinously high prices. There were some numbers, strange to say, as we have previously noted, of which the opposite was true, on which it was the buyer's whim to hold off awaiting a drop. Cheap goods and the popular lines generally were taken without any hesitation.

The athletic undershirt, or, as the college man invariably calls it, the "jersey," is a rising light in the underwear world and bids fair to become a staple number with outfitters who cater to the demands of the younger element. It is a close knit, sleeveless garment without buttons or opening in front and simply slipped over the head; it immediately adjusts itself. With it knee length drawers are worn. This form of undersuit has for a long time been popular with the college man, who, it is generally conceded, knows a good thing, especially in the matter of clothes. It is said to be worn almost exclusively by the West Point and Annapolis boys. When a game

of tennis is on, a row, a "cross country" or any other outdoor sport, all one has to do is pull off the outer shirt and presto! he is appropriately, comfortably, sensibly attired. Of course the "jersey" was always the thing for the gymnasium. It is only comparatively lately that the man at large has "got wise" to its excellence as an undergarment for every-day use.

The union suit, with abbreviated drawers, is something of a novelty and so far is having a satisfactory run at wholesale.

The import lines of hosiery now open for inspection are worthy of special mention. Among the numbers is a heavy knit Scotch sock of fine wool. The pattern is much like that of a golf stocking, showing a diamond effect of red and green on a dull brown background. The creation is what might most appropriately be described as "loud," and it is said that it will be much in demand for golfers who wear low shoes.

Verticals are very prominent, the stripes being anywhere from a sixteenth to a half an inch apart. The closer lines are somewhat to the front. A great many plaids, too, are shown and will be taken largely by the better trade. Among the colorings green and purple, with hairlines of white, are much in evidence. Indeed, there seems to be no limit to the combinations of color in which the plaids are shown.

Judging from the reports from the jobbers of underwear this is going to be a big season for back orders. The mills are way behind on their orders and shipments are coming in at a very slow pace. One prominent factor in this line said that he had been in the business for over twenty-five years and had never seen the shipments so slow before.

As is only natural when merchandise is scarce, merchants are beginning to clamor for their goods, which they will be unable to use for sixty days yet, for fear they will be without them when the time comes. Ordinarily at this season dealers are looking over their purchases and cancelling an item here and there, but this year every one seems anxious to obtain all the stuff that is coming to him.

Hosiery is in the same condition, particularly the foreign lines. This holds true on the finer lines of hand-embroidered goods, which is what the bulk of the business has been done on. Jobbers, without exception, are united in their complaint on the deliveries of foreign goods, saying that they are the worst ever.—Apparel Gazette.

Casting Reflections.

Jess—I have just received an insulting valentine; it actually made fun of my features.

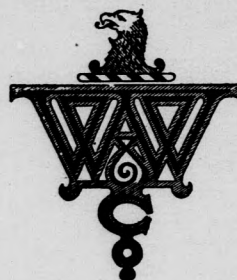
Tess—Someone sent you a mirror, dear?

Not Looking for Trouble.

"If I had a million dollars I'd start a newspaper."

"Well, if I had a million dollars I wouldn't start anything."

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

HERMAN WILE & Co.
BUFFALO, N. Y.

SPIRIT OF DISCONTENT.

The Normal Condition of Many Retail Grocers.

I am coming to believe that the normal condition of us humans is discontent.

We all want something different from what we have.

The fat man wants to be thin, the thin man wants to be fat. The man with a swad of hair thinks how cool and nice a bald head must be, and I, who have one of the nice, cool kind, waste my substance on innumerable hair restorers.

In business it is the same way. The hardware dealer thinks what a cinch that grocer has—"people have to eat, while they do not have to have hardware"—and the confectioner wishes he was a jeweler so he would not have to sell so much to make a dollar.

It seems to me that more fellows get discontented with the grocery business than with any other. Maybe that is because I see more of the grocery business than I do of any other, but that is the way it impresses me.

Among grocers there seems to be a great longing to go into the saloon business. I do not know how many friends I have in the grocery business who either have or want to sell out and open a saloon.

I wonder why that is. The man who has a saloon, no matter how prosperous it is, is really only sure of a year, because his license is only good for that long. A dozen things may happen within the year to lose him his license and then where is he?

There must be an idea that the saloon business is something like a gold mine. Maybe it was, once, but it is not any more, and I know what I am talking about.

I have in my mind three grocers who have gone into the saloon business within the last year. Every one has a fine store—well established and making money. Each man was absolutely sure, if he did the square thing, of making a living and a little more as long as he lived.

Yet each of these three chumps calmly and delightedly traded this good, sure thing for a one year's business. To be sure they may all hold it for more than a year, but the point I make is that they are never sure.

One of these fellows was a regular donkey. His wife practically ran his grocery store and she was a better business man than he was. He simply loafed around, lived well and did nothing.

This man got the saloon itch and managed, after a long hunt, to get a license. His good grocery store he sold out. Pretty soon he discovered that his wife could not and would not run his saloon and he had to go to work himself. Even a saloon does not run itself, you know.

This fellow to-day is the unhappiest mortal I know. He has to work harder than he has for years and his work is uncongenial. He is stuck with his saloon and the grocery store is gone.

All through discontent.

I know another grocer whose store

is much better than any of the three I have just mentioned. It is in a crack-a-jack neighborhood, sells the best trade in the city and makes more money. That grocer has told me himself that his store netted him, even above his own living expenses, over \$2,500 a year. Think of a cinch like that! He has three cut stores within two blocks, but they never touch him. He has one of the best and most satisfactory grocery stores I know of.

This man wants to sell out, too. He wants to go to farming. I believe he owns a farm somewhere and he thinks that is the only life—the smell of the fresh earth and the song of the birds; you know the old rhapsody.

So he has offered his store for sale, and the man who buys it, if the price is right, will get the best thing he ever had in his life. It will sell, all right, for no store like that goes begging, and the grocer will go to his farm and smell his fresh earth and hear his birds.

And it will be all right so long as God is good to him and gives him good crops. But let him have a couple of bad seasons and the smell of the fresh earth will suffocate him and he will want the birds to stop singing.

It will be back to the grocery store for him, without any store to go to.

Another case I know of is over in New Jersey. The man is over 60 years old. He has a good country business. All his life he has been a hard worker and the time has come when the work chafes a little. He does not kick about it, but his wife does. Day and night she is after him to sell out—sell out—sell out—and get into "some easier business."

"In the name of Heaven, man," I said one day when he spoke to me about it, "what easy business can you get into at your age? Why, how much could you get for your business if you were to sell it?"

"Oh, about \$2,000," he replied.

"Have you any more to add to that?" I asked.

"Maybe I could raise \$500 more," he said.

"That's \$2,500," I continued. "What could you do with that that would give you the income you get from this store?"

"Nothing," he answered. "I know that—that is what I tell her."

Why that man if he sells out will be the greatest idiot on top of the earth! He has a good safe thing now—what if he does have to work hard; doesn't he get paid for it?

I can just see him with his store gone and his \$2,500 in his pocket looking for some "easy business." He has to live while he is looking for the easy business, and the living must come out of his \$2,500. The first thing he knows a big hole will be eaten in it, and still no easy business in sight. Maybe it will be all gone before he finds what he wants, and then it is a case of clerking at \$10 a week.

Or if he finds a business that he considers easy enough, it will likely be a case of not only work hard, but worry hard as well.

I do not care how hard I work if

I do not have to worry. The man who has to work and worry both need have no more fear of hell—he is in it already.

So, dearly beloved, I preach to-day the gospel of content. Let us stop envying other fellows, who all the time are probably envying us, and try to realize that our slice of the world's pie is probably a blanked sight bigger and juicier than any other piece we could snatch if we gave that up.—Stroller in Grocery World.

From a Dissatisfied Customer.

A Grandville avenue hardware dealer recently received the following letter from a customer who had previously purchased a stove:

I received de stove which I by from you alrite, but for why don't you sent me no foot. Wat is de use of de stove when he don't haf no feet. I am loose to me my customer sure thing by no having de feet and dat's no very pleasure for me. Wat iss de matter wid youse? Iss no my trades-money's so good like anoder mans. You loose me my trade and I am verree anger for dat and now I tell you dat you iss a d— fool and no good. I send you back at once your stove to-morrow for sure, bekause you are such a d— foolishness peoples.

P. S.—Since I rite you dis letter I find de feet in de oven. Excuse to me.

His Wife's Money.

Once upon a time a man married a woman who had inherited \$500 from a grandfather. This was all she ever received, but the man never got credit for his efforts the rest of his life. He built a new store. "Did it with his wife's money," the neighbors said. The home was made over and enlarged. "His wife's money did it," was the only comment. The little measly \$500 she inherited was given the credit for everything he did during life, and when he died and his widow put up a monument with his life insurance, "Her money paid for that," was said again. But this is what her money really went for: During her engagement she bought herself a \$350 piano and a \$150 diamond ring, and in a few weeks lost the ring; there was always some regret that she didn't lose the piano.



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.

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Wholesale

Ready Made Clothing

for Men, Boys and Children,
established nearly 30 years
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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-
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representative.

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

TEN YEARS OF AGE.

Fruit, Unlike Whisky, Does Not Improve With Age.

Written for the Tradesman.

"Mamma says these canned tomatoes are no good."

The grocer took the opened can from the child's hand and inspected the contents. Then he walked gingerly to the back door of the store and shot the can and its contents out into the alley.

"This pure food legislation is a fine thing," said the dealer, taking another can of tomatoes from the shelf and passing it over to the child.

"Now, Sis," he said, "if that is no good tell your mother to come and get her money or something else, for there is no knowing about that stuff."

"Here," said another child, in half an hour, "mother says this canned milk ought to be put out of business. She thinks it has been on earth long enough now."

The grocer patiently looked into the can of condensed milk and in a moment it lay with the tomatoes in the alley.

"As I remarked before," said the merchant to the book-keeper, "this pure food law is a fine thing."

"What's wrong about it?"

"What's good about it?"

The book-keeper laughed and the grocer frowned.

"Down in Detroit the other day," said the grocer, "the State and Federal officers made a great spread about catching a gang of men alleged to be selling colored oleo for pure dairy butter, and without paying the State or Federal tax, or without doing a lot of other things. Now, of course, oleo is not so good as nice fresh butter, right from the country, but it is a whole lot better than some of the butter that has been lying around in dirty rooms for a month. And those who handle it ought to comply with the law. But, as I understand it, there is nothing absolutely unhealthy about oleo, white or colored. The ten cents extra put on each pound for a little coloring matter is highway robbery, of course, but there are no graves due to oleo, so far as I know. Well, what I am getting at is that strenuous effort is made to punish this violation of law, while there is nothing done in many other directions."

"But this tinned goods business is not touched by law," suggested the book-keeper.

"It ought to be," was the reply. "The date of making should be stamped on every can, and there should be a severe penalty for the violation of the law."

"That would make the people howl."

"Let them howl."

"And see the losses that would have to be met the first year. Why, there are now hundreds of thousands of dollars' worth of canned goods which would have to be dumped in the sewers."

"I don't doubt it, for people would not buy the unstamped goods."

"And your own loss would be quite heavy."

"Not enough to break me," was the reply. "To tell the truth, I would stand the loss willingly just to get rid of this everlasting howl from customers about poor canned goods. You saw me throw two discarded cans away this morning. There is no knowing how many more will have to be pitched out in the alley before night. The customer falls back on me, but I have no protection whatever."

"Well, who is to blame?"

"I suppose every one connected with the business is somewhat to blame. The canneries run over time and exceed the demand, the wholesalers overload and the retailers do the same thing, often because of large price reductions. And there you are."

"My, but there would be a dumping day under a law requiring dates on the cans."

"Yes, and some would find a way to work around it, and then things would go on in the same old way."

"Well, this condensed milk is a fright. About half we have sold has come back," said the book-keeper.

"It is almost murder to sell some of that stuff where there are little children in the family," said the grocer, "but what are you to do? There is a demand for it, and I get the best I can. Condensed milk is about as bad as the 'pure' fruit jellies and the 'pure' Vermont maple sugar we are asked to sell. Somewhere down the line there are a lot of people who ought to be in jail."

"The milk we buy of the peddler isn't much better," said the book-keeper. "The stuff I get is good and blue."

"There is a way to get at him through the local officers," said the grocer, "but it is rarely done. Look here. Prof. Wiley, Chief of the Chemistry Division of the Department of Agriculture, admits that the foods we daily consume are so fraught with germ life of a harmful nature that he is almost afraid to go to the table. Now, that is a cheerful condition of affairs when the Government is spending millions a year on this pure food proposition. What is ever done? Rats!"

"Why, they get after oleo men," said the book-keeper.

"Oh, yes, they get after the oleo men, but half the things we grocers are obliged to buy and sell are adulterated, and there is no kick. Take the matter of buckwheat flour. It would seem that buckwheat is cheap enough to make up in a pure state, but it is rarely done. Even salt is adulterated. And salt is so cheap that it is hardly worth stealing. It will be a happy day for grocers when the pure food folks get busy and pass laws and see that they are enforced. Then the dealers will not receive all the kicks and cuffs."

"I guess the pure food laws will be enforced when there is nothing else to do," said the book-keeper, with a wink.

And the merchant took a can of rotten peaches from a customer and tossed it out into the alley.

Alfred B. Tozer.



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.

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Grand Rapids, Mich.

Orange Jelly

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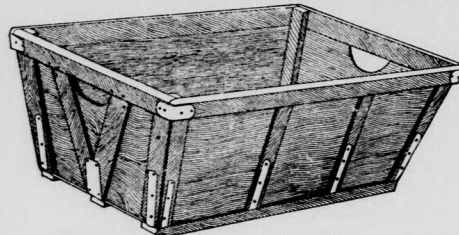
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Gum Drops

WE MAKE THEM. BEST IN THE MARKET.

Straub Bros. & Amiotte
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Can You Deliver the Goods?



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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.

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You Can Catch Good Trade

if you bait your line with

Hanselman Candies

They catch the consumer because of their unexcelled quality. They are made under the most sanitary conditions and their purity is guaranteed.

HANSELMAN CANDY CO., Kalamazoo, Mich.

At a Party All's Well That Ends Well.

Written for the Tradesman.

"You know I told you I am forever and ever having queer things happen to me—did I tell you about the time I had getting to Maud Blank's party some four or five weeks ago? No? Shall I tell you?"

Of course, I begged the ingenue to continue, and she went on:

"Maud had invited some fifteen or twenty young people—friends of each other. The girls were all to come early on the cars and Maud had a beau all picked out for each one of us. She said to me:

"I've invited Johnny Smith for you. You must be real sweet to him for he's a very fine young fellow—now remember."

"(Johnny Smith ain't his real name but 'twill do.)

"I wore my new white dress that my mother had just finished, my new white hat with the blue feather and my white zibeline coat. I wasn't Wilkie Collins' 'The Woman in White,' but I was 'The Girl in White!'

"I started from my home about 7 o'clock, for, as I said, Maud wanted us to get there early and it would take me all of three-quarters of an hour to make the trip to the East End.

"I didn't much like the idea of going to the party alone, but as it was simply a case of must or stay at home I had to 'grin and bear it.' Being all in white, I dreaded to go on the cars alone and especially disliked to transfer—everybody looks at you so crazy-like when you're in white, you know.

"I had to wait quite a few minutes at the foot of Lyon street, and was the recipient of numerous looks from the people who got off when I did and were waiting to go up the hill. One young man scarcely took his eyes off me. I was glad enough when the eastbound car came along.

"That young fellow sat down directly behind me. I was somewhat disconcerted when I found that out, but 'twas none of my seeking and 'What can't be cured must be endured.'

"Up on Fulton street I pushed the button for my get-off place.

"I was surprised that the young man referred to got off at the same corner.

"It was a little dark just there and I naturally quickened my pace, the feather in my hat bobbing at a great rate, which must have been a sort of beacon light for the 'man behind.'

"When I got by the electric light he stepped a little nearer and said:

"It's a pleasant evening."

"I couldn't deny the statement and stick to the truth, but I didn't want to be talking to a stranger.

"I did not answer. Then he remarked:

"You seem to be going the same way I am—are you going to Maud's party? So am I."

"As a matter of fact I was going to 'Maud's party,' so there was statement number 2 I could not deny.

"I reckoned I might as well put

up a bold front and not 'act scairt'—although I did wish my would-be companion was in Guinea—so I thought it would be safe enough to make a reply, and said:

"Yes, I am going to Maud's party."

"I inferred that he must be telling the truth or he wouldn't be likely to know anything about 'Maud's party'—he wouldn't be liable to hit on that name if he was saying 'any old thing' just to get acquainted.

"He caught step with me and we chatted pleasantly the rest of the short distance.

"He rang the bell.

"The look of astonishment that came into Maud's face was amusing. She evidently thought, seeing us together at the door and hearing us talking and laughing as she opened it, that the young man brought me to the party; and yet she heard me say, when she told me who were to be her guests, that I was not acquainted with him. So now she did not introduce us.

"I was ushered upstairs to take off my wraps and when I came down that assuming—but at the same time polite—young man took his place beside me just as if I belonged to him—in fact, as if I were his 'best girl.'"

"And I didn't even know his name!"

"We played cards, games and had some music and dancing, thoroughly enjoying ourselves as young people do when a congenial crowd get together.

"But the young gentleman who was invited for me—well, it was a case of 'The Girl I Left Behind Me.' He was 'nowhere' with me. When we had refreshments—a 'lap lunch'—the 'scraped acquaintance' young fellow sat with me. All the girls had known I had never seen him before and they were consumed with curiosity to know where I had met him. In answer to their questions I 'looked wise' and said little, and he—that monkey would laugh and say:

"Oh, yes, we've known each other some time,' and then he would hold up his fingers, which might mean five minutes, five weeks, months or years, as the rest chose to interpret it.

"Once one of the girls asked me if my friend sang.

"Then I was 'in a boat.'"

"I answered:

"Oh, he can sing like a nightingale!"

"To add to the complexity, his brother and his sweetheart were of the company and they 'had a guess coming,' too. Oh, it was a mixed-up mess all around.

"In the games I happened(?) to be the stranger's partner, and when it came time to go home he appropriated me. As soon as the others were out of hearing he turned and asked me, with the funniest laugh imaginable, if he might escort me home.

"Of course, I could do no less than accept the courtesy, and especially as I knew our hostess is the kind of girl who is very particular as to the sort of gentlemen she invites to her house.

"Since that evening I have been out to a number of little functions where my chance friend was also invited, and we always have a good deal of sport as to how we first met. We never tell 'the set,' and they are still wandering in the dark." Q.

The only place for a man to knock is on Opportunity's door.

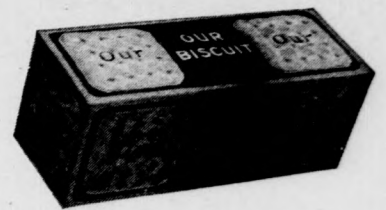
The discreet person never knows anything.

Kiln Dried Malt

The greatest milk and cream producer. \$19 per ton. Write and get our special price on carload lots.

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"Quality"



Best 5c package of Soda Biscuit made

Manufactured by
Aikman Bakery Co.
Port Huron, Mich.

Leading the World, as Usual

LIPTON'S CEYLON TEAS.



St. Louis Exposition, 1904, Awards

GRAND PRIZE and Gold Medal for Package Teas.

Gold Medal for Coffees.

All Highest Awards Obtainable. Beware of Imitation Brands

Chicago Office, 49 Wabash Ave.

1-lb., ½-lb., ¼-lb. air-tight cans.

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.,

of Michigan

Detroit Office, 111 W. Larned St., Grand Rapids Office, 29 Crescent Ave.

Fourth Annual Food and Industrial Exposition

Held under the auspices of the

Grand Rapids Retail Grocers' Association

At the Auditorium

For two weeks from May 7 to 19, inclusive

Prices for space, prospectus and all information furnished on request by

HOMER KLAP, Sec'y, Grand Rapids, Mich.



Tact Better Than Talent Behind the Counter.

Our shops are full to overflowing with clerks who are either totally indifferent to, or fail to realize the vital importance of a proper manner in the handling of their customers. The very first step toward effecting a sale and the permanent patronage of a man is to gain his good will. We form our opinions as to whether the customer will be a good one or not almost at sight and in precisely a like manner does he get an impression in favor of or against the salesman. When some customers come into the store and step up to the counter they throw a damper over any prospective transaction by their long-drawn, funereal countenances, which say almost as plainly as though utterance had been given to the words, "I know I'm not going to be suited here." That chilly exterior and its effect have been seen and felt by all salesmen in all places. Now, on the other hand, how do you suppose a customer feels when he is approached by a salesman wearing an expression as though he were about to take a dose of nasty medicine, and showing by his every action that he is performing an unpleasant duty. Plainly evident is the sentiment by the attitude, "This is a tough proposition I have on hand, but I've got to do it, so here goes."

This class of salesmen carry about with them a good-sized block on their shoulders, waiting, and oftentimes inviting, prospective purchasers to knock it off, so that they may be enabled to relieve their troubled feelings by making caustic replies. How can these salesmen expect to succeed when they live with a perpetual frown on their faces, scoff at their customers' suggestions and laugh sarcastically at their objections when every effort should be made to bring about a satisfying sale?

Most customers refuse to waste time on a cross-grained salesman who considers their every question a direct personal attack and retorts with some freezing remark, or criticizes with unwonted severity any prejudices they may have. Unless the clerk makes up his mind to please the prospective buyer he may as well seek new pastures for the exercise of his energies, for it is only a question of time before his employer will mark his actions and the loss of permanent custom resulting therefrom. The man who is always looking for trouble will nearly always find some one ready to accommodate him. The clerk who opposes the ideas of the person on whom he is waiting and allows himself to be led into a heated discussion has no more chance of advancement than the man has of hitting the mark who aims at random and shoots into the air.

At the outset, to be a success a clerk must realize that he should never antagonize a customer. Do not

hesitate to show him that his ideas and prejudices are without foundation, but this can be done without reflecting too severely on his own personal knowledge. If he is extremely hard-headed in his opinions unusual discretion should be exerted to influence them and to find the weak spot. Your customer is not made of stone, but is a human being, and in these "tough" cases, full of sensitiveness, and must be handled with great caution. You must feel your way almost as though you were in the dark until he is in a mood for your arguments. Remember that a clerk's power is embodied in two things—what to say, and how to say it. This power may well be summed up in a simple little word of four letters—tact—which has a world of meaning and is worth cultivation by all of us. Tact is the intuitive perception or appreciation of what is right and proper, an ability to see and do the right thing at the right time. Clerks succeed or fail in proportion as they develop this unmeasurable business asset, tact.

Great success is not always accomplished by the brainiest men, but rather by commonplace men who possess this tactful ability in conjunction with self-confidence and perseverance. We sometimes hear men called wonderful salesmen and when pointed out they look no different from others and, in fact, usually carry much less "style" in their appearance. But there is one quality they possess and that is tact. You can feel it in their hand-clasp and the satisfied feeling you have is ample evidence that they know how to meet and treat their fellow-men.

Employers and employees are, as a rule, lacking in tact. By the cultivation of it they will derive great benefit. It is not a quality inborn in most cases, but is acquired, and the acquisition of it comes from a study of human nature. The realization of our relation to mankind teaches us to what degree we should restrain our actions. The clerk with tact is the type the employer of to-day is looking for, because that clerk can hold a class of trade which ordinarily does not "stick." Many a casual purchaser has become a regular one, and many an overdue bill has been collected by the exercise of this quality.

Cheerfulness, courtesy and tact in the salesman are the motor forces which make the machine go. They keep everything in good working order, and when one of them is neglected the effect on the business is plainly marked.

Cheerlessness never sold any goods. Discourtesy never brought a customer back. The lack of tact is apt to cost a clerk his position. So it behooves us to cultivate these attributes. Some salesmen have customers who can not be driven away from them, and it is safe to say that these forces brought to bear in all transactions have gained their regular trade.

For the man who feels himself lacking in tactfulness, he who is inclined to be unduly slow of speech or unable to express his thought clearly

"You have tried the rest now use the best."

If Bread is the Staff of Life

then the flour from which it is made is the most important thing you can buy

Golden Horn Flour

is the product of scientific milling. If we could make it better, we would. It is not only the best flour we can make, but the best flour made.

The test is in the baking.

Manufactured by

Star & Crescent Milling Co., Chicago, Ill.
The Finest Mill on Earth

Distributed by

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Special Prices on Car Load Lots

COFFEE

We are the largest exclusive coffee roasters in the world.

We sell direct to the retailer.

We carry grades, both bulk and packed, to suit every taste.

We have our own branch houses in the principal coffee countries.

We buy direct.

We have been over 40 years in the business.

We know that we must please you to continue successful.

We know that pleasing your customer means pleasing you, and

We buy, roast and pack our coffees accordingly. Do not these points count for enough to induce you to give our line a thorough trial?

W. F. McLaughlin
& Co.

CHICAGO

and concisely on the spur of the moment, a smile or a cheerful word will work a telling effect. Of course it must impress the prospective patron as sincere and not as a strained attempt to please by means of personal manner. These faculties all should be focused on the meat of the whole matter, the merchandise offered. It is quite as easy to overdo the matter of pleasantness, especially when the visitor is not in the right mood, as it is to underestimate its value.—Dana C. Holland in *Haberdasher*.

Learn To Let Go of Too Many Details.

Written for the Tradesman.

If the man who has too little business is to be pitied then the man who has too much is to be pitied a great deal more. His lot is, indeed, a hard one; life for him is a struggle. This does not mean to stop getting business when the volume reaches a certain point, but the object of what follows is to show to the over-ambitious man that too much business is worse than none at all:

There are some men so in love with their business that they can not seem to do enough for it. They start it and in its infancy are able to look after it alone without a great deal of trouble. As the business grows there is, of course, more to do and the foolish business man wants to continue to do it all. He hires assistants, to be sure, but he is not content to simply oversee their work and watch that it is done properly, he must needs "butt in" and try to do a part of it himself. He spreads

his energy over the entire business and it shows up strongly nowhere.

This kind of business calls to mind the old story. It isn't a very elegant story, but it serves admirably to illustrate the point I am driving at:

An old farmer of an extremely grasping nature wanted to set a hen; or rather a hen evinced a desire to set, as all properly-disposed hens do occasionally. He determined to take advantage of the mood of the hen and added another half dozen eggs to the number she usually felt competent to cover successfully. The hen rose to the situation and obligingly tried to spread herself over the entire setting; but with poor results. The farmer one day showed the situation to a neighbor, and the neighbor, upon being asked what had better be done, replied that it was a case of either "getting more hen or less eggs." The neighbor was right; and the business man who is trying to spread himself out over a setting that is too large for himself had better "get more hen."

The trouble with the business man on a big setting of business is that he wants the whole thing to himself. He has nursed the business along from its infancy and up through the various stages to its present condition. Like a mother with her child, he wants to do all the tending. Alien hands, not knowing its various peculiar features, are liable to do something wrong, he thinks. Instead of controlling the business he tries to spread himself out all over it, frantically doing a little here and a little

there but in reality accomplishing nothing. He saps his vitality and does his cherished business more harm than good. Assistants, no matter how competent, he thinks can not do the various things so well as he can. He becomes hypercritical and captious in his comments upon work done. Each detail seems to him like an important move, when in reality it is not more important than a thousand others.

Of course, it pays to look after details, but too much looking after details leaves no time to plan larger things. Many a commercial genius is struggling along with a fairly good business when he might be planning moves that would increase his business three fold, all because he is pottering around and burdening his mind with things that a \$10 clerk could do just as well. It must be admitted, of course, that in all cases an employe does not do things with the same thoughtfulness with which the owner of the business would do them. It can not be expected that a cheap clerk with no interest other than drawing his salary at the week's end would have the same concern for a business that the owner would, but this sort of thing can not be helped. Instead of fussing around doing a thousand and one little things that would not make a great deal of difference anyway, the business man could be planning and executing a move that would more than make up for any loss on details.

There comes a time in every man's life when, if he be successful the

things he has built have grown too large for him to handle. Men have created things that killed them and over which they had but an incomplete control. The sooner a business man recognizes that he has built a business that is too large for him and calls in help the sooner will he be able to continue to enlarge his business and the longer will he live and the freer and happier will his life be.

It is difficult for the man who has built up a business and knows every detail so well, to pass by the little things that he is bound to see go wrong. But he must do it for the good of that same business. He can be a great deal more efficient at his desk in the office than he can going around among the employes taking a hand in everything he runs across. By the former method he can keep his finger upon everything just as well and not wear his life away with petty things, and he will have his mind free for the planning of a bigger campaign, instead of having it cluttered with the innumerable small details attendant upon every business.

Glenn A. Sovacool.

Useful Gift.

"I suppose, daughter, you are keeping the diary I gave you New Years?"

"Yes, indeed, papa. I'm keeping it wrapped in tissue paper. It's too pretty to write in."

Never mention your own faults; others will attend to it for you.

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



Some Trade Abuses the Hardware Dealer Faces.*

The abuses of business are so varied and of such number that it will be possible for me to mention but a few here; but in so doing I know that it will call to your memory scores of others, some of which will have a similar bearing and others that are probably more worthy.

The situation is thus: I am a young man. I have qualified myself to take up the burdens of a hardware man. It is nothing but right that I should take up this particular line rather than to interfere with branches with which I am not conversant and thus interfere with people who are qualified to carry on those lines of business.

I am now out looking for a suitable location for my business. I find a place where the territory is sufficiently large, and no other hardware store near enough to interfere. I put up a building and put in a stock of goods large enough to supply the wants of the territory. I commence to do very well. I build a little dwelling house for myself and family. It seems as if I am about to prosper and be able to lay up a little for a rainy day or for old age. I mean to live there. I mean to help the building up of the community. I mean to be a friend and to have friends. I mean to be a devoted citizen. But, whoop! The people have noticed that I have been doing well. They believe that I am making money. They believe that I am making too much money, and not realizing that the reason of my money-making is the cause of doing a large business, they believe that I must be charging them too much for the goods they buy. They believe that I am making my money unjustly, by charging them too high prices; and for that reason, and the fact that the people at large do not like to see the other man prosper, anyway, they commence to cast about with a view of getting someone to come and disturb my peace and progress. They cry: "A good place for another hardware store. Someone come. Help! Help!"

They need not wait long as here comes Mr. Somebody. He hears the cry. He sees the golden opportunities hanging out and he has but to reach out and take them in.

Mr. Somebody has now been in business for some time and realizes that he is not getting the business that he expected. He, in sorrow, exclaims: "These people must have deceived me; they must have given me a false impression! They clearly intimated to me before I came that if I would locate here I would get all the business. And here I am, and the other man getting the business just the same. But, by the Southern Missouri & Illinois! I will show him where to get off at!"

And just here commences a reign

of merciless and injudicious cutting and slaughtering of prices, a campaign in which I am forced to follow with low prices and a loss in place of profit.

It is not until Mr. Somebody is on the verge of ruin that Mr. S. has discovered the fact that the territory was not large enough for two hardware stores. It had also dawned on him that no one can, anywhere or at any time, get all the business where there is competition.

Mr. S. and myself then come to an agreement on prices, and through great economy on all sides manage to make a living. But just then comes along Mr. Dandy. He sees our comparatively small stocks of goods and his sympathy goes out to the community, who have, through their introduction of Mr. S., made it impossible to carry a large stock of goods at profit. "Well, well!" says Mr. D., "if those people can do business with their small stocks, I can do twice as much, as I can put in twice as large a stock." And with little delay we have Mr. Dandy in the hardware business, and the business that was about right for one firm is now divided up into three parts. Hold on! Here comes Mr. Crackerjack. He is going to start right into the hardware business here, and his reason for doing so is that there must be a lot of money in the hardware business in our town, or else there would not be so many in it.

However, to help out matters the hardware man in our neighbor town sells nails and wire at cost, so as to draw our trade over there. Our neighbor, Mr. Dry Goods Man, has put in a counter on which he keeps all kinds of tinware, which he sells at cost in order to draw the people into his store. Over across the street is the lumberman. He can just "fix" the other lumberman, as he handles nails and builders' hardware, and can sell the hardware at cost when he sells the lumber at the same time. The groceryman over on the other street handles galvanized pails, tubs and well buckets, tin pans, pudding pans, dippers and all such things, so as to

save his customers the trouble of going 'way down to the hardware store for only such small matters. One of the preachers is a good fellow. He has T. M. Roberts, Sears-Roebeck and Montgomery Ward "family Bibles" at constant reach, and can tell anyone the net wholesale price of anything at a glance. He also makes a special effort to furnish the people with heating and cooking stoves, and can just get even with the hardwaremen because they did not feel able to contribute quite the limit

asked for on the last subscription list.

The foregoing are a few of the abuses that are commonly practiced. You understand that there is hardly a place where all of these are present at the same time, but generally there is a goodly number.

It appears to me that we, through our organizations, should be able to better our conditions. We know how we must provide for the minor, the insane and those who are incompetent to judge for themselves what

DO IT NOW

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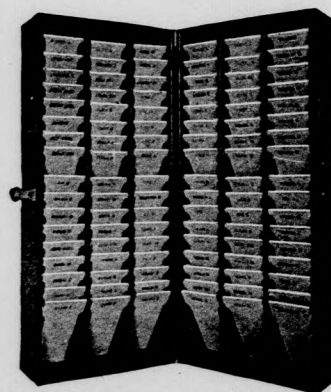
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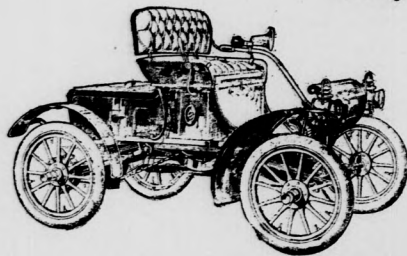
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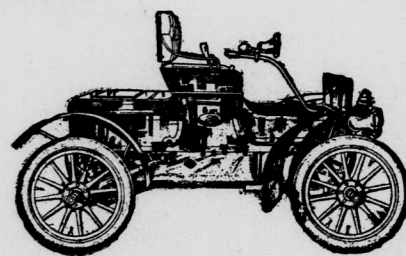
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You see them wherever you go.
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Either Style
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For over six years the Oldsmobile Curved Dash Runabout has been the acknowledged leader in the two-passenger, light car class, and its exploits have astonished the world.

For 1906 the Oldsmobile Runabout is furnished with either straight or curved dash, as shown above. For winter use or stormy weather either style can be fitted with top and storm front for \$25 extra, and makes a comfortable closed car. This equipment is well adapted to the requirements of physicians, rural mail carriers, and others whose duties call them out of doors in all sorts of weather.

Oldsmobiles are also built in two styles of touring cars, at \$1,250 and \$2,250. Ask for descriptive books.

Adams & Hart, West Michigan Agents

47-49 North Division St., Grand Rapids

*Address delivered by P. B. Rogulie, Esmond, North Dakota, at annual meeting North Dakota Retail Hardware Association.

to do to their own best interests as well as to the best interests of the community. And it is a fact that many people go into business that are incompetent, and not only do great injustice to themselves, but to those that are in business before them. They will go into towns that are already overcrowded. They will sell goods at prices that are not on a paying basis. They will handle the business in a manner by which they will not only ruin themselves but those that are competent.

We must establish rules to regulate our affairs, and must provide suitable punishment for the violators.

1. We must lay down a rule regulating the number of retailers according to the population of the territory and the visible demand for goods in that territory.

2. We must lay down a rule designating that one retailer shall not carry goods outside of his line to the detriment of the merchant who is established in that line.

3. A rule requiring qualification in the line of merchandising one wishes to go into.

4. A rule providing against the merchants in one town cutting the prices against the merchants in another town or their competitors at home.

We must fix it so that no one can buy merchandise of any kind or description at wholesale prices unless he first has obtained a license from the proper officer in the State Retail Association. This officer shall or not issue such license in accordance with the rules we have laid down. This officer shall, before issuing said license, ascertain whether or not this new applicant will interfere with the welfare of those already in the business.

Should a merchant violate the rules laid down—for instance, by persisting in selling at cut prices—then his license must be revoked.

You will now ask, How can these rules be enforced?

I will answer that in the Yankee way—by asking another question: Why should the wholesalers not be willing to agree to these rules, when they thereby can sell just as much goods and to more prosperous account. We all know that a certain population will buy just so many goods, whether there are five retailers or there are ten. The number of retailers cuts no figure as to the goods people need.

Some time ago the wholesalers persisted in selling the department stores and excused their action in so doing by the argument that if they did not, the other jobber would; and thus they continued nursing a young monster until the monster became of age and made his purchases direct from the factories in larger quantities than the jobbers could. And now the manufacturer is nursing this monster until he will find (which he already has to some extent) that the monster will manufacture his own goods.

You all understand that the interests of the retailer, the wholesaler and the manufacturer are synonymous, and for that reason I believe that each will see what is best for our

mutual as well as individual welfare and readily agree to such conclusions as are necessary to cope with the situation.

Finicky People.

Some dealers are never troubled with the trade of that sort of folks because they can not be patient enough with them to please them. Other shoe dealers never realize that they are getting the trade of the finicky people because those dealers are so accommodating to everyone that none of their customers have to be outrageously particular in order to get properly fitted, and suited at the same time. As far as we have noticed, no dealers can lay the lack of patience with particular people to their clerks. The majority of shoe dealers themselves are just as bad as their employees. It pays to be patient with the worst crank that ever comes into the store. The money of a cranky customer is just as good as anybody's money. A cranky customer will go farther out of his way to tell friends and others about being treated well in your store than a dozen ordinary customers, and such a one will take even more pains to tell of ill treatment. You can't afford to lose your patience with anybody, and it pays to humor the whims of the most whimsical.

New and Handy Use for Rubber Bands.

Written for the Tradesman.

Oftentimes, when one has but scant time in which to make her toilet, she will inadvertently prick her finger with a pin (safety or common). Then is an occasion to have her wits about her, or she will get a spot of blood on some delicate fabric or dainty accessory. I once ruined a beautiful and costly stock by insufficient caution, in my excitement over an ugly scratch. Cautiously squeeze out all the blood possible onto a handkerchief or piece of cloth and then wind around the finger another piece of cloth or a tiny handkerchief, keeping it in place with a small rubber band. Rubber bands, by the way, are handy for such a great variety of uses that assorted sizes should be kept on the dresser for catching up in emergency.

Janey Wardell.

Success Not a Matter of Luck.

Luck and ill luck have nothing to do with success or failure in business. Good fortune favors a man or ill that good fortune favors a man or ill fortune retards him. But back of it there is some reason, some cause. Success is not a matter of luck. It never was and it never will be. It is not a thing of chance. It comes only to a man when he intelligently works for it and along legitimate lines. Chances come more often to some men than to others, but there is always a reason why this is so and as a general thing it is because of capacity. When a young man thinks there is such a thing as luck or ill luck in business he is wrong, and the only thing that will save him is an immediate readjustment of himself. Instead of luck substitute work, and for ill luck substitute no work. That is nearer the truth.

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

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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

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In other words, don't imagine it is economy to do without our telephone in your residence or place of business.

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where your interests are centered, you need our

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Because we can place you in quick and direct communication with more cities, more towns and

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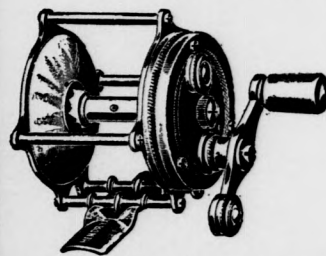
than you could possibly be by any other means.

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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



Making Plans for the State Convention.

Detroit, April 3—The Detroit and Suburban Retail Shoe Dealers' Association recently held a "for the good of the order" meeting. This was not the original programme, but was forced upon the members present by the inability of the Board of Directors to submit its monthly report. Henry Weber, chairman of the Board, is ill and unable to be out after nightfall. At the February meeting he came down town, despite the urgent advice of his physicians, in order to submit to the retailers' meeting the letters he had from the rubber trust relative to the rubber situation as it affects the retail trade. Since then he has been unable to act in his official capacity. Consequently the Board of Directors had no report to submit to the meeting. It was decided that the Board of Directors had to be kept in action, and after a lengthy discussion a resolution was passed to have the Board meet at the home of Mr. Weber, with authority to act at that time in the election of a vice-chairman in the event of Mr. Weber being unable to continue his duties.

It was brought up at the March meeting that plans should be laid at once for the State convention of shoe retailers next summer. Chairman Mowers remarked that this was the duty of the State body and not of the local body, but that the local body was looked to in the arranging of details. He promised that the State Directors would meet within two weeks and that the result of their deliberations would be made known at the April meeting of the Detroit retailers. This will afford ample time to prepare for the entertainment of the State delegates.

When the State Board meets it will settle on the dates of the convention. They will be set, no doubt, in the last week of August. It is planned to hold the convention in the Light Guard Armory, which will give plenty of room for exhibits. In Harmonie Hall, last summer, the convention found itself crowded.

Enemies of associations of shoe retailers have said in the past that they did not take in the representative men of their cities or states. By "representative" they meant the largest dealers. Naturally these men are conservative. They watch the trend of events closely, but do not move until certain of their ground. It is "up to" the others to break the way. It can be safely said that by the time of the next State convention of the Michigan Shoe Retailers' Association there will be no ground for critics to stand on in this particular. The State Association officers are in possession of the names of numerous firms throughout the State of Michigan who are not only willing but anxious to join the Association. They are the "big" retailers, the represen-

tative men, who have watched the progress of the Association work sympathetically, and are now desirous of coming into the fold. They won't enter to a brass band accompaniment; they will simply be enrolled as members, but their influence is appreciated by the men now agitating for shoe reforms, as one that will greatly help them in their campaigns.

Keep in Touch With the Clerks.

However well the store may be equipped in respect to fittings, location and quality of stock, the business will not go on smoothly, increasing in size without an efficient salesforce which will also willingly cooperate with the management. These two factors, efficiency and co-operation, are not bought in the open market like eggs, but depend rather on the tact and intelligence of the buyer or proprietor. It is true that efficient clerks can be secured but the further development of their abilities will result from proper direction by those in charge, or else if a bright clerk unfortunately finds himself amid unbearable surroundings he will not stay long.

By the above we do not mean that action should be based on sentiment, far from it, but more in keeping with the business point of view which is, first, that the proprietor is trying to get the most out of his business in a legitimate way; and second, that the clerk on his side also desires to get the best returns for his efforts. Now neither one will realize his hopes in the highest measure without co-operation, each one understanding that his success may be materially aided by the other.

Where a large salesforce is employed it is important that chronic grumblers, or any who incite discontent among the others should be given a chance to reform or leave, for contentment is the first essential. Once given a bright and willing force the ranks should be broken as little as possible. Education is the next step. Do not be afraid that the force will know too much about the shoes and how to sell them, for this is the class that customers cling to, once they find clerks who know their business. It should be understood that courtesy, sobriety, neatness and other reasonable store rules will be insisted upon. Loyalty on the part of the salespeople will come as a matter of course, when good service is recognized and when fair wages prevail.

There are numerous ways of rewarding the ambitious, by commissions and otherwise, and it is always feasible to devise ways whereby extra money can be earned, if more business results from the methods. It is a poor policy to always judge the worth of a clerk by the salary he may be drawing, for there may be a \$25 man in a responsible place whose ability does not exceed that of the \$10 man in the rear of the store. The point, however, which we desire to bring out in this connection is that all who have ideas of rising should be given a chance; try them out regardless of the wage question—that is another matter.

Find out the capabilities of each person in your employ. Carnegie's financial success was due in a large way to developing the talent about him, or giving it a chance to develop, and while all may not amass great fortunes the opportunity should not be neglected of doing the best with what means are available. Work with and know your employes and they will work more diligently with and for you.—Shoe Retailer.

Window Displays of all Designs

and general electrical work.

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Mayer School Shoes

are everything school shoes should be. You know the troubles you have with children's shoes. We offer you a line of Custom Made shoes that cannot be equaled for wear and lasting qualities. **Mayer School Shoes**

Wear Like Iron

If you wish to avoid kicks and improve your trade on children's shoes put in the reliable and extensively advertised Mayer line. Particulars and samples on request.

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

Old Honesty

If you are in business not for today, nor tomorrow, but for good, it will pay you to sell Old Honesty

Hard-Pan Shoes

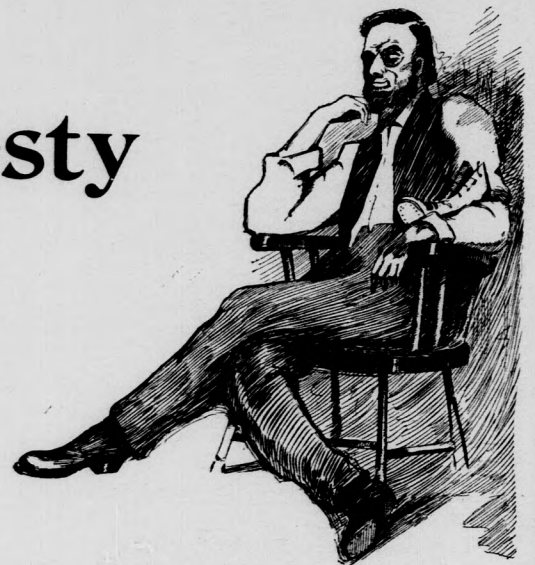
for men and boys. You can interest men in a shoe like this—foot easy and they wear like iron. Regular old-fashioned quality in new-fashioned styles. Did you get a bunch of "Chips of the old block?" Send for a sample dozen of the Hard-Pans—you'll like them and want more.

See that our name is on the strap.

The Herold-Bertsch Shoe Co.

Makers of Shoes

Grand Rapids, Michigan



CALAMITY HOWLERS.

Fruit and Ice Men Now Have the Stage.

Written for the Tradesman.

The grocer sat down on the end of the counter and listened to the two men who were talking by the stove.

"It will be rocky times this summer," one of them was saying. "The cold weather in March didn't help the fruit any."

"Had the buds started?" asked the other.

"Of course they had," was the reply. "Any series of warm days, even in January, will start the buds."

"Well, it is too bad," said the other. "When we have plenty of fruit living is cheaper and people are healthier."

"I think our climate must be changing," said the first calamity howler, "for we have this cold weather every spring now. Why, it was about as cold in March as in January. Regular freezing weather. I guess that our fruit crop will be confined to the hardier grades of apples before long."

The men sympathized with each other over the proposed shortage in fruit for a few moments, and then walked back to where the grocer was sitting on the counter.

"Got your ice house filled?" one of them asked.

The grocer nodded.

"That's good. I hear that there is a shortage of not less than 50 per cent this season, and they say prices will go away up."

"Who says there is a shortage?" asked the grocer.

"Why, I hear it everywhere."

"You hear a few grasping ice men spreading the rumor, and then the newspapers pick it up and so the impression grows that it is true."

"Why, there is a shortage. Just think of this open year."

"Rats!" said the grocer. "There is ice enough packed away in the ice houses of Northern Michigan to last the State for a year."

"I don't know when they got it in," said the howler.

"They got it in during the cold snaps," was the reply, "and now a few are putting up the shout that ice will be double the usual price this summer. If it is I hope people will stop using it."

"Oh, they can't do that very well."

"They can make artificial ice," said the other howler.

"That is what they are doing now," said the grocer. "A plant to cost a million is to be put up in Detroit this summer, and all the big cities will soon be independent of old Jack Frost."

"That will help some, but will the prices go down?"

"They won't go down so long as ice manipulators can keep a lot of gossipers talking in their interest," replied the grocer. "Ever since the first unusual weather in December ice dealers have been working the newspapers. They have told about the hot weather and the scarcity of help and a dozen other things until I guess they have the people prepared for double ice bills this summer."

"Everything will be high," ventured one of the howlers. "I don't see how people are going to keep their heads above water."

"Oh, I don't know," said the grocer. "People seem to be getting along all right. There is a lot of talk about fruit. I heard you saying something, back there by the stove, about there being a shortage this year."

"Oh, but all the authorities say there will be only half a crop."

"Of course. It is about time for that howl to be launched. It is sent out each year to get the people prepared for high prices. The Michigan fruit, they say, is ruined. Of course, and it will continue to be ruined until options and contracts and all that sort of thing are made by the few foxy growers. Have you ever known of a year when this cry was not started?"

"Why, there is always talk about fruit prospects."

"And they are always edited by interested parties. Look here. You are a man of average intelligence, but see where you are landing. You have the ice crop gone to smash because of the warm weather, and you have the fruit crop gone to smash because of the cold weather. You are following the lessons of the grafters pretty well."

"But weather that will make ice will ruin fruit."

"Don't you believe it. There is a good ice crop, and there will be a good fruit crop, generally speaking. There are spots where ice is short, but we have the goods to send there. There will be spots where the fruit will not show a full crop, but that will make no difference to speak of in the local market."

"You are optimistic," observed one of the howlers.

"I only speak from the experience of past years," was the reply. "Sometimes the better grades of fruit are short, as was the case last summer, but there is usually enough of the common grades to go round, and at prices which people can afford to pay. It is just so with the ice crop. There are places where there is a shortage, but on the whole there is enough and to spare. Don't let the howlers scare you."

"They are putting up a good front," said one of the howlers.

"Just let them alone," said the grocer. "When the time comes to buy the goods will be time enough to talk about prices."

"Well, I know about the fruit for I have an uncle down in the peach belt who says that the buds are blasted," insisted the other howler.

"Oh, they may be on his place, but not over the whole country. Michigan is all right, but she is not the whole peach farm. Quit your calamity work and things will come out all right."

And the grocer slid off the counter and locked up for the night.

Alfred B. Tozer.

There's many a man who never prays for rain until his neighbor has his hay out.

Reeder's

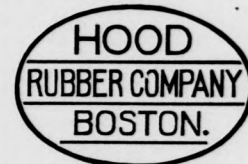
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Emense
Stock

Boots

OF ALL KINDS

Every pair made and shipped to us from factory
this spring NO OLD CARRIED OVER STOCK.



BEST GOODS AT BEST PRICES

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Shoes People Want to Buy And
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Combine good wearing quality with Comfort
and style.

Careful investigation and a fair trial will prove
to you that the shoes we make are more near perfect
in fit, looks and wear than any others, whose retail
prices are within the reach of the every day man.

We go everywhere for business.

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

CATALOGUE HOUSES.

Some Suggestions for Overcoming This Competition.

A man who ought to know told me the other day that seven of the large Western catalogue houses did a business aggregating \$110,000,000 in 1905.* If this is true local merchants of the West lost in direct sales last year the bulk of this amount, or practically \$100,000,000.

Assuming that there are 50,000 Western merchants who sell things catalogue houses sell, this figure means a direct average loss to each merchant of \$2,000—a sum surely worth thinking seriously about.

"How can I meet this competition—how can I add this sum to the total of my year's business?" is the question that has puzzled the brain and taxed the ingenuity of many an enterprising merchant. And as far as I know the question has never been thoroughly answered.

The catalogue house has succeeded because it has applied modern methods to its business.

The merchant who feels catalogue house competition most keenly is the one who has failed to adapt himself to the new order of things—who has failed to realize that business has systematized itself into an exact science, and that it is only by the rigid application of this science that commercial success can now be attained.

The rising importance of magazines and magazine advertising, the rapid and sure transit of the mails, the convenience of fast freight and express, cheap railroad fare, the rural free delivery and the trolley have all worked toward uniting urban and suburban communities; until the country is now practically one vast city, and every merchant is, in a degree, a competitor of every other.

This change in conditions has made absolutely necessary a radical change in the methods of the smaller merchant.

Business is a struggle for the survival of the fittest—but it is just as easy for a thousand to be fit as for a hundred.

The standard set by the most fit must be maintained by all who enter into competition with him, or the one in the lead will receive more than he really deserves.

It is all a law of average—we must "get into line or get out."

If we get into line—it makes no difference whether we are large or small—we are bound to march with the successful army straight toward the goal—business Victory.

The meeting of catalogue house competition is not a question of "fight" but a question of getting into line.

If we are to overcome this competition we must adopt into our business that which is good in the catalogue house method, and then go it one better.

In the first place the catalogue house has succeeded because it has availed itself of the mighty power derived from modern advertising. One house alone last year spent more than \$500,000 in securing the names of the people to whom you and your fellow

merchants sell goods, and in sending to this list effective, business-bringing advertising literature. The catalogue house looks upon the money thus spent as an investment, not as an expenditure, and it knows that for a given amount of money put into this work a given amount of money is received in return, and that as this investment is increased the ratio of returns increases.

The first thing we must do, then, if we are to meet catalogue competition is to avail ourselves of the power of modern advertising. We must advertise and we must do it right. We must use every fair and profitable means of letting people know of us and of the merits of the things we sell. The necessity of advertising is so apparent to every thinking man nowadays that further comment on this obvious necessity is superfluous.

But we must further follow the catalogue house method. We must not only tell the people regarding ourselves and our wares, but we must induce them to buy.

The catalogue house does not have two prices. It does not create suspicion in the minds of its customers by quoting different prices to different buyers.

The catalogue house marks all of its goods on a percentage basis. It does not run the risk of creating a bad impression by quoting an unreasonable price on a standard article.

The catalogue house has adopted every sane business short-cut, has systematized its working forces and cut out all unnecessary red tape.

The catalogue house has availed itself of the opportunities of the day. It has advanced with the advancement of the age. It has not stuck to old-time methods simply because it was easier to do so.

The catalogue house knows no prejudice—it buys where it can buy the most advantageously and sells to the whole world.

Now these are the things that have made the success of the catalogue house, and they are the things that we must imitate if we are going to succeed. It lies within the power of every one of us—whether our capital be large or small—to apply for ourselves these methods. We must do this if we are to win in the business game.

But there are many weak points in the catalogue house system, and it is by taking advantage of these that our strength may be developed and sustained. We can, if we will, be "the most fit," for we have the strongest natural position and our advantage at the start is great.

In the first place the catalogue house does not sell as cheaply as the customer is led to believe. The local merchant can in the long run undersell it. The secret of the catalogue houses' low price is cheap and inferior goods.

It is a notorious fact that the constant endeavor of the catalogue house is to secure from the manufacturer something which looks "just as good," but which in reality is inferior. The catalogue house never sells standard articles, except where it has

"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 Brands.

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

AND STILL THEY COME

The high standing and all around merit of the celebrated **Lycoming** rubbers continue to be attested to, as evidenced by the following letter received March 26th, 1906, from one of the leading footwear dealers of Northern Michigan.

"Now that the winter is over, I have made up my mind that your **Lycoming** rubbers are the best. Please send me the following rubbers for next fall." (Detailed rubber order follows.) (Name supplied upon request.)

WHAT MORE CAN WE SAY? ONLY THIS:

Send your rubber orders to

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

**MICHIGAN
SHOE CO
DETROIT**

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.

to—and then it invariably loses money on the goods thus sold. It must make this reduction, or it would give away its game. The loss here is made up on the "just as good" article.

If value and quality are considered, the local merchant has the advantage. The people are being educated into the buying of better things. They are coming to realize that the buying of shoddy goods never pays. And it is right here that the catalogue house is "out of line" and must ever be, for it can not sell good goods at a profit. A manufacturer, under the right conditions, may sell a good article direct to the consumer at a profit, but the catalogue house never can do so. It depends upon misrepresentation, upon the "just as good" article for its existence. It is a retail jobber and must pay the manufacturer his profit. It, therefore, is not as formidable a foe as many consider it to be.

The advantage it gains in buying in large quantities is largely offset or overcome by the tremendous expense it is compelled to go to in the getting of orders and delivering its wares to the consumer.

The real price-advantage to the consumer in buying in the home market can be easily demonstrated. Order a miscellaneous bill of goods from a catalogue house. Compare the goods received with similar articles you sell—price for price, article for article. Although in some instances the catalogue house price may be lower, when quality and the total price are considered the advantage will be decidedly on your side.

Ignorance on the part of the consumer induces him to buy of the catalogue house. Its seemingly cheap prices attract, but its obviously cheap goods soon react against it.

No permanent success was ever attained from the selling of cheap goods. If there is a permanent field for shoddy stuff, I am inclined to believe that the merchants of the country will willingly let the catalogue house have it to itself. There is neither money nor satisfaction in Cheap John.

This question, in time, will settle itself ("you can't fool all the people all the time"), but we may hasten its solution by a rightly directed effort.

If I were a merchant in a small town I would go after business as strenuously as the catalogue house does. I would consider the money I put into advertising as an investment, not as an expenditure, and I would see that the investment brought good returns by making my advertising as strong and attractive as it possibly could be made. I would modernize and systematize my entire business. I would do the good, sane things I saw other enterprising and successful merchants doing, no matter how much trouble it put me to. I would give just values and avoid shoddy goods. I would never recognize that I had any competition from the catalogue house by paying it the compliment of mentioning it in my advertising.

But inasmuch as the success of the

catalogue house depends upon a lack of information on the part of the consumer, I would ask my fellow merchants in my own community to join me in a movement to educate the people as to the real advantage of the home market and the disadvantage of buying from the catalogue house. The interest and assistance of the local newspapers, I am sure, could be easily obtained, and if necessary I would help to found a fund for the sending out of educational literature along this line and the printing of educational matter in the local papers. I would appeal to the consumer's real sense of economy, and to his loyalty for the place which gives him his livelihood. I would avail myself of every good method used by the catalogue house. I would shun its bad methods, and I would seek in all fairness to profit by its weakness and cheapness.—Glenwood C. Buck in St. Louis Dry Goods-man.

Wealth in Jungle Woods.

Nearly all of the northern and eastern part of Guatemala is covered with a dense tropical forest, consisting of mahogany, different kinds of cedar, chicle and other hard woods. Along streams down which logs can be floated much of the mahogany has been cut, but as yet little of the other woods has been marketed. This is especially true of the departments of Peten, Alta Verapaz and Izabal.

Most of the forests still belong to the government and the usual method of securing the timber is by concession, by which a certain number of trees are cut at a given price for each tree or a stipulated sum is paid for the timber on a given tract. It is not an easy matter to get titles on large tracts in Guatemala, as it is discouraged by the government. These concessions are not usually granted for a longer period than five years. Sometimes it is stipulated that if a certain number of trees are cut during that time they must be renewed.

The pine forests are limited, being in the mountainous country principally and inaccessible. Most of the lumber used comes from the United States, principally from California. The forests of this country are generally so inaccessible that the railroad companies import nearly all their ties and even import coal, because it is difficult for them to get enough firewood.

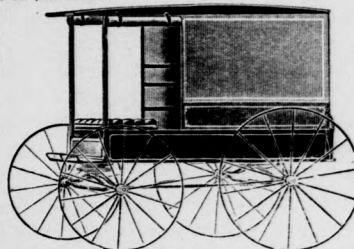
A Man's Walk Indicates Character.

A man's manner of walking is unquestionably indicative of his character—in fact, students of human nature have declared that in nothing else is the male character revealed so unerringly as in the manner of walking. Short, uncertain steps—a tripping habit of walking—are regarded as the walk of a weak character, just as turning the toes in is indicative of slovenliness. The man of strong character and determined will invariably puts his foot firmly and squarely on the ground when he walks. A halting, hesitating step points to halting characteristics, just as the quick nervous gait invariably indicates a man of restless energy.

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



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

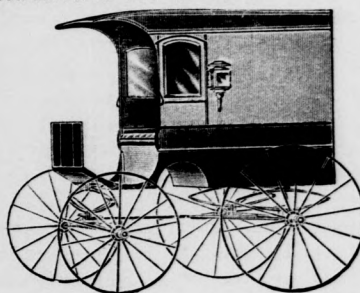


THE RETAIL DEALER

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

Elkhart Carriage & Harness Mfg. Company
Elkhart, Indiana

No. 817. Cut-under Top Delivery Wagon with lamps. Price complete \$63.50. As good as sells for \$25 to \$30 more.



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



Get our prices and try our work when you need

Rubber and Steel Stamps Seals, Etc.

Send for Catalogue and see what we offer.

Detroit Rubber Stamp Co.

99 Griswold St.

Detroit, Mich.



IT'S A MONEY MAKER

every time, but you will never know it if you never try it. Catalog tells all.

KINGERY MFG. CO.

106 E. Pearl St., Cincinnati

At It 33 Years



The Best Quality

Pays the Best Profit

Jennings'

Mexican Vanilla

Jennings'

Terpeneless Lemon

Avoid Food Law Complications
and Sell Jennings Brand

JENNINGS MANUFACTURING CO., Owners
Grand Rapids, Mich.

Merchants

Exploit a Special Sale Now

My personally conducted sales succeed where other plans fail. Get the early Spring trade coming your way.

There's no gainsaying the fact that my clean, concise, convincing methods mean business. The stronger the effort the greater the business.

I expect to make Spring business jump with merchants who wish to make the activity of the Spring season doubly active. My plans build up your trade and act as a powerful trade magnet. If you want a sale of any kind write me today.

Closing out stocks and reduction sales a specialty. High grade references.

B. H. Comstock, Sales Specialist

933 Mich. Trust Bldg.

GRAND RAPIDS, MICHIGAN

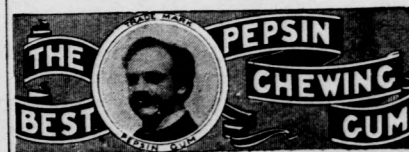
PUSH, ETERNAL PUSH

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.

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.



NINE GOOD RULES.

The Successful Salesperson Defined by an Expert.

In every branch of business to-day we find two distinct classes of people, viz.: The successful and unsuccessful; the experienced and the inexperienced. Successful because they commenced their business career by seeking out for their daily occupation that which they considered themselves best adapted to, and training themselves thoroughly in that particular work. The unsuccessful because they formed no purpose in life, but allowed themselves to be led into their occupation; they did not seek it; they did not take hold of the oars and row up the stream towards the shore upon which are to be found the priceless treasures of success. Consequently their everyday duties possess no fascination for them; they take no interest in their work, nor look for opportunities to advance. They are just about as inexperienced as the day they commenced.

It would be impossible for me to touch upon every essential requisite for good salesmanship, because it is a topic which covers a very wide scope, but I believe that some of the most important features can be considered.

Every salesperson must first appreciate the fact that they are not only responsible for their own success, but also that of their employers. The concern who has conscientious, diplomatic and well-trained salespersons can not fail to be successful. That is logical, is it not? But stop to consider what a whole store full of disinterested, don't care, shiftless salespeople would mean to the firm. Absolute failure. Each one of you when you take your place will be responsible for the quick disposal of goods you are selling; therefore it behooves you to do your best. If you put into your work your life blood, make up your mind that you are not going to be half a salesperson, but a salesperson in every sense of the word, what must be the final result? Your employer is going to benefit by it, and you in return will reap your share of their prosperity, but no firm can make your position lucrative if they are not prosperous.

By feeling this sense of responsibility on your part, it is going to enthrone within you the spirit of co-operation, a subject so colossal that it would be utterly absurd and presumptuous for me to attempt to enumerate, even in a general way, its manifold phases. Every one of you must realize what co-operation means in our great establishment of to-day, and not only the great emporiums which employ thousands of salespersons, but also the smaller stores. How necessary it is that the employer and employe work together for the success of the business. The employer sees to it that the proper goods are bought to sell; he has to meet the great expense of the business, the losses, and carry upon his shoulder the financial burdens. Your part is to sell the goods, and by your

untiring efforts enable your employer to meet his many obligations, as well as make the business successful. Both must co-operate one with the other.

Keeping uppermost in your mind, then, these two thoughts: first, your responsibility, and secondly, the importance of co-operation, your tendency will naturally be to improve yourselves, and become as proficient as possible in this line of business you are making a study of.

The question now arises, how can I best do this? Let us review together a few of the necessary requirements to successful salesmanship:

1. Be alert for opportunities and grasp them when they come within your reach. A good deal can be done by seeking opportunity and improving it. "Sitting under a cherry tree with one's mouth open won't catch much," said Moody; "get up the tree, friend, and give the branch a shake. It is strange how many prefer to sit down and grumble at 'hard luck,' and go away with empty hands. How many people there are who at the end of a few years' employment are just in the same position as they were at the beginning. Their excuse is, they have had no chance. Some of them are hard workers, and perhaps very conscientious, but the trouble has been that they never look for opportunities. They do the work as they are told, as it is planned by someone else with probably no more brains than they have. They never think of planning, offering suggestions to their superiors, doing their work more thoroughly and seeing wherein they can benefit themselves. Keep yourself fit to take next higher position by becoming thoroughly acquainted with the goods you are selling. Learn how they are made, become familiar with every process of their manufacture, and every detail that will be of service to you in selling the goods. Show the customer that you know your business and talk from experience. You can never tell when some good-hearted person intimate with the firm will give you a lift up the ladder of success by speaking in a pleasant manner of your accomplishments as a salesperson.

2. Remember that as much diplomacy and cleverness are needed to make a successful salesperson as to manage the business itself. Not half of the people who enter the retail stores to purchase have a definite idea of what kind of an article they want, and an indifferent, unsympathetic clerk will have the effect of sending them out without buying anything. They drift from store to store until a clerk gets hold of them who knows his or her business, namely—the managing of customers, and the result very often is that purchases not intended are made. It is the rare woman who does not appeal to the salesperson for the final decision. "Now, really, what do you think about it?" she will ask. "Which would you get if you were buying, you are a better judge of the article?" I have asked the same questions myself many times, and no

doubt you have. If you are in your right senses, and have the interest of the business at heart you are not going to tell her to take what she likes and suit herself. No, you will use a little diplomacy.

A good salesperson will also learn to be a keen judge of human nature. Experience will teach him or her, if they make a study of it, to gauge how much he or she can do with an individual, how far they can go, and above all when to stop. Right here it might be well for me to urge you to allow customers to have an opinion of their own, that is if they show a desire to. Your own judgment and knowledge of the goods may tell you they are absolutely wrong, but nothing annoys a customer more than to have you argue with him. So when you find such a person, do not argue, but, on the other hand, coincide with his views if necessary.

3. You must connect honesty with diplomacy. Poor Richard's saying, "Honesty is the best policy," should ever be uppermost in your mind. In endeavoring to force a sale stick to the truth from the very commencement. Never allow any misleading expressions to be used in describing the goods or the values. Because some customers may look easy don't take advantage of them. They may be a good deal smarter than they appear, and very quick to detect untruthfulness. Besides you may unconsciously come in contact with someone who knows more than you do about the article you are selling. Honesty can have but one result—that is, the gathering around you of customers who will go away every time they visit you full of praise for the way they are treated, the manner in which you conduct your sales, a firm belief in your employer's goods and prices, and, what is more valuable than anything else, a great respect for you personally. It is unnecessary for me to touch upon the subject of misrepresentation, because honesty covers this essential feature.

4. You must have self-reliance and courage. If you never have any faith in your own powers you will never amount to anything. If your attempts are half-hearted and you have the idea that you are going to fail nine times out of ten you will fail. But if you go at it in a determined, confident way, saying to yourself, "I will succeed," you usually will. But don't let self-reliance be confounded with conceit. To think you can sell goods better than anyone else implies conceit, but to feel you have the power to try and sell them as well as anyone signifies a confidence in your own efforts. You must have sufficient courage to proceed in the face of great obstacles. You must not become pessimistic in your views simply because you do not advance as rapidly as you think that you should. 'Twas said that "Rome was not built in a day," and you will be obliged to show results before you receive an increase in salary. The superintendent of every large establishment is in touch with the sales of each individual person and he knows whether you are earning what they pay you, or are entitled

to more. If you are a good salesperson it will not take you long to become a valuable acquisition to the store, and you will receive what is your just reward; but don't expect to reap a rich harvest after two or three months' service. Look to the Old World and you will learn a good lesson in patience. In Europe it is the custom to-day, and has been for many years past, that an applicant who desires to get into the mercantile business must have an influence to obtain a start in the particular establishment he has selected, and in many cases pay a premium, and give his services for two or more years in order to learn the business. This is true with many of the leading houses at the present time, who board these apprentices under their own roof at their own expense, and they are very strict in regard to their coming and going. You have more freedom and privileges here in this country, and you receive a remuneration for your services while learning. Patience coupled with conscientious labor is always rewarded, but you must not expect to run before you walk. First make sure you are a valuable salesperson, then make your demands known.

5. You must have an ordinary education. By that I mean you must know the elementary branches of legible penmanship and plain figures. The knowledge of simple multiplication, addition and subtraction are the necessary things for you to be well armed with. I know numerous persons who have lost their position with the house I represent because they could not write a plain, intelligent sales slip or figure correctly.

6. It should not be necessary for me to say anything to you about neatness, but some salespeople treat this essential very lightly. To cultivate the habit of neatness is one of the most important things to do. There are certain lines of business where untidiness is not noticeable, but in selling goods you come in contact with people of refinement who find a great deal of comfort in having neat appearing salespersons wait upon them. I have noticed some men, for instance, upon seeing a customer advance towards them remove from their mouth a fist full of tobacco, and prepare themselves to wait upon her with a breath sufficient to drive the customer four or five blocks away. Fine clothes are not necessary to neatness, but keeping your whole person in attractive form.

7. Be courteous and polite and direct your entire attention to the customer. Don't get into the habit of talking to the clerk next to you while you are waiting upon customers. They don't take any interest in your conversations. They have come to purchase, perhaps seek your advice as to what is best for their wants, and you can not show too much courtesy and politeness. These two essentials go a great ways to making a salesperson popular, and popularity is what you have to have in this occupation to be successful.

And, lastly, just a word or two about unselfishness. In your anxiety

to make sales, to be a success, do not allow yourselves to become selfish in your motives. Remember that the clerk next to you is just as anxious to succeed, and the taking away of customers from him for your selfish gratification, without any regard to his success shows a narrow and uncultured nature, and it does not always work to your advantage. On the contrary, if you cultivate an unselfish, kindly and sympathetic disposition it will encircle you with loyal friends, and it will create in you the spirit of loyalty also—loyalty to your friends as well as your employers.

Having then for your purpose in life that of becoming proficient salespeople, let me briefly sum up my suggestions:

1. Have a sense of your responsibility, and become enthused with the spirit of co-operation.

2. Look out for opportunities, and grasp them, when they come within your reach. Sir Henry Irving, the most successful actor, once said: "I have been blessed with much good fortune, but I have worked hard, and I have endeavored always to do my best, and not to lean on Fortune's arm with more weight than I could help. I think there is generally enough good fortune for everyone, if he or she has eyes to see it and a will to seize upon it."

3. Don't forget that diplomacy and cleverness are needed to make good salespersons.

4. Be strictly honest and truthful, and never allow under any conditions misrepresentations to enter into a sale. This is liable to prove disastrous to both employer and employee alike.

5. Have self-reliance and courage. Have sufficient courage to proceed in the face of great obstacles, for you will meet many of them. Emerson, our own great thinker and philosopher, said: "Courage, perseverance, patience, are the great Fortune finders. If a man has these qualities he will find himself too liberally endowed to be overlooked by her," and he should have added woman, also.

6. Cultivate the habit of neatness. 7. Be courteous and polite. Human nature is fallible, nerves and patience are racked and tried almost beyond endurance at times, but always ask yourselves, Does it pay to let them be taxed to the breaking point?

8. Acquire the elementary branches of education.

9. Be unselfish, regard your associates' gain as your own gain and their loss as your own loss. Be grieved at their misfortune and rejoice at their good luck. If you do this you will never seek to take any mean advantage of them.

Herbert F. Price.

A woman never thinks her husband has gone to the bad utterly until he starts to running with "good fellows."

Consistency is a jewel that is seldom found in the collection of virtues of the charming woman.

Hardware Price Current

AMMUNITION.				
Caps.				
G. D. full count, per m.	40			
Hicks' Waterproof, per m.	50			
Musket, per m.	75			
Ely's Waterproof, per m.	60			
Cartridges.				
No. 22 short, per m.	2 50			
No. 22 long, per m.	3 00			
No. 32 short, per m.	5 00			
No. 32 long, per m.	5 75			
Primers.				
No. 2 U. M. C., boxes 250, per m.	1 60			
No. 2 Winchester, boxes 250, per m.	1 60			
Gun Wads.				
Black Edge, Nos. 11 & 12 U. M. C.	60			
Black Edge, Nos. 9 & 10, per m.	70			
Black Edge, No. 7, per m.	80			
Loaded Shells.				
New Rival—For Shotguns.				
No.	Drs. of Powder	oz. of Shot	Size Gauge	Per 100
120	4	1 1/2	10	\$2 90
129	4	1 1/2	9	2 90
128	4	1 1/2	8	2 90
126	4	1 1/2	6	2 90
135	4 1/2	1 1/2	5	2 95
154	4 1/2	1 1/2	4	3 00
200	3	1	10	2 50
208	3	1	8	2 50
236	3 1/2	1 1/2	6	2 65
265	3 1/2	1 1/2	5	2 70
264	3 1/2	1 1/2	4	2 70
Discount, one-third and five per cent.				
Paper Shells—Not Loaded.				
No. 10, pasteboard boxes 100, per 100.	72			
No. 12, pasteboard boxes 100, per 100.	64			
Gunpowder				
Kegs, 25 lbs., per keg	4 90			
1/2 Kegs, 12 1/2 lbs., per 1/2 keg	2 90			
1/4 Kegs, 6 1/4 lbs., per 1/4 keg	1 60			
Shot				
In sacks containing 25 lbs.				
Drop, all sizes smaller than B.	1 85			
AUGERS AND BITS				
Snell's	60			
Jennings' genuine	25			
Jennings' imitation	50			
AXES				
First Quality, S. B. Bronze	6 50			
First Quality, D. B. Bronze	9 00			
First Quality, S. B. Steel	7 00			
First Quality, D. B. Steel	10 50			
BARROWS.				
Railroad	15 00			
Garden	33 00			
BOLTS				
Stove	70			
Carriage, new list	70			
Plow	50			
BUCKETS.				
Well, plain	4 50			
BUTTS, CAST.				
Cast Loose, Pin, figured	70			
Wrought, narrow	60			
CHAIN.				
1/4 in. 5-16 in. 3/8 in. 1/2 in.				
Common	7 c.	6 c.	6 c.	4 3/4 c.
BB.	8 1/2 c.	7 1/2 c.	6 1/2 c.	6 c.
BBB.	8 c.	7 c.	6 c.	6 1/2 c.
CROWBARS.				
Cast Steel, per lb.	5			
CHISELS				
Socket Firmer.	65			
Socket Framing	65			
Socket Corner.	65			
Socket Slicks.	65			
ELBOWS.				
Com. 4 piece, 6 in., per doz.	net. 75			
Corrugated, per doz.	1 25			
Adjustable	dis. 40 & 10			
EXPENSIVE BITS				
Clark's small, \$18; large, \$26	40			
Ives' 1, \$18; 2, \$24; 3, \$30	25			
FILES—NEW LIST				
New American	70 & 10			
Nicholson's	70			
Heller's Horse Rasps	70			
GALVANIZED IRON.				
Nos. 16 to 20; 22 and 24; 25 and 26; 27, 28				
List	12 13 14 15 16 17			
Discount, 70.				
GAUGES.				
Stanley Rule and Level Co.'s	60 & 10			
GLASS				
Single Strength, by box	dis. 90			
Double Strength, by box	dis. 90			
By the light	dis. 90			
HAMMERS				
Maydole & Co.'s new list	dis. 33 1/2			
Yerkes & Plumb's	dis. 40 & 10			
Mason's Solid Cast Steel	30c list 70			
HINGES.				
Gate, Clark's 1, 2, 3	dis. 60 & 10			
HOLLOW WARE.				
Pots	50 & 10			
Kettles	50 & 10			
Spiders	50 & 10			
HORSE NAILS.				
Au Sable	dis. 40 & 10			
HOUSE FURNISHING GOODS.				
Stamped Tinware, new list	70			
Japanese Tinware	50 & 10			

IRON	
Bar Iron	2 25 rate
Light Band	3 00 rate
KNOBS—NEW LIST.	
Door, mineral, Jap. trimmings	75
Door, Porcelain, Jap. trimmings	85
LEVELS	
Stanley Rule and Level Co.'s	dis.
METALS—ZINC	
600 pound casks	8
Per pound	8 1/2
MISCELLANEOUS	
Bird Cages	40
Pumps, Cistern	75 & 10
Screws, New List	85
Castors, Bed and Plate	50 & 10
Dampers, American	50
MOLASSES GATES	
Stebbins' Pattern	60 & 10
Enterprise, self-measuring	30
PANS	
Fry, Acme	60 & 10
Common, polished	70 & 10
PATENT PLANISHED IRON	
"A" Wood's pat. plan'd, No. 24-27	10 80
"B" Wood's pat. plan'd, No. 25-27	9 80
Broken packages 1/2 c per lb. extra.	
PLANES	
Ohio Tool Co.'s fancy	40
Sciota Bench	50
Sandusky Tool Co.'s fancy	40
Bench, first quality	45
NAILS.	
Advance over base, on both Steel & Wire	
Steel nails, base	2 35
Wire nails, base	2 15
20 to 60 advance	Base
10 to 16 advance	5
8 advance	20
6 advance	30
4 advance	45
3 advance	70
2 advance	50
Fine 3 advance	15
Casing 10 advance	25
Casing 8 advance	35
Casing 6 advance	25
Finish 10 advance	35
Finish 8 advance	45
Finish 6 advance	85
Barrel 3/4 advance	
RIVETS.	
Iron and tinned	50
Copper Rivets and Burs	45
ROOFING PLATES.	
14x20 IC, Charcoal, Dean	7 50
14x20 IX, Charcoal, Dean	9 00
20x28 IC, Charcoal, Dean	15 00
14x20 IC, Charcoal, Allaway Grade	7 50
14x20 IX, Charcoal, Allaway Grade	9 00
20x28 IC, Charcoal, Allaway Grade	15 00
20x28 IX, Charcoal, Allaway Grade	18 00
ROPES	
Sisal, 1/2 inch and larger	9 1/2
SAND PAPER	
List acct. 19, '86	dis. 50
SASH WEIGHTS	
Solid Eyes, per ton	28 00
SHEET IRON	
Nos. 10 to 14	3 60
Nos. 15 to 17	3 70
Nos. 18 to 21	3 90
Nos. 22 to 24	4 10
Nos. 25 to 26	4 20
Nos. 27	4 30
All sheets No. 18 and lighter, over 30 inches wide, not less than 2-10 extra.	
SHOVELS AND SPADES	
First Grade, Doz	5 50
Second Grade, Doz	5 00
SOLDER	
1/4 @ 1/2	21
The prices of the many other qualities of solder in the market indicated by private brands vary according to composition.	
SQUARES	
Steel and Iron	60-10-5
TIN—MELYN GRADE	
10x14 IC, Charcoal	10 50
14x20 IC, Charcoal	10 50
10x14 IX, Charcoal	12 00
Each additional X on this grade, \$1 25	
TIN—ALLAWAY GRADE	
10x14 IC, Charcoal	9 00
14x20 IC, Charcoal	9 00
10x14 IX, Charcoal	10 50
14x20 IX, Charcoal	10 50
Each additional X on this grade, \$1 50	
BOILER SIZE TIN PLATE	
14x56 IX, for Nos. 8 & 9 boilers, per lb 13	
TRAPS	
Steel, Game	75
Oneida Community, Newhouse's	40 & 10
Oneida Com'y, Hawley & Norton's	65
Mouse, choker, per doz. holes	1 25
Mouse, delusion, per doz	1 25
WIRE	
Bright Market	60
Annealed Market	60
Coppered Market	50 & 10
Tinned Market	50 & 10
Coppered Spring Steel	40
Barbed Fence, Galvanized	2 75
Barbed Fence, Painted	2 45
WIRE GOODS	
Bright	80-10
Screw Eyes	80-10
Hooks	80-10
Gate Hooks and Eyes	80-10
WRENCHES	
Baxter's Adjustable, Nicked	80
Coe's Genuine	40
Coe's Patent Agricultural, Wrought	70-10

Crockery and Glassware

STONEWARE	
Butters	
1/2 gal. per doz.	48
1 to 6 gal. per doz.	6
8 gal. each	56
10 gal. each	70
12 gal. each	84
15 gal. meat tubs, each	1 20
20 gal. meat tubs, each	1 60
25 gal. meat tubs, each	2 25
30 gal. meat tubs, each	2 70
Churns	
2 to 6 gal. per gal.	6 1/2
Churn Dashers, per doz.	84
Milkpans	
1/2 gal. flat or round bottom, per doz.	48
1 gal. flat or round bottom, each	6
Fine Glazed Milkpans	
1/2 gal. flat or round bottom, per doz.	60
1 gal. flat or round bottom, each	6
Stewpans	
1/2 gal. fireproof, bail, per doz.	85
1 gal. fireproof, bail per doz.	1 16
Jugs	
1/2 gal. per doz.	60
1/4 gal. per doz.	45
1 to 5 gal., per gal.	7 1/2
SEALING WAX	
5 lbs. in package, per lb.	2
LAMP BURNERS	
No. 0 Sun	35
No. 1 Sun	38
No. 2 Sun	50
No. 3 Sun	85
Tubular	50
Nutmeg	50
MASON FRUIT JARS	
With Porcelain Lined Caps	
Pints	Per gross 5 00
Quarts	5 25
1/2 gallon	8 00
Caps.	2 25
Fruit Jars packed 1 dozen in box.	
LAMP CHIMNEYS—Seconds.	
Per box of 6 doz.	
Anchor Carton Chimneys	
Each chimney in corrugated tube	
No. 0, Crimp top	1 70
No. 1, Crimp top	1 75
No. 2, Crimp top	2 75
Fine Flint Glass in Cartons	
No. 0, Crimp top	3 00
No. 1, Crimp top	3 25
No. 2, Crimp top	4 10
Lead Flint Glass in Cartons	
No. 0, Crimp top	3 30
No. 1, Crimp top	4 00
No. 2, Crimp top	5 00
Pearl Top in Cartons	
No. 1, wrapped and labeled	4 60
No. 2, wrapped and labeled	5 30
Rochester in Cartons	
No. 2 Fine Flint, 10 in. (85c doz.)	4 60
No. 2 Fine Flint, 12 in. (\$1.35 doz.)	7 50
No. 2 Lead Flint, 10 in. (95c doz.)	5 50
No. 2 Lead Flint, 12 in. (\$1.65 doz.)	8 75
Electric in Cartons	
No. 2 Lime (75c doz.)	4 20
No. 2 Fine Flint, (85c doz.)	4 60
No. 2 Lead Flint, (95c doz.)	5 50
LaBastie	
No. 1 Sun Plain Top, (\$1 doz.)	5 90
No. 2 Sun Plain Top, (\$1.25 doz.)	6 90
OIL CANS	
1 gal. tin cans with spout, per doz.	1 26
1 gal. galv. iron with spout, per doz.	1 28
2 gal. galv. iron with spout, per doz.	2 10
3 gal. galv. iron with spout, per doz.	3 15
5 gal. galv. iron with spout, per doz.	4 15
3 gal. galv. iron with faucet, per doz.	3 75
5 gal. galv. iron with faucet, per doz.	4 75
5 gal. Tilting cans	7 00
5 gal. galv. iron Nacefas	9 00
LANTERNS	
No. 0 Tubular, side lift	4 65
No. 2 B Tubular	6 46
No. 15 Tubular, dash	6 50
No. 2 Cold Blast Lantern	7 75

DRY GOODS

Weekly Market Review of the Principal Staples.

Bleached Goods—There has been a slight increase in business in bleached goods, and sellers seem to have put prices on a more stable basis. Kid-finished cambrics are now quoted at $4\frac{1}{2}$ c and bleacheries are in a well-sold-up position on these lines. Heavier and finer cambrics and lawns are well under orders and deliveries are being pushed as heavily as possible. Soft fine fabrics along the white goods lines are eagerly sought for for early fall delivery and at firmer values. Piques and poplins are particularly needed in fine as well as the coarser weaves. The combed goods mills are running largely on these goods. The weakness in "Fruits" and other important makes of cambrics and sheetings shown two weeks ago seems to have disappeared and buyers are working along lines that would lead one to believe that they had forgotten this drop in values.

Ginghams and Shirtings—The announcement that Parkhill gingham have been sold up for the fall season and similar reports from other well-known mills show the condition of the gingham trade without much further comment. Dress gingham mills have had a remarkable season and the new spring season soon to be under way is likely to be just as remarkable. Everything for 1907 is likely to point to goods of a gingham character. Chambrays seem to have taken exceedingly well in cutting-up circles for wash dresses and in 1907 these goods are likely to be equally as favored. Shirting gingham for fall are well conditioned, and the new spring patterns under way will likely show some very salable ideas. Conservatism is the ruling spirit in shirting circles and blue and black motifs prevail. Stripes, rather than checks or figures, are in favor.

Heavy Gray Goods—Are in no better demand than a week ago, both the home trade, as well as exporters, showing little interest when it came direct to business. There was a little more stability shown as regards prices, but this was brought about by the less desire on the part of sellers to offer goods for distant delivery at a price. Both the home trade as well as exporters continue to show an interest in the market to the extent of following values, but they are holding back orders for their future needs until they are more firmly convinced that the market is not likely to go lower. Several Southern sheeting mill officials were in town during the week and they reported that Southern mills almost as a whole never experienced such active times as those existing to-day. The tendency of Southern manufacturers seems along the lines of accepting new business for any dating ahead of their present contracts, and it is due to this policy that sheetings

and drills are so freely offered for distant deliveries. This does not necessarily mean that prices quoted are of any special inducement as a rule, although cases are cited, of course, where rate cutting has been made. Eastern sheeting mills seem more independent about considering far-off business at present prices, although they do not let much desirable business slip by them without a bid.

Underwear—The buyers of underwear were not offered during the past week any reasons for staying out of the market, as many of them hoped would be the case. Awaiting the final census report which was issued recently, buyers were slow to operate, as there was to them the apparent possibility that this report would convey tidings which would cause a decrease in the quotations on raw cotton and subsequently could be used by them in securing lower prices on the made-up goods. The fact that manufacturers are and have been insistent in their demands for sustained prices has not met with the response from buyers which existing conditions would warrant. The fact that during all of the reported fluctuations of cottons and yarns the manufacturers have not secured the raw materials at any decreased prices which would warrant their making concessions to the buyers has not prevented the latter from insisting on concessions in many cases. Recently the raw material markets have shown increased strength, and this in itself ought to be sufficient to still any reports that goods can be secured at lower prices.

Hosiery—The fact that there is not at the present time a considerable business being done in the hosiery end of the knit goods market is due more to the fact that there is nothing with which to fill the demand rather than to any lack of demand. There are few mills making hosiery, with perhaps the exception of woolen knitters, who are in a position to take orders for spring delivery. From cheapest to highest priced goods knitters have about all that they can do, and some mills are so far sold ahead on spring delivery goods that they are not taking and will not take orders for fall delivery. Handlers of foreign stuffs are wholly unable to meet the demands of buyers and their lines which were quickly taken off the market have been duplicated by domestic manufacturers and buyers have taken these goods in such volume that domestic mills making goods of this nature are over-run with work.

Varying Effects of Poison.

Certain substances which are deadly in their effects upon men can be taken by animals with impunity. Horses can take large doses of antimony, dogs of mercury, goats of tobacco, mice of hemlock and rabbits of belladonna without injury. On the other hand, dogs and cats are much more susceptible to the influence of chloroform than man and are much sooner killed by it.

Watches and rivers seldom run long without winding.

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.

Are you fully prepared for the Wash Goods Season?

The demand will now commence in good earnest

WHITE GOODS Colored Wash Goods

All indications point to an unusually large trade on Wash Fabrics, especially White Goods, and

if you are not fully stocked it will be wise for you to buy now as the tendency is to higher prices as the season advances.

It would certainly pay you to come to Saginaw and pick out your wants from the

Vast Assortments we Show

We are prepared to offer you values and terms you can not secure from any other house. Try us and see.

If not convenient for you to visit us here, order from traveling men or write us, in either case we will give your order careful and prompt attention.

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

Disorderliness Almost Resulted in Dismissal.

Written for the Tradesman.

"What exquisite order you keep your stock in," I remarked admiringly to a clerk at the lace counter.

"Well," she answered, "that is one of my especial virtues—orderliness. I wasn't always this way, however; I never used to give the matter a thought. My laces were all jumbled up together in their particular boxes. I knew where to look for things in a general sort of way, but many times even my cartons were so badly mixed up that I often had to have a regular Dinah-clearing-up time before I could find just what I was looking for.

"One day I woke up to the realization that I was standing in my own light by keeping my goods in such wretched condition. It was one of my best customers who was the cause of my beginning to sit up and take notice."

"She came in one day in a dickens of a hurry. My laces were all helter-skelter in the cartons—not a single one of them fit for inspection. It was the greatest wonder that I hadn't got 'called down' for this glaring fault long before then, for I certainly needed the severest sort of a reprimand if ever a clerk did.

"When Milady asked to see a certain sort of lace—Cluny, it was—I knew I had a most beautiful pattern, and the remnant had in it just about the desired amount.

"Hunt? I searched most diligently for that exasperating piece of lace. I was positive it hadn't been sold for I had seen it only a few minutes before and the other girls had gone to their luncheon since I saw it with my own eyes.

"The lady stood with severely-disapproving look and mien, although she was too well bred to speak her thoughts, while I was getting redder and redder and more and more flustered. I finally had to give up the idea of ever finding the piece I wanted, and I was obliged to tell her so. She left me with a manner that told all too plainly her poor opinion of me as a salesgirl.

"And I?

"I was covered with confusion; all the more so as the eye of the manager was on me, and had been during the latter part of my dilemma. He didn't say anything. I expected he would, and that my carelessness would be the means of my losing my place. I began to see visions of myself applying for positions at other stores and being 'turned down' on account of incompetence in my former one.

"Strange to say, the manager did nothing more than give me that look. But it was a terrific one. I quailed

and trembled, as doubtless he meant I should.

"I began at once to put my stock to rights—not a little here and a little there, in a desultory fashion, but started in with the first box at one end in one row and never stopped until I was through with the last box in the last row, barring waiting on customers.

"I had lost a good sale on that Cluny remnant, and I never expected to see that lady again who wanted it. But she did return, and when she appeared I was amazed. I was too ashamed to refer to my former neglect of goods in my care and the lady was too polite to do so.

"The ordeal taught me a much-needed lesson. I did not lose my situation. I made a solemn resolve with myself not to err along that line again, and so far I have been able to keep to my good intention. I hope I never will depart from it."

The next time I was in the store where the above speaker is employed I paused a few moments at her counter. No one now could accuse her of any transgression against "Heaven's first law," for there prevails perfect order as to every detail. The others could well pattern after this clerk who was looking for dismissal on account of lack of correct care of stock. Q.

New Box Factory and Iron Foundry.

Albion, April 3—This city is to have a new box factory. M. L. Horning, a traveling salesman of this city, has invented a paper box for butter and lard. He has sold various kinds of paper boxes and is thoroughly conversant with the needs of the trade. The boxes have heretofore been made in Grand Rapids. Mr. Horning now plans to establish a factory here. He has rented the west part of the Rousseau building, recently vacated by the American Harness Co. Work will begin this month with six or eight men.

Negotiations are on to start an iron foundry here. The Council decided to put the question to a vote of the people as to whether or not the city should remit taxes for ten years on such an institution. The men at the head of the proposed plant are Henry Wochholz, Robert Glascoff, E. S. Loomis and Will Nixon, all of whom have had valuable experience along the line of the proposed business. Considerable money has been raised toward furnishing a site.

The trucks of the Handy Baggage Truck Co. are making good and orders have been received from five different railroads for trial shipments.

The ardent lover is like the tailor when he presses his suit.

QUALITY IS REMEMBERED

Long After Price is Forgotten

We Have Both

Volk Stamp and Stencil Co.

H. J. VOLK. J. P. SOLOMAN.
62-64-66 GRISWOLD ST., DETROIT, MICH.

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

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



lace effects and tans

See our line before placing your order.

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,

P. Steketee & Sons

Wholesale Dry Goods

Grand Rapids, Mich.



Care Killing Cigars

If you desire a divorce from sorrow and carking care smoke an

S. C. W.

5c Cigar

You will be surprised and delighted with the effect this excellent combination of tobacco will have upon you. Tomorrow may bring its troubles, but tonight—well let's be comfortable and serene over a long pull—without a strong pull—at one of those easy smoking S. C. W. cigars.

G. J. JOHNSON CIGAR CO., Makers
Grand Rapids, Michigan

Use Tradesman Coupons

Established 1883
WYKES-SCHROEDER CO.

MILLERS AND SHIPPERS OF
FEEDS

Write for Prices and Samples
GRAND RAPIDS, MICH.

Fine Feed Corn Meal
MOLASSES FEED

Cracked Corn

STREET CAR FEED

Mill Feeds

Oil Meal

Sugar Beet Feed

GLUTEN MEAL

COTTON SEED MEAL

KILN DRIED MALT

LOCAL SHIPMENTS

STRAIGHT CARS

MIXED CARS



Michigan Knights of the Grip.
President, H. C. Klockseim, Lansing;
Secretary, Frank L. Day, Jackson; 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.

Proper Training for Beginners on the Road.

A soliciting salesman in any line is more efficient for being an "all-round man," with a knowledge of selling methods in their broad application. If he is a beginner, it isn't enough to advise him how to improve his effort in any specific and limited field. He ought to get a general as well as a peculiar training.

That is why every salesmanager should be willing to express publicly his views on what constitutes good salesmanship. Collectively, these views will comprise all modern ideas obtainable. Out of the sum of the experience offered, the beginner can adapt, often from incongruous sources, points which he can apply to his own special line.

We are all interested in the salesman-in-the-making, whether he intends to sell one kind of goods or another—for the better salesman he becomes the more is accomplished in keeping up the standard of salesmanship. And if the standard in this respect is high, the outlook of every business is more auspicious.

The means generally employed by the salesmen of yesterday can not be employed by the salesmen of today. As is well known, the common type of "smooth" salesman has been relegated to the rear, and none too soon.

The successful salesman of to-day is one who is familiar with the line he handles, is interested in his work, believes in his commodity, whatever it may be, and (let me make this point strong) sells it without using misrepresentation, and strictly on its merits. If there is no wool in the cloth he is selling he frankly says so, while emphasizing whatever merits the cloth does possess. If, as in the typewriter business, a machine proves faulty in some one of its parts, rather than cover up or explain away such a condition he admits frankly it has a fault, and explains how easily it may be overcome, and his willingness to see that this is done. These are fundamental principles in which a beginner should be trained.

In brief, I advise any salesman (but the advice is apt to be specially needed by a new man in the work) to gain the confidence and respect of the men he expects to do business with at the outset. If he can not sell a typewriter or other goods by straight-forward, honest means, without resorting to deceitful artifices, unfair influence or bribes—three unprofessional and dangerous weapons

which the "smooth" salesman formerly employed—he had better retire gracefully with his business honor and self respect saved, although the sale may be lost. He should use all honorable means to gain his end, but having to retire from the field, leave a favorable impression behind, and an open door for future entrance.

I would summarize the qualifications of a beginner, as being a fair education for a working basis: a cultivated personality; business sense to know a deal when he sees it, and judgment, when he does see it, in handling the deal to advantage.

The young man who aims to become a salesman should cultivate a liking for that work and be willing to spend a few years early in life skirmishing on slight compensation in order thoroughly to equip himself for battle. This is not unreasonable, when you consider the time and expense involved in preparing for the professions of law and medicine, neither of which offers ampler remuneration than that of salesmanship.

Now I arrive at a point where many men will take exception with me, perhaps. But I would advise the beginner to get as diversified an experience as he can in his training days. Some people believe that a man is better qualified to sell typewriters if he has never sold anything else, and that if he starts in selling soap in the first place it is misfortune or a discredit to him if he jumps to selling pianos or umbrellas, etc. But allow me to differ. If he has a greater variety of experience in selling different kinds of goods, he is likely to have a greater knowledge of men and the ways to approach them, and his talents to be more generally adaptable, all other conditions being equal. The solicitor whose experience in approaching the trade with divers lines has been a successful one will usually succeed in selling typewriters, once he has acquired a knowledge of the details of the business. The passing of the "one-ideaed" man from all professions and business is just about due.

Salesmen who can handle city trade and country trade with equal facility are rare. Those who have the necessary combination of talents to do this have had invariably a wide collateral experience, and they can command in almost every instance their own salary.

The beginner should learn self reliance and not depend solely on cut and dried rules in the performance of his work. If he fails to catch the spirit of the rules of good salesmanship, even although he obeys them to the letter, he will work with a mechanical method and will soon find himself in a rut.

In training a beginner in our business, we do not try to make him into a formal pattern of salesman. Experience and the man's personality must determine to what pattern he shall conform. In drilling him the aim is to show him how the best salesmen would proceed under any given conditions, and how they would present a proposition effectively to this man or that. He is not expected to ape

the example of his instructors and learn a set speech from theirs, but to catch points from their method which he can adapt into a method of his own. It is a hopeless case if a salesman's personal force and magnetism are left out of his work in his effort to imitate somebody else.

A beginner should be a good listener, quite as much as a good talker. He should be trained at the outset to avoid all controversies. This is a failing common to nearly all new men—they think it essential to arouse a man's combativeness and exhaust all their ammunition in the way of arguments on him, in order to show how well they can shoot. An able talker, one who presents his goods in the best possible manner, avoids arguments when he can, and always avoids digressions, keeping strictly to the point and making every word count.

If a salesman is a good listener he is quick to catch the tone that indicates, even when there are no specific words to indicate it, that enough has been said, and that it is time to quit talking and bring out the order book. A great many salesmen have this fault—that they talk a prospect into a deal, and talk him out of it.

More victims succumb to the "salesman's failure disease" owing to this cause than any other.

In the cities the trials of the ambitious young salesman are certainly not growing less. The busy purchasing agent generally says he has no time to see you. When you get this answer don't let it disconcert you. Don't murmur an apology for having intruded, and leave him comforting assurance that your business can wait until another day. Remember that the man who says he can spare no time to listen to you, has, in all probability, representatives on the road whom he requires to use persistence in soliciting interviews with men as busy as himself. He is going to measure the value of his representatives by the degree of doggedness with which they hang on until they do secure business from the men who "have no time to listen to them." It is not unreasonable, then, that he should treat you the way he would like to have his representatives treated. My advice is to use determination in carrying out your resolution to see your prospect, even sometimes at the cost of what is called business courtesy.

It is the man who can get in, deliver what he has to say briefly and to the point, and come away with an order in his pocket, that is in demand. A good business man admires intelligent and amiable persistence at all times, and it always creates a good and lasting impression.—O. T. Owen in Salesmanship.

Safety Paper.

One of the most noted chemists of the lithographic trade says it is a chemical fact that if you wish to convert an ordinary sheet of commercial cap paper into a perfect safety paper, you can accomplish the feat by making up the following solution: One teaspoonful of gallic acid to each quart of distilled or boiling water;

dip your paper and allow to remain immersed for two minutes; then allow it to become perfectly dry, after which any attempt to erase or change the face of the check or note totally destroys it, especially so with chemicals or any solution having water, alcohol or other liquid as a component part. Any dry chemicals having power to remove the ink will destroy the paper. Any one can make this experiment at little or no cost and convince himself of its usefulness.

Life Miles Under the Sea.

A recent British scientific expedition discovered that the Indian ocean floating life is exceedingly abundant at all depths down to about 7,200 feet in seas 15,000 feet deep. By floating life is meant animals which form the food of whales and deep ocean fish and which up to the present have been believed to live on or very close to the surface. A variety of enormous squids were fished out as well as jellyfish and prawns fully six inches long. Some of these latter were blind, while others had huge eyes, but nearly all of them had phosphorescent organs, which would naturally be due to the fact that they live at a depth where almost total darkness prevails. The blind varieties had enormous feelers or antennae, some of them extending to twice the length of their bodies.

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

Gripsack Brigade.

Plainwell Independent: Will Stewart has taken a position as traveling salesman for the Sterling Whip Co. O. G. Goss is filling his position at J. N. Hill's grocery.

C. O. Lawrence has accepted a position as traveling salesman for the Leonard Crockery Co. and will cover Northeastern Michigan. Mr. Lawrence has been employed as stock clerk for the past two years by the Leonard house.

Jacob H. Badger, of Niles, has gone to Chicago, where he will reside permanently. He has purchased an interest in the Cottage Grove Roofing Co. and will represent that house on the road in the capacity of a traveling salesman.

Charlotte Republican: Warren Moore has resigned his position with Bare & Gillette to take a traveling position with the Peninsular Stove Co., with headquarters in Chicago. Mr. Moore is a popular young man and his friends are congratulating him on his promotion.

A Holland correspondent writes as follows: H. P. Streng, formerly with Marshall Field & Co., Chicago, has been engaged by the Ely & Walker Dry Goods Co., of St. Louis, to represent its white goods, linen, lace, embroidery, ribbon, upholstery and handkerchief departments as traveling representative. Mr. Streng conducted a dry goods store in this city several years ago.

Geo. B. Irwin, representing the Northwestern Consolidated Milling Co., Minneapolis, Minn., makers of Ceresota flour, is now in this territory, in charge of the advertising and sale of this favorably known brand of spring wheat flour. He will be assisted by F. A. Schnable, of this city. Ceresota flour is distributed through the Judson Grocer Co. to customers in Western Michigan.

William H. Rea, for twenty-five years connected with Armstrong & Graham (Detroit) as traveling salesman, has resigned to give his attention to the new Detroit Stoker & Foundry Co. and other enterprises of which he is director. Harry Nichols, another of the firm's old salesmen, has gone into the baking business. Adolph Kreuter takes Mr. Rea's territory. Walter Wright will have Southern Michigan. E. J. Swain, of Buffalo, will represent the firm in the East.

Benton Harbor Business Men Touch Elbows.

Benton Harbor, March 31—The annual banquet of the Benton Harbor Business Men's Association was held at the Hotel Benton last evening. The long tables were completely filled with guests and the evening was declared to be one of the most pleasant ever spent by the Benton Harbor business men together.

The menu which was discussed by the banqueters proved to be one of the best ever served in the city at a like occasion and the guests were loud in their praise of Landlord Collins.

Toastmaster Banyon surprised even his most intimate friends and those who have heard him often by the manner in which he introduced the

various speakers of the evening. It was declared to-day that the responses to the toasts were the best ever given at any gathering of men in the history of the city. They were as follows:

Benton Harbor's Pioneer Merchants—O. H. Hipp.

Our City's Industries—John E. Barnes.

Full Measure and Down Weight—Fred A. Hobbs.

From the Hay-Fork to the Pen—W. H. Seitz.

Business Pills We Have to Swallow—Dr. W. C. Bastar.

Fruit Belt Prospects—Attorney H. S. Gray.

The Humbug of Race Suicide—Chas. L. Young.

We Never Sleep—Monroe H. Morrow.

Welcome to Our Outside Guests—Mayor Gillette.

Communicate With the Executive Officers.

At the request of a number of wholesale dealers located in Grand Rapids and elsewhere in Michigan, the editor of the Tradesman recently called on Mr. Henry Dunn, President of the Bradstreet Co., of New York, and asked him to restore the notification sheets which the agency has sent to its subscribers for many years past. It is understood that the discontinuance of the sheets was due to concert of action between the Dunn and Bradstreet agencies and that, while the agencies pretend to be in competition with each other to some extent, they are working in harmony on a good many matters of mutual interest. Mr. Dunn expressed great surprise that there should have been any dissatisfaction over the discontinuance of the sheets and asserted that his representatives in Detroit and Grand Rapids had both assured him that the continuance of the sheets was a matter of utter indifference to Bradstreet subscribers in Michigan. The writer assured him that in many cases the sheets were of more value to the subscriber than the book or the special reports, and Mr. Dunn promised to look into the matter, with a view to ascertaining whether the information furnished him by his official representatives was entirely trustworthy.

Inasmuch as it is evidently the policy of the local representatives of both agencies to misrepresent the attitude of their subscribers in this State, it is now in order for subscribers to either agency to communicate with the executive officers direct and, unless the Tradesman is very much mistaken, such an appeal will be taken and a great many agency subscriptions will be terminated unless the agencies carry out in good faith the arrangement they have entered into with their subscribers, which included the furnishing of the sheets as well as the books and special reports.

The man who has blisters to show does not need to talk about his burdens.

The fruits of heaven are not in the life unless its climate is in the heart.

All the Money on Earth.

Let us see how much actual cash there is in the pocketbooks of various nations and understand by comparison how rich we really are. The total stock of money in gold, silver and uncovered paper in the whole world amounts in round figures to \$12,000,000,000. In the United States the total stock of money amounts to about \$2,000,000,000. Hence, we have in our own purse one-sixth of all the cash of the globe.

These figures—and this is a fact which must be emphasized—do not represent the wealth of nations. Far from it. These figures represent merely the available hard cash. Divide this hard cash of the earth among the inhabitants thereof and each man, woman and child would have \$10. But divide the hard cash of the United States among the people thereof and each of us would have \$25. And here is one respect in which the people of a foreign country would have the better of us, individually.

Were each nation to divide its cash among its own people each living human being in France would have \$35, or \$10 more than each person in our country under similar circumstances. Meanwhile, the divided cash of Great Britain would give each Briton only \$18; in Germany the cash per capita would amount to only \$17, Russia \$8 and Japan \$3, while in Cuba each person would get a \$2 bill.

Of the world's \$12,000,000,000 in cash \$2,000,000,000 are right here in the United States. And one-twenty-fifth of all the cash in gold in the world is stored in New York alone. This gold, this symbol and synonym of wealth, comes, like all things else, from the ground, from mines. Here, again, we lead all nations, for we ourselves produce one-third of all the gold of the earth, as we produce one-third of all the silver.

Our chief contributors to this product are the mines of Colorado, South Dakota, California, Idaho, Montana, Oregon, Arizona, New Mexico and Alaska. Consider merely Cripple Creek! As under a magician's wand, that region has in fourteen years developed until it now covers at least 130 square miles, with many cities and towns connected one with another by rail. Here is an earnest, sober population, engaged in the business of extracting precious metals from the mountains to the tune, some years, of \$25,000,000. So much for the work of man in securing the raw materials for money.

Transfer of the Empire Produce Co.

Port Huron, April 3—The plant and business of the Empire Produce Co. in Port Huron have been sold to W. Vernon Booth, of Chicago, for \$35,000. The deed, which was enclosed in a sealed envelope, has been at the office of the Register of Deeds for the past month, but was not recorded until recently. The sale includes the buildings, fixtures, machinery and everything connected with the business, and the deed is signed by Fred E. Rosebrock, President, and Henry

Meislahn, Secretary, and was made in New York December 1, 1905.

The original stockholders of the Empire Produce Co. were Fred E. Rosebrock, 101 shares; Fred E. Rosebrock, trustee, 490 shares; John Ryan, 100 shares; Henry Meislahn, H. A. Johnson and P. H. Phillips, one share each.

The annual report filed with the County Clerk this week shows that the company is capitalized at \$100,000, of which \$52,030 is paid in; real estate, \$117,372.89; goods on hand, \$140,932.86; cash on hand, \$4,032.44; credits, \$10,193.59; debts, \$272,531.78.

Mistakes as to Nicotine.

There are probably few subjects about which more people are misinformed than nicotine. Nearly every one speaks of the dark-brown substance which has about the consistency and color of molasses and accumulates in the stems of pipes as nicotine. It is not nicotine and it has no nicotine in it.

It is nothing but tar—tobacco tar—distilled from the smoke, just as coal tar is distilled from coal and pine tar from pine wood. One might swallow all the tobacco tar that a rank clay pipe contains without serious harm. If he swallowed the same quantity of nicotine he would probably be dead in five minutes.

It is the tar that stains the pipe and it is the same tar that stains the cigarette smoker's fingers. It is also found inside the nostrils of one who inhales smoke and it puts an indelible stain on mustaches.

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

Buffalo, April 4—Creamery, fresh, 21¢@26¢; creamery, cold storage, 18¢@21¢; dairy, fresh, 17¢@20¢; poor, 14¢@16¢; roll, 17¢@19¢.

Eggs—Fresh, 17½¢@18¢.

Live Poultry — Fowls, 15¢@15½¢; chickens, 15¢@16¢; ducks, 16¢@17¢; geese, 13¢@14¢; old cox, 9¢@10¢.

Pea Beans—\$1.50@1.60.

Potatoes—75¢@80¢ per bushel.

Rea & Witzig.

Better pass up the offering than waste your genius trying to make a nickel look like a dollar.

It is better to go forward slowly than to go round and round ever so fast.

CHILD, HULSWIT & CO. BANKERS

Gas Securities

Specialists in the
Bonds and Stocks of

Mattoon Gas Light Co.

Laporte Gas Light Co.

Cadillac Gas Light Co.

Cheboygan Gas Light Co.

Information and Prices on
Application

Citizens 1999. Bell 424

MICHIGAN TRUST BLDG.

DRUGS

Michigan Board of Pharmacy.
 President—Harry Helm, Saginaw.
 Secretary—Arthur H. Webber, Cadillac.
 Treasurer—Sid. A. Erwin, Battle Creek.
 J. D. Muir, Grand Rapids.
 W. E. Collins, Owosso.
 Meetings during 1906—Third Tuesday of
 January, March, June, August and No-
 vember.

Michigan State Pharmaceutical Association.

President—Prof. J. O. Schlotterbeck,
 Ann Arbor.
 First Vice-President—John L. Wallace,
 Kalamazoo.
 Second Vice-President—G. W. Stevens,
 Detroit.
 Third Vice-President—Frank L. Shiley,
 Reading.

Secretary—E. E. Calkins, Ann Arbor.
 Treasurer—H. G. Spring, Unionville.
 Executive Committee—John D. Muir,
 Grand Rapids; F. N. Maus, Kalamazoo;
 D. A. Hagans, Monroe; L. A. Seltzer, De-
 troit; S. A. Erwin, Battle Creek.
 Trades Interest Committee—H. G. Col-
 man, Kalamazoo; Charles F. Man-
 n, Detroit; W. A. Hall, Detroit.

Use Price Cards.

There is not a druggist who will contest this proposition: "Show windows are valuable to attract trade." You display your goods, and if they are attractive you will do some business. How much more you could do with price tickets properly displayed is perhaps a question, but there is no question but what your trade would be increased and materially.

There are many people who are backward in the matter of pricing goods. They feel some little compunctions against asking questions and then going away without buying. You will find this trait much more highly developed in the man than in the woman. The latter lean a little too much the other way.

If you have a good location there are people passing your store every minute in the business day. The prices plainly shown talk to them as they pass, and they strike home. The average man knows little about bargains. He may think an article looks too high-priced for his pocketbook, but the actual price may be within his reach.

Use the tags and the cards with prices in plain figures throughout your entire establishment, and they will increase your sales. New goods are going on the shelves and tables. Plain marking helps the customer and it helps the salesman.

Plain marking is taken to mean one price, and in this day and age of sharp competition no druggist can afford to play favoritism with his trade. One price is the surest safeguard. If you have sliding scales you run the risk, and a big one at that, of offending your good customers.

Artificial Pumice Stone.

This seems now to have been accomplished through a German invention, under which artificial pumice stone is made by mixing sand and clay. This artificial pumice stone is made in five different kinds. The first is either hard or soft with a coarse grain and used for leather, waterproof garments and for the felt and woolen industry. The second can

also be supplied hard or soft. It has a medium grain and is mainly used for stucco and sculptural work, as also for rubbing wood before painting. The third is soft, of fine grain and is recommended for polishing wood and tin. The fourth is of medium hardness and fine grain and gives to wood the right polish before being finished with oil. The fifth is hard and of fine grain and used for polishing stone, especially lithographic stone. The manner of using is the same as for natural pumice stone. For wood it is first used dry, afterwards mixed with oil.

Advertising Is Not All.

Some advertisers have the idea that because they are advertisers they are bound to succeed without any effort in any other direction. Advertising will not build up a business of itself. It needs to be backed by the best and most persistent kind of merchandising. There is no such thing as success by simply pressing the advertising button and allowing the advertising to do all the rest. Advertising will not keep up the stock; it will not keep the store clean and tidy nor the clerks attentive; it will not do a thousand and one things that go to make a store prosperous. Advertising is necessary, but its necessity has been enlarged upon to such an extent that many a man has assumed that nothing else was needed. The rise in the importance of advertising has not decreased the importance of the merchandising; rather, it has enhanced it.

The Drug Market.

Opium—Is weak and tending lower.

Morphine—Is unchanged.

Quinine—Is steady.

Carbolic Acid—Is very firm and advancing.

Citric Acid—Is very firm on account of higher prices in the primary markets.

Cod Liver Oil—Is tending lower.

Glycerine—On account of competition among jobbers, the price has been reduced. The manufacturers' price remains firm.

Oil Peppermint—Has advanced and is very firm.

Saffron—Is tending lower on account of the near approach of new crop.

Jamaica Ginger—Is very firm and advancing.

Celery Seed—Is very firm and advancing on account of scarcity.

Frauds of Expert Cooks.

It has almost passed into a proverb that many of the dishes served up in cheap restaurants where nothing is wasted are, to put it mildly, mysteries. But, on the other hand, most people who patronize fashionable and more ambitious restaurants are generally content to accept the menu for what it is said to be. This blind trust is, however, in many such restaurants somewhat abused and the amount of "faking" which goes on to-day in some of the well-to-do establishments would probably surprise those who are uninitiated in the higher branches of the culinary art.

For instance, by the addition of vegetable juice just before being dished up cod cutlets are at seasons when salmon is very dear set before customers as salmon cutlets and are, needless to say, charged accordingly.

This "deception," according to an ex-chef of one of London's leading restaurants, is widely practiced not only in better class restaurants but also on some of the great ocean liners.

Another popular trick as practiced by the restaurateur is to serve as veal beef done up overnight in salted bandages, while a skillful chef has little difficulty in palming off whitening for sole on epicures who pride themselves on the soundness of their judgment of cooking.

A few weeks ago a dinner for seventy-five persons was ordered at a well-known fashionable restaurant. A large consignment of salmon had been previously ordered, but to the consternation of the chef the dinner hour slowly approached and still no salmon arrived.

In despair the chef—a Frenchman—decided to "take the bull by the horns" and procure another fish to do duty for the coveted salmon. Accordingly he set to work to turn cod cutlets into salmon cutlets and this rapid transformation was soon effected by an addition of vegetable juice.

The waiters, who naturally were aware of this wholesome deception, were given express orders to report any complaints to the chef at once. However, to the intense delight of the chef, all passed off well and on hearing that his subterfuge had not been detected he gleefully exclaimed: "Ah, a cod and a French cook can work miracles!"

Green peas at certain seasons of the year are naturally a luxury quite beyond the reach of the man of average means, while even caterers for fashionable hotels themselves frequently have the greatest difficulty in getting a sufficiently large quantity to meet the demand. However, to fake peas does not offer any great difficulty in times of stress and by adding vegetable coloring matter yellow peas are quite commonly served up as green peas along with duck and flavorless new potato, which more often than not comes from abroad.

A remarkable surgical operation was recently performed at the University clinic at Prague, Bohemia, when Prof. Kukula separated the "Siamese twins," Rosa and Josefa Blazek. A slight operation performed upon Rosa revealed that the bodily temperature of the twins was unequal, from which it was argued that the two girls, though closely joined together, maintained a separate blood circulation. It was also noticed that during the operation on Rosa her sister, Josefa, showed no sign of discomfort, thus proving a separate nervous system. It was also learned that Rosa had suffered from typhoid fever, and measles without her sister showing any sign of ill health. Josefa, being the stronger girl, had very much resented having to go to bed and be nursed when her sister was

suffering her numerous attacks of indisposition. Both girls are enjoying better health since their separation.

It's hard for the man who has ground off his nose on the money mill to smell a taint on anything.

When you see a man who puts all his religion in a safety deposit you may know he hasn't any.

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

We are Headquarters for
**Base Ball Supplies, Croquet, Mar-
 bles and Hammocks**
 See our line before placing your order
Grand Rapids Stationery Co.
 29 N. Ionia St., Grand Rapids, Mich.

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.

Our Lines for 1906



Dorothy Vernon

Perfume

Toilet Water Sachet Powder

Vernon Violet

Extract

Toilet water Sachet Powder

The Jennings Perfumery Co.
 Grand Rapids, Mich.

Advanced—
Advanced—Citric Acid, Oil Peppermint, Camphor.

Liquor Arsen et		Rubia Tinctorum	12@ 14	Vanilla9 00@
Hydrarg Iod	25	Saccharum La's.	22@ 25	Zinci Sulph	7@ 8
Liq Potass Arsnit	10@ 12	Salacin	50@ 75	Oils	
Magnesia, Sulph.	2@ 3	Sanguis Drac's.	40@ 50		bbi. gal.
Magnesia, Sulph bbl	1%	Sapo, W	12@ 14	Whale, winter	70@ 70
Mannia, S F	45@ 50	Sapo, M	10@ 12	Lard, extra	70@ 80
Menthol	3 30@ 40	Sapo, G	12@ 15	Lard, No. 1	60@ 65
Morphia, S P & W2	35@ 260	Seidlitz Mixture	20@ 22	Linseed, pure raw	45@ 48
Morphia, S N Y Q2	35@ 260	Sinapis	12@ 18	Linseed, boiled	46@ 49
Morphia, Mal.	2 35@ 260	Sinapis, opt	12@ 30	Neat's-foot, w str	65@ 70
Moschus Canton.	7@ 40	Snuff, Maccaboy,		Spts. Turpentine	Market
Myristica, No. 1	25@ 30	DeVoes	12@ 51	Paints	bbi. L.
Nux Vomica po 16	7@ 10	Snuff, S'h DeVo's	12@ 51	Red Venetian	13@ 2 3
Os Sepia	25@ 28	Soda, Boras	9@ 11	Ochre, yel Mars 1 1/2	2 4
Pepsin Saac, H &		Soda, Boras, po.	9@ 11	Ocre, yel Ber	2 4 3
P D Co	10 00	Soda et Pot's Tart	25@ 28	Putty, commer' 1 1/2	2 1/2 3
Picis Liq N N 1/2		Soda, Carb	1 1/2@ 5	Putty, strictly pr 2 1/2	2 1/2 3
gal doz	12 00	Soda, Bi-Carb	3@ 5	Vermillion, Prime	
Picis Liq qts	10 00	Soda, Ash	3 1/2@ 4	American	13@ 15
Picis Liq. pints.	60	Soda, Sulphas	12@ 2	Vermillion, Eng.	75@ 80
Pil Hydrarg po 80	50	Spts, Cologne	12@ 60	Green, Paris	14@ 18
Piper Nigra po 22	18	Spts, Ether Co.	5@ 55	Green, Peninsular	13@ 16
Piper Alba po 35	30	Spts, Myrcia Dom	12@ 60	Lead, red	74@ 74
Pix Burgum	8	Spts, Vinl Rect bbl	12@	Lead, white	74@ 74
Plumbi Acet	12@ 15	Spts, Vi'l Rect 1/2 b	12@	Whiting, white S'n	90
Pulvis Ip'c et Opil	130@ 150	Spts, Vi'l Rect 10 gal	12@	Whiting Gilders'	95
Pyrethrum, bxs H		Spts, Vi'l R't 5 gal	12@	White, Paris Am'r	125
& P D Co. doz	75	Strychnia, Crystl	105@ 125	Whit'g Paris Eng	
Pyrethrum, pv	20@ 25	Sulphur Subl	2 1/2@ 4	cliff	11 40
Quassiae	8@ 10	Sulphur, Roll	2 1/2@ 3 1/2	Universal Prep'd 1	10@ 120
Quino, S P & W.	20@ 30	Tamarinds	8@ 10	Varnishes	
Quina, S Ger	20@ 30	Cerebentha Venice	28@ 30	No. 1 Turp Coachl	10@ 120
Quina, N. Y.	20@ 30	Theobromae	45@ 50	Extra Turp	1 60@ 1 70

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.

[illegible]

6	7	8	9	10	11
HERBS Sage 15 Hops 15 Laurel Leaves 15 Senna Leaves 26 JELLY 5 lb. pails, per doz. 1 85 15 lb. pails, per pail. 38 30 lb. pails, per pail. 65 LICORICE Pure 30 Calabria 23 Sicily 14 Root 11 MEAT EXTRACTS Armour's, 2 oz. 4 45 Armour's, 4 oz. 8 20 Liebig's, Chicago, 2 oz. 2 75 Liebig's, Chicago, 4 oz. 5 50 Liebig's Imported, 2 oz. 4 55 Liebig's Imported, 4 oz. 8 50 MOLASSES New Orleans Fancy Open Kettle 40 Choice 35 Fair 26 Good 22 Half barrels 2c extra. MINCE MEAT Columbia, per case. 2 75 MUSTARD Horse Radish, 1 dz. 1 75 Horse Radish, 2 dz. 3 50 OLIVES Bulk, 1 gal. kegs. 1 60 Bulk, 2 gal. kegs. 1 55 Bulk, 5 gal. kegs. 1 50 Manzanilla, 8 oz. 90 Queen, pints. 2 50 Queen, 19 oz. 4 50 Queen, 28 oz. 7 00 Stuffed, 5 oz. 90 Stuffed, 8 oz. 1 45 Stuffed, 10 oz. 2 40 PIPES Clay, No. 216 1 70 Clay, T. D., full count 85 Cob, No. 3 65 PICKLES Medium Barrels, 1,200 count. 4 75 Half bbls., 600 count. 2 88 Small Barrels, 2,400 count. 7 00 Half bbls., 1,200 count 4 00 PLAYING CARDS No. 90 Steamboat 85 No. 15, Real, assorted. 1 20 No. 20, Rover enameled. 1 60 No. 572, Special. 1 75 No. 98 Golf, satin finish. 2 00 No. 808 Bicycle. 2 00 No. 632 Tourist whist. 2 25 POTASH 48 cans in case Babbitt's 4 00 Penna Salt Co.'s. 3 00 PROVISIONS Barreled Pork Mess 16 00 Fat Black 14 00 Short Cut 14 25 Bean 20 00 Pig 20 00 Brisket, clear 15 00 Clear Family 13 00 Dry Salt Meats S P Bellies 10 1/2 Bellies 10 1/2 Extra Shorts 8 1/2 Smoked Meats Hams, 12 lb. average. 10 Hams, 14 lb. average. 10 Hams, 16 lb. average. 10 Hams, 18 lb. average. 10 Skinned Hams 10 Ham, dried beef sets. 13 Bacon, clear 11 California Hams 7 1/2 Picnic Boiled Ham 13 Boiled Ham, pressed. 15 1/2 Berlin Ham, pressed. 8 Mince Ham 9 Lard Compound 6 1/2 Pure 8 1/2 80 lb. tugs, advance 1 1/2 60 lb. tubs, advance 1 1/2 50 lb. tins, advance 1 1/2 20 lb. pails, advance 1 1/2 10 lb. pails, advance 1 1/2 5 lb. pails, advance 1 1/2 3 lb. pails, advance 1 1/2 Sausages Bologna 5 Liver 7 1/2 Frankfort 7 Pork 7 Veal 7 Tongue 7 Headcheese 7 Beef Extra Mess 10 00 Boneless 11 00 Rump, new 10 50 Pig's Feet 1/4 bbls. 40 lbs. 1 85 1/4 bbls. 30 lbs. 1 75 1 bbl. 7 75 Tripe Kits, 15 lbs. 70 1/4 bbls., 40 lbs. 1 50 1/4 bbls., 80 lbs. 3 00 Casings Hogs, per lb. 28 Beef rounds, set 16 Beef middles, set 45 Sheep, per bundle 7 Uncolored Butterine Solid dairy 10 1/2 Rolls, dairy 10 1/2	Canned Meats Corned beef, 2 2 50 Corned beef, 14 17 50 Roast beef 2 00 @ 2 50 Potted ham, 1/4 s 45 Potted ham, 1/2 s 85 Deviled ham, 1/4 s 45 Deviled ham, 1/2 s 85 Potted tongue, 1/4 s 45 Potted tongue, 1/2 s 85 RICE Screenings 3 1/2 Fair Japan 2 5 Choice Japan 2 5 1/2 Imported Japan 2 5 Fair La. hd. 2 6 Choice La. hd. 2 6 1/2 Fancy La. hd. 2 6 1/2 Carolina, ex. fancy 6 2 7 1/2 SALAD DRESSING Columbia, 1/4 pint. 2 25 Columbia, 1 pint. 4 00 Durkee's, large, 1 doz. 4 50 Durkee's, small, 2 doz. 5 25 Snider's, large, 1 doz. 2 35 Snider's, small, 2 doz. 1 35 SALERATUS Packed 60 lbs. in box. Arm and Hammer. 3 15 Deland's 3 00 Dwight's Cow 3 15 Emblem 2 10 L. P. 3 00 Wyandotte, 100 lbs. 3 00 SAL SODA Granulated, bbls 85 Granulated, 100 lb. cases. 1 00 Lump, bbls 80 Lump, 145 lb. kegs 95 SALT Common Grades 100 3 lb. sacks 2 10 60 5 lb. sacks 2 00 28 10 1/2 lb. sacks 1 90 56 lb. sacks 30 28 lb. sacks 15 Warsaw 56 lb. dairy in drill bags 40 28 lb. dairy in drill bags 20 Solar Rock 56 lb. sacks 20 Common Granulated, fine 80 Medium fine 85 SALT FISH Cod Large whole 7 Small whole 6 1/2 Strips or bricks. 7 1/2 @ 10 Pellock 3 1/2 Hallbut Strips 13 Chunks 13 1/2 Herring Holland White Hoop, bbls 11 50 White Hoop, 1/2 bbls 6 00 White Hoop, keg. 7 75 White Hoop mchs 80 Norwegian Round, 100 lbs. 3 75 Round, 40 lbs. 1 75 Scaled 14 Trout No. 1, 100 lbs. 7 50 No. 1, 40 lbs. 3 25 No. 1, 10 lbs. 90 No. 1, 5 lbs. 75 Mackerel Mess, 100 lbs. 13 50 Mess, 40 lbs. 5 90 Mess, 10 lbs. 1 65 Mess, 8 lbs. 1 40 No. 1, 100 lbs. 12 50 No. 1, 4 lbs. 5 50 No. 1, 10 lbs. 1 65 No. 1, 8 lbs. 1 1/2 Whitefish No. 1 No. 2 Fam 100 lb. 9 50 4 50 50 lb. 5 00 2 40 10 lb. 1 10 60 8 lb. 90 50 SEEDS Anise 15 Canary, Smyrna. 6 Caraway 8 Cardamom, Malabar. 1 00 Celery 15 Hemp, Russian 5 Mixed Bird 4 Mustard, white. 8 Poppy 8 Rape 4 1/2 Cuttle Bone 25 SHOE BLACKING Handy Box, large, 3 dz. 2 50 Handy Box, small. 1 25 Bixby's Royal Polish. 85 Miller's Crown Polish. 85 SNUFF Scotch, in bladders. 37 Maccaboy, in jars. 35 French Rapple in jars. 43 SOAP Central City Soap Co. Jaxon 2 85 Boro Naphtha 3 85 J. S. Kirk & Co. American Family 4 05 Dusky Diamond 50 8oz 2 80 Dusky D'nd, 100 6oz. 3 75 Jap Rose, 50 bars. 3 75 Savon Imperial 3 10 White Russian 3 10 Dome, oval bars. 2 85 Satinet, oval 2 15 Snowberry, 100 cakes. 4 00 Proctor & Gamble Co. Lenox 2 85 Ivory, 6 oz. 4 00 Ivory, 10 oz. 6 75 Star 8 1/2	LAUTZ BROS. & CO. Acme soap, 100 cakes. 2 85 Naptha, 100 cakes. 4 00 Big Master, 100 bars. 4 06 Marseilles White soap 4 00 A. B. Wrisley Good Cheer 4 00 Old Country 3 40 Soap Powders Central City Soap Co. Jaxon, 16 oz. 2 40 LAUTZ BROS. & CO. Snow Boy 4 00 Gold Dust, 24 large. 4 50 Gold Dust, 100-5c. 4 00 Kirkoline, 24 4lb. 3 80 Pearline 3 75 Soapine 4 10 Babbitt's 1776 3 75 Roseine 3 50 Armour's 3 80 Wisdom 3 80 Soap Compounds Johnson's Fine 5 10 Johnson's XXX 4 25 Nine O'clock 3 35 Rub-No-More 3 75 Scouring Enoch Morgan's Sons. Sapolio, gross lots 3 90 Sapolio, half gross lots 4 50 Sapolio, single boxes 2 25 Sapolio, hand 2 25 Scourine Manufacturing Co. Scourine, 50 cakes 1 80 Scourine, 100 cakes 3 50 SODA Boxes 5 1/2 Kegs, English 4 1/2 SOUPS Columbia 3 00 Red Letter 90 SPICES Whole Spices Allspice 12 Cassia, China in mats. 12 Cassia, Canton 16 Cassia, Batavia, bund. 28 Cassia, Saigon, broken. 40 Cassia, Saigon, in rolls. 55 Cloves, Amboyne. 23 Cloves, Zanzibar 15 Mace 55 Nutmeg, 75-80 45 Nutmeg, 105-110 35 Nutmeg, 115-120 30 Pepper, Singapore, blk. 16 Pepper, Singap. white. 25 Pepper, shot 17 Pure Ground in Bulk Allspice 16 Cassia, Batavia 28 Cassia, Saigon 48 Cloves, Zanzibar 18 Ginger, African 15 Ginger, Cochlin 18 Ginger, Jamaica 35 Mace 65 Mustard 18 Pepper, Singapore, blk. 17 Pepper, Singap. white. 28 Pepper, Cayenne 20 Sage 20 STARCH Common Gloss 1lb packages 4 05 3lb packages 4 1/2 6lb packages 5 1/2 40 and 50 lb. boxes 2 1/2 @ 3 1/2 Barrels 2 1/2 Common Corn 20lb packages 5 40lb packages 4 1/2 @ 7 SYRUPS Corn Barrels 23 Half Barrels 25 20lb cans 1/4 dz in case 1 70 10lb cans 1/2 dz in case 1 65 5lb cans 2 dz in case 1 75 2 1/2 lb cans 2 dz in case 1 80 Pure Cane Fair 16 Good 20 Choice 25 TEA Sundried, medium 24 Sundried, choice 32 Sundried, fancy 36 Regular, medium 24 Regular, choice 32 Regular, fancy 36 Basket-fired, medium. 31 Basket-fired, choice 33 Basket-fired, fancy 43 Nibs 22 @ 24 Siftings 9 @ 11 Fannings 12 @ 14 Gunpowder Moyune, medium 30 Moyune, choice 32 Moyune, fancy 40 Pinguay, medium 30 Pinguay, choice 30 Pinguay, fancy 40 Young Hyson Choice 30 Fancy 36 Oolong Formosa, fancy 42 Amoy, medium 35 Amoy, choice 32 English Breakfast Medium 20 Choice 30 Fancy 40 India Ceylon choice 32 Fancy 42 TOBACCO Fine Cut Cadillac 54 Sweet Loma 54 Hawatha, 5lb pails. 54	Telegram 54 Pay Car 33 Prairie Rose 49 Protection 49 Sweet Burley 44 Tiger 40 Plug Red Cross 31 Palo 35 Hiawatha 41 Kylo 35 Battle Ax 37 American Eagle 33 Standard Navy 37 Spear Head 7 oz. 47 Spear Head, 14 1/2 oz. 47 Nobby Twist 55 Jolly Tar 39 Old Honesty 43 Toddy 34 J. T. 38 Piper Heldsick 66 Boot Jack 80 Honey Dip Twist 40 Black Standard 40 Cadillac 40 Forge 34 Nickel Twist 52 Mill 32 Great Navy 36 Smoking Sweet Core 34 Flat Car 32 Warpath 26 Bamboo, 16 oz. 25 I X L, 5lb 27 I X L, 16 oz. pails 31 Honey Dew 40 Gold Block 40 Flagman 40 Chips 33 Kiln Dried 21 Duke's Mixture 40 Duke's Cameo 43 Myrtle Navy 44 Yum Yum, 1 1/2 oz. 39 Yum Yum, 1lb. pails. 40 Cream 33 Corn Cake, 2 1/2 oz. 25 Corn Cake, 1lb. 22 Plover Boy, 1 1/2 oz. 39 Plover Boy, 3 1/2 oz. 39 Peerless, 3 1/2 oz. 35 Peerless, 1 1/2 oz. 33 Air Brake 36 Cant Hook 30 Country Club 32-34 Forex-XXXX 30 Good Indian 25 Self Binder, 16oz, 8oz 20-22 Silver Foam 24 Sweet Marie 32 Royal Smoke 42 TWINE Cotton, 3 ply 22 Cotton, 4 ply 22 Jute, 2 ply 14 Hemp, 6 ply 13 Flax, medium 20 Wool, 1lb. balls 6 VINEGAR Malt White Wine, 40 gr 8 1/2 Malt White Wine, 80 gr 13 Pure Cider, B & B 14 Pure Cider, Red Star 12 Pure Cider, Robinson. 13 1/2 Pure Cider, Silver. 13 1/2 WICKING No. 0 per gross 30 No. 1 per gross 40 No. 2 per gross 50 No. 3 per gross 75 WOODENWARE Baskets Bushels, wide band 1 10 Market 40 Splint, large 3 50 Splint, medium 3 25 Splint, small 3 00 Willow, Clothes, large. 7 00 Willow Clothes, med. 6 00 Willow Clothes, small. 5 50 Bradley Butter Boxes 2lb size, 24 in case 72 3lb size, 16 in case 68 5lb size, 12 in case 63 10lb size, 6 in case 60 Butter Plates No. 1 Oval, 250 in crate 40 No. 2 Oval, 250 in crate 45 No. 3 Oval, 250 in crate 50 No. 5 Oval, 250 in crate 60 Churns Barrel, 5 gal., each 2 40 Barrel, 10 gal., each 2 50 Barrel, 15 gal., each 2 75 Clothes Pins Round head, 5 gross bx 55 Round head, cartons 75 Egg Crates Humpty Dumpty 2 40 No. 1, complete 22 No. 2 complete 18 Faucets Cork lined, 8 in. 65 Cork lined, 9 in. 75 Cork lined, 10 in. 85 Cedar, 8 in. 55 Mop Sticks Trojan spring 90 Eclipse patent spring. 85 No. 1 common 75 No. 2 pat. brush holder 85 12 lb. cotton mop heads 1 40 Ideal No. 7 90 Pails 2-hoop Standard 1 60 2-hoop Standard 1 70 2-wire, Cable 1 75 2-wire, Cable 1 75 Cedar, all red, brass 1 35 Paper, Barba 8 55 Elate 8 55	Toothpicks Hardwood 2 50 Softwood 2 75 Banquet 1 50 Ideal 1 50 Traps Mouse, wood, 2 holes 22 Mouse, wood, 4 holes 40 Mouse, wood, 6 holes 70 Mouse, tin, 5 holes 65 Rat, wood 80 Rat, spring 70 Tubs 20-in., Standard, No. 1. 7 00 18-in., Standard, No. 2. 6 00 16-in., Standard, No. 3. 5 00 20-in., Cable, No. 1. 7 50 18-in., Cable, No. 2. 6 50 16-in., Cable, No. 3. 5 50 No. 1 Fibre 10 80 No. 2 Fibre 9 45 No. 3 Fibre 8 50 Wash Boards Bronze Globe 2 50 Dewey 1 75 Double Acme 2 75 Single Acme 2 25 Double Peerless 3 50 Single Peerless 2 75 Northern Queen 2 75 Double Duplex 3 00 Good Luck 2 75 Universal 2 65 Window Cleaners 12 in. 1 65 14 in. 1 85 16 in. 2 30 Wood Bowls 11 in. Butter 75 13 in. Butter 1 15 15 in. Butter 2 00 17 in. Butter 3 25 19 in. Butter 4 75 Assorted, 13-15-17 2 25 Assorted, 15-17-19 3 25 WRAPPING PAPER Common Straw 1 1/2 Fibre Manila, white 2 1/2 Fibre Manila, colored 4 No. 1 Manila 4 Cream Manila 3 Butcher's Manila 2 1/2 Wax Butter, short cut. 13 Wax Butter, full count. 20 Wax Butter, rolls 15 YEAST CAKE Magic, 8 doz. 1 15 Sunlight, 8 doz. 1 00 Sunlight, 1 1/2 doz. 50 Yeast Foam, 3 doz 1 15 Yeast Cream, 3 doz 1 00 Yeast Foam, 1 1/2 doz 55 FRESH FISH Per lb. Jumbo Whitefish 13 No. 1 Whitefish 10 1/2 Trout 13 1/2 Halibut 10 Clisacos or Herring. 10 Live Lobster 10 1/2 @ 11 Boiled Lobster 35 Cod 10 Haddock 10 Pike 10 Perch, dressed 12 1/2 Smoked White 14 Red Snapper 8 Col. River Salmon. 14 Mackerel 15 @ 16 OYSTERS Cans Extra Selects 28 F. H. Counts 35 F. J. D. Selects 30 Selects 25 Perfection Standards 25 Anchors 22 Standards 20 Bulk Oysters Per Gal. F. H. Counts 1 75 Extra Selects 1 75 Selects 1 50 Perfection Standards. 1 25 Standards 1 20 Shell Goods Clams, per gal. 1 20 Shell Clams, per 100. 1 25 Oysters, per gal. 1 25 Shell Oysters, per 100. 1 00 HIDES AND BELTS Hides Green No. 1 11 1/2 Green No. 2 10 1/2 Cured No. 1 12 1/2 Cured No. 2 11 1/2 Calfskins, green No. 1 12 Calfskins, green No. 2 10 1/2 Calfskins, cured No. 1 13 Calfskins, cured No. 2 11 1/2 Steer Hides, 60lb. over 12 1/2 Pelts Old Wool Lams 60 @ 1 40 Shearlings 40 @ 1 25 Tallow No. 1 4 1/2 No. 2 3 1/2 Wool Unwashed, med. 26 @ 28 Unwashed, fine 21 @ 23 CONFECTIONS Stick Candy Pails Standard 7 1/2 Standard H H 7 1/2 Standard Twist 8 Jumbo, 32 lb. 7 1/2 Extra H. H. 9 Boston Cream 10 Old Time Sugar stick 24 lb. case 13	Mixed Candy Grocers 6 Competition. 7 Special 7 1/2 Conserve 7 1/2 Royal 8 1/2 Ribbon 10 Broken 8 Cut Loaf 9 Leader 9 1/2 Kindergarten 9 Bon Ton Cream 8 1/2 French Cream 9 Star 11 Hand Made Cream 15 Premio Cream mixed 13 O F Horehound Drop 10 Fancy-In Pails Gypsy Hearts 14 Coco Bon Bons 12 Fudge Squares 13 Peanut Squares 9 Sugared Peanuts 11 Salted Peanuts 11 Starlight Kisses. 11 San Blas Goodies 13 Lozenges, plain 10 Lozenges, printed. 11 Champion Chocolate. 11 Eclipse Chocolates. 12 Eureka Chocolates. 13 Quintette Chocolates. 12 Champion Gum Drops 8 1/2 Moss Drops 9 Lemon Sours 10 Imperial 11 Ital. Cream Opera 12 Ital. Cream Bon Bons 11 20lb pails 11 Molasses Chews, 15lb. cases 13 Molasses Kisses, 10 lb. box 12 Golden Waffles 12 Old Fashioned Molass- es Kisses, 10 lb. box. 1 20 Orange Jellies 50 Fancy-In 5lb. Boxes Lemon Sours 55 Peppermint Drops 60 Chocolate Drops 60 H. M. Choc. Drops. 35 H. M. Choc. Lt. and Dark No. 13 1 00 Bitter Sweets, ass'd. 1 25 Brilliant Gums, Crys. 60 A. A. Licorice Drops. 90 Lozenges, plain 55 Lozenges, printed. 55 Imperial 60 Mottos 60 Cream Bar 55 G. M. Peanut Bar 55 Hand Made Cr'sms. 80 @ 90 Cream Buttons, Pep. and Wintergreen. 65 String Rock 60 Wintergreen Berries. 60 Old Time Assorted, 25 lb. case 2 70 Buster Brown Goodies 30lb. case 3 50 Up-to-Date Assmt. 32 lb. case 3 70 Ten Strike Assort- ment No. 1 6 50 Ten Strike No. 2 6 00 Ten Strike, Summer as- sortment. 6 75 Scientific Ass't 18 00 Kalamazoo Specialties Hanselman Candy Co. Chocolate Maize 18 Gold Medal Chocolate Almonds 18 Chocolate Nugatines. 18 Quadruple Chocolate. 15 Violet Cream Cakes, bx 90 Gold Medal Creams, pails 13 1/2 Pop Corn Dandy Smack, 24s 65 Dandy Smack, 100s 2 75 Pop Corn Fritters, 100s 50 Pop Corn Toast, 100s 50 Cracker Jack 3 00 Checkers, 5c pkg, case 3 00 Pop Corn Balls, 100s 1 20 Cleo Corn Cakes 60 per box 60 Cough Drops Putnam Menthol 1 00 Smith Bros. 1 25 NUTS-Whole Almonds, Tarragona. 15 Almonds, Avica 15 Almonds, California sft shell 15 @ 16 Brazil 12 @ 13 Filberts 12 Cal. No. 1 16 @ 17 Walnuts, soft shelled 16 1/2 Walnuts, marbot. 15 Table nuts, fancy 18 Pecans, Med. 12 Pecans, ex. large. 14 Pecans, Jumbos 13 Hickory Nuts pr bu Ohio new 5 Cocoanuts, New York State, per bu Shelled Spanish Peanuts. 6 1/2 @ 7 1/2 Pecan Halves 35 Walnut Halves 35 Filbert Meats 25 Alcanta Almonds 23 Jordan Almonds 47 Peanuts Fancy, H. P. Suns. 5 1/2 Fancy, H. P. Suns, Roasted 6 1/2 Choice, H. P. Jbo. 6 1/2 Choice, H. P. Jbo- bo, Roasted 7 1/2

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
1/2 lb cans 1 90
1 lb cans 2 50
1/4 lb cans 3 75
1 lb cans 4 80
3 lb cans 13 00
5 lb cans 21 50

BLUING



C. P. Bluing

Small size, 1 doz box...40
Large size 1 doz box...75

CIGARS



G. J. Johnson Cigar Co.'s hd
Less than 500. 33
500 or more32
1,000 or more31
Worden Grocer Co. brand
Ben Hur

Perfection35
Perfection Extras35
Londres35
Londres Grand35
Standard35
Puritans35
Panatellas, Finas35
Panatellas, Beck35
Jockey Club35

COCOANUT

Baker's Brazil Shredded



70 1/4 lb pkg. per case 2 60
35 1/2 lb pkg. per case 2 60
25 1/4 lb pkg. per case 2 60
16 1/4 lb pkg. per case 2 60

FRESH MEATS

Beef

Carcass5 @ 7 1/2
Hindquarters6 @ 8 1/2
Loins7 @ 16
Ribs7 @ 13
Rounds5 1/2 @ 6 1/2

Plates@ 3
Livers@ 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..1 50

Jute

60ft.75
72ft.90
90ft.1 05
120ft.1 50

Cotton Victor

50ft.1 10
60ft.1 25
70ft.1 40

Cotton Windsor

50ft.1 30
60ft.1 44
70ft.1 80
80ft.2 00

Cotton Braided

40ft.95
50ft.1 35
60ft.1 65

Galvanized Wire

No. 20, each 100ft. long1 90
No. 19, each 100ft. long2 10

COFFEE

Roasted

Dwinell-Wright Co.'s B'ds.



White House, 1 lb
White House, 2 lb
Excelsior, M & J, 1 lb
Excelsior, M & J, 2 lb
Tip Top, M & J, 1 lb
Royal Java
Royal Java and Mocha..
Java and Mocha Blend..
Boston Combination

Distributed by Judson
Grocer Co., Grand Rapids;
Lee & Cady, Detroit; Na-
tional Grocer Co., Jackson;
F. Saunders & Co., Port
Huron; Symons Bros. &
Co., Saginaw; Meisel &
Goeschel, Bay City; Gods-
mark, Durand & Co.,
Battle Creek; Fielbach Co.,
Toledo.

CONDENSED MILK



4 doz. in case
Gall Borden Eagle6 40
Crown5 90
Champion4 52
Daisy4 70
Magnolia4 60
Challenge4 40
Dime3 85
Peerless Evap'd Cream 4 60

FISHING TACKLE

1/4 to 1 in6
1 1/4 to 2 in7
1 1/4 to 2 in9
1 1/4 to 2 in11
2 in15
3 in20

Cotton Lines

No. 1, 10 feet5
No. 2, 15 feet7
No. 3, 15 feet9
No. 4, 15 feet10
No. 5, 15 feet11
No. 6, 15 feet12
No. 7, 15 feet15
No. 8, 15 feet18
No. 9, 15 feet20

Linen Lines

Small20
Medium26
Large34

Poles

Bamboo, 14 ft., per doz. 55
Bamboo, 16 ft., per doz. 60
Bamboo, 18 ft., per doz. 80

GELATINE

Cox's 1 qt. size1 10
Cox's 2 qt. size1 61
Knox's Sparkling, doz 1 20
Knox's Sparkling, gro 14 00
Knox's Acidu'd. doz ..1 20
Knox's Acidu'd. gro 14 00
Nelson's1 50
Oxford.75
Plymouth Rock.1 25

SAFES



Full line of fire and burg-
lar proof safes kept in
stock by the Tradesman
Company. Twenty differ-
ent sizes on hand at all
times—twice as many safes
as are carried by any other
house in the State. If you
are unable to visit Grand
Rapids and inspect the
line personally, write for
quotations.

SOAP

Beaver Soap Co.'s Brands



100 cakes, large size..6 50
50 cakes, large size..3 25
100 cakes, small size..3 85
50 cakes, small size..1 95
Tradesman Co.'s Brand.



Black Hawk, one box 2 50
Black Hawk, five bxs 2 40
Black Hawk, ten bxs 2 25

TABLE SAUCES

Halford, large3 75
Halford, small2 25

Use

Tradesman
Coupon
Books

Made by

Tradesman Company

Grand Rapids, Mich.

We sell more 5 and 10
Cent Goods Than Any
Other Twenty Whole-
sale Houses in the
Country.

WHY?

Because our houses are the recog-
nized headquarters for these
goods.

Because our prices are the lowest.
Because our service is the best.

Because our goods are always
exactly as we tell you they are.
Because we carry the largest
assortment in this line in the
world.

Because our assortment is always
kept up-to-date and free from
stickers.

Because we aim to make this one
of our chief lines and give to
it our best thought and atten-
tion.

Our current catalogue lists the most com-
plete offerings in this line in the world.
We shall be glad to send it to any merchant
who will ask for it Send for Catalogue J.

BUTLER BROTHERS

Wholesalers of Everything—By Catalogue Only
New York Chicago St. Louis

THE TOTALGRAPH



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

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 pass-
ing 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, O. W. Ruggles,
City Pass. Agt. Gen. Pass. and Ticket Agt.
Grand Rapids. Chicago

Coupon Books

are used to place your business on a
cash basis and do away with the de-
tails of bookkeeping. We can refer
you to thousands of merchants who
use coupon books and would never
do business without them again.
We manufacture four kinds of
coupon books, selling them all at
the same price. We will cheerfully
send you samples and full informa-
tion.



Tradesman Company

Grand Rapids, Mich.

BUSINESS-WANTS DEPARTMENT

Advertisements inserted under this head for two cents a word the first insertion and one cent a word for each subsequent continuous insertion. No charge less than 25 cents. Cash must accompany all orders.

BUSINESS CHANCES.

Every woman wants it; thread cutting thimble; sells like hot cakes; gold mine for agents; sample 10 cents. Clark Trading Co., Box 467, Atlanta, Ga. 569

To Exchange—For merchandise or real estate, part or all of \$50,000 mining, oil and smelter stocks; also hardware novelties. Isaac Scott, Cedar Rapids, Iowa. 568

Wanted—Lines of all kinds of house furnishing goods for the metropolitan district. Address The Emile Moeuch Agency, 66 Springfield Ave., Newark, N. J. 591

For Sale or Exchange—Brick and tile factory in complete running order; located in Stark County, Ill. Address A. M. Record, Cambridge, Ill. 589

Wanted—At once, good location for a general store in a good town. Must be desirable, large, single or double room, suitable for dry goods, clothing and shoes. Give full particulars as to size of room, location, etc., in first letter. Florence Mercantile Co., Florence, Wis. 587

For Sale or Trade—197 acre farm Southern Indiana. \$60 per acre. Would take \$4,000 stock groceries in trade, balance cash. 1½ miles from railroad. Good gravel road, 170 acres cleared, balance fair timber, good barn, 6-room house, good fencing. Address Box 46, Kingman, Ind. 583

For Sale—A \$10,000 stock of dry goods and shoes; in A1 condition and will be kept up until sale is made. This is worth investigating. No trade; part cash down will do. Population 5,000. Address Box 473, La Junta, Colo. 583

For Sale—Restaurant and bakery. Annual sales \$6,000. Stock candy, cigars and tobacco, also soda fountain. Population of town, 800. Address F. A. Bradbury, Wolcottville, Ind. 576

For Sale—An old-established furniture and undertaking business; good clean up-to-date stock. John E. Moyer, Dixon, Ill. 578

Do you want to sell your property, farm or business? No matter where located, send me description and price. I sell for cash. Advice free. Terms reasonable. Established 1881. Frank P. Cleveland, Real Estate Expert, 1261 Adams Express Building, Chicago, Ill. 577

For Sale—193,000 acres of virgin long-leaf yellow pine timber located practically in a solid body in South Florida. Lands after being denuded of timber are valuable for fruit, trucking and grazing purposes. Lands underlaid with phosphate rock. Price \$1,000,000. Complete reports of experts furnished on application. Brobston, Fendig & Company, Brunswick, Georgia, Jacksonville, Florida. 580

Virgin Pine—Florida Lands—Cypress—1,100,000 acres of pine and cypress lands. Tracts 10,000 to 200,000 acres. We handle our own property and have selected "timbered" lands. Shackleton & Hutchins, Jacksonville, Fla. 581

For Sale—Hotel in live town of 1,500 inhabitants, fifty rooms, steam heat. E. E. Hemingway & Co., Mattoon, Wis. 582

Wanted—The agency for a new article for the District of Columbia and southern States. Edw. S. Schmid, Washington, D. C. 584

Water power to let for any kind of factory. For full particulars address C. G. Pickel, Barryton, Mich. 500

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

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

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

Wanted—To buy a clean stock of general merchandise or clothing, \$5,000 up. Address Laurel, care Michigan Tradesman. 552

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—Undertaking business in a good live town of 3,000. Very little competition. Car and stock valued at about \$1,200. 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

For Rent—New up-to-date store room with basement 44x100; fitted for general stock; best room in town, on main business street; population of town, about 4,000; principal market for two counties and only three general stocks. S. Ellsworth, Iowa Falls, Iowa. 563

Wanted—To buy stock of general merchandise in small town in Southern Michigan, \$3,000 to \$5,000. Address Cash Buyer, care Tradesman. 564

Wanted—An experienced grocery clerk; a good position for the right party. Address No. 566, care Michigan Tradesman. 566

For Sale—Stock of general merchandise in a good town in Southern Michigan. Old-established business. Fine brick building, corner location. A money-maker and a good chance for the right party. Stock will invoice about \$7,000. Address "Excelsior," care Michigan Tradesman. 567

For Sale—Drug store in Chicago, Ill. Well-established. In good neighborhood. Invoices about \$3,000. Retiring from business. Address M. S. Hall, 177 31st St., Chicago, Ill. 558

For Sale—Stock of hardware, invoicing about \$5,000, located in good town, surrounded by good farming country. Enquire Standart Bros., Ltd., Detroit, Mich. 561

Wanted—A man with \$300 to take State agency and help manufacturer push the sale of a new household necessity, 2,000,000 already sold. Will guarantee that it will bring you in several thousand dollars per year. Samples free. Address Domestic Mfg. Co., Inventors Desk, Minneapolis, Minn. 562

The best 40-acre corn and wheat land in Porter county; new 7-room house, orchard, \$2,800; 40 miles from Chicago; 75c fare. Ketrang, owner, Chesterton, Ind. 566

For Sale—Drug stock in good country and manufacturing town of 1,900. Invoices \$2,800. A good thing for the right man. Address No. 560, care Michigan Tradesman. 560

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

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

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—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 Sale—Bazaar stock. Best town in Michigan. \$850 buys stock and fixtures. Address Bargain, care Tradesman. 571

If you want to buy, sell or exchange farms or any kind of business, no matter where located, write me. G. B. Johns, Grand Ledge, Mich. 572

For Rent—Brick store building, living rooms above. Fine location for general store. Address F. H. Bacon, Sunfield, Mich. 510

For Rent—Brick building room 27x75, hot water heat, third door from post-office, west side of street. Best location in town for clothing and gents' furnishings. \$45 per month, heat furnished. F. R. Eaton, Canby, Minn. 574

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—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—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—Position as traveling salesman or will buy a small business. Address 94 West 11th St., Holland, Mich. 592

Wanted—Experienced lady wishes position in store or office. References. Address No. 590, care Michigan Tradesman. 590

Wanted—Situation by lady as book-keeper or assistant; am graduate of business course; can furnish recommendation. Address Box 205, Flandreau, S. D. 585

Wanted—Position by a young man with experience in a dry goods, grocery and shoe store. Best of references. Address Box 66, Muir, Mich. 557

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.

Salesman Wanted—Good hardware salesman wanted to sell 2 patented specialties of real merit, ready sale and in daily use. Address C. A. Peck Hdw. & Mfg. Co., Berlin, Wis. 579

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, 327 Dearborn St., Chicago, Ill. 100

Want ads. continued on next page.

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

The National Cream Separator

It extracts all the cream from the milk. It runs lighter and handles more milk in a given time than other separators. It will pay for itself in one year and will last a lifetime. Costs almost nothing for repairs. You will find it one of the best sellers you could carry in stock. Write to us about it to-day

Hastings Industrial Company
General Sales Agents
Chicago, Ill.

New Cheese

"Warner's Cheese"

BEST BY TEST

Manufactured and sold by

FRED M. WARNER
Farmington, Mich.

COUPON BOOKS

BOOK-KEEPING
DISPUTED ACCOUNTS
HARD DEBTS

ACCURACY
PROFIT
CONTENTMENT

We make four grades of books:
in the different denominations.

REGULARS
SIMPLES
ON INQUIRY

TRADESMAN COMPANY,
GRAND RAPIDS, MICH

AT THE CAPITAL.

Retail Grocers to Hold Their First Food Show.

Lansing, April 3—Enclosed please find prospectus for our first annual food and industrial exposition, in regard to which we ask the privilege of calling your attention to some facts not contained therein. The committee in charge have wisely selected the Auditorium rink, which is centrally located—in fact, right in the heart of the Capital City—and the building is especially constructed for exhibition purposes, with all modern conveniences, including unsurpassed electric light facilities, which are at the free disposal of our patrons.

The entertainment features will be of the highest order, which fact alone will ensure a large attendance. The exposition will cover a period of six days.

Display and other advertising will be conducted along vigorous lines; in fact, the management will do all that can be done to contribute to the satisfaction and success of the exhibitors.

The price of admission has been placed at 15 cents, which is far below the usual charge for similar enterprises. Twenty-five thousand special tickets, entitling the bearer to admission upon presentation with 10 cents, will be placed with all the retail grocers and meat dealers throughout the city.

We are especially desirous of having you exhibit. You will find by consulting the accompanying diagram that the prices of display booths at our six day exposition are fully 100 to 200 per cent. lower than the lowest rate made by any similar exhibition held elsewhere in the past. We also desire to impress upon you that the exhibition is conducted exclusively by the Retail Grocers' Association, whose members are scattered throughout the city and come in continuous contact with every family in our prosperous and beautiful city. Please consult diagram, select your booth and execute the attached contract, mailing same to the undersigned.

Prompt action is urged by the management, as the finest locations are quickly taken. May we not have the honor to consider you an exhibitor and co-worker in the first annual food and industrial exposition given by the Lansing Retail Grocers' Association?

Claude E. Cady, Manager.

The exhibition has the approval of Mayor Lyons, who writes Mr. Cady as follows:

"I desire to commend the action of your Grocers' Association in deciding to give your first annual food and industrial exposition. An exposition of this kind when conducted entirely under the control of the local association, as I learn this is to be, will certainly be a pleasant as well as an instructive affair. The Association is to be congratulated on having such capable merchants on its membership roll, and by voting to give an exhibition of this character each signifies his willingness to do his share and insure the success of the plan from

the start. The citizens of Lansing are always with you in any enterprise that tends to benefit the people, as has been proven by the large numbers you have always taken on your annual picnics, and I am satisfied that your committee will receive their united support and efforts in this matter. I further wish to assure you that anything I can do personally towards making this exhibition a success will be gladly complied with."

The exhibition also has the approval of the Lansing Business Men's Association, which writes Mr. Cady as follows:

"Our Association has had brought to its attention the fact that the retail grocers and merchants of this city are instrumental in securing a pure food show to take place in Lansing in the near future, and we wish to extend to you our congratulations that the Retail Grocers' Association is putting its shoulder to the wheel and assisting to make it up to date in every way. We believe individually and as a Board you may call on us for anything we may be able to do, and sincerely trust that this will be the starting of an enterprise which will be carried on year after year."

Agreement Between Wholesalers and Retailers.

Bay City, April 3—A meeting of the Grocers and Butchers' Association, nearly eighty members being present, took further steps toward securing an understanding with the wholesalers regarding the retail trade by the latter class. The idea is to have the wholesalers refrain from selling at retail to hotels, boarding houses, etc., and the grocers, in return, to refrain from buying outside of Bay City anything that can be secured or ordered here. A committee of the grocers was appointed. Previous expressions from both sides were favorable and there is little doubt that the arrangement, which will work as a benefit to both sides, will go through.

J. T. Percival, of Port Huron, addressed the meeting last night upon the general purposes of the organization and the benefits to be gained by the local organizations. He told how the business men of the Thumb district had been driven to the wall and how the retail business was demoralized by the mail order houses of Chicago and other large cities. One man having two years ago a double store and fifteen clerks now has a single store and three clerks. Then he told of the benefits of organization. In the town of Davison, he said, there were fifteen grocers, butchers, hardware and drug store men and the association was complete, including the doctor and the undertaker. They kept a list of customers of mail order houses. When the latter came to a local man for credit, they were referred to the mail order house with which they did business. When the farmers who bought from mail order houses came to the town to sell their butter and eggs for cash they referred them to the mail order houses, which they patronized. Now the farmers and

citizens were finding out that there were two sides to a story and the mail order business about Davison has dropped off considerably.

Mr. Percival outlined many plans by which the grocers and butchers, through organization, may better themselves and their customers as well. He was warmly applauded and a desire to carry out some of the plans announced was strongly in evidence.

Licensed To Put Up Prescriptions.

At a regular meeting of the Michigan Board of Pharmacy, held here, March 20, 21 and 22, eighty-one candidates presented themselves for examination; forty-three for registered pharmacist papers and thirty-eight for registered druggist papers.

The following is a list of those who received registered pharmacist certificates:

Harry Allen, Cadillac.
Daniel Bryant, Hartford.
Felix Fester, Detroit.
Niles J. Hall, Hastings.
G. A. Larson, Marquette.
Lars A. Lundahl, Hancock.
Niel C. McEachem, Detroit.
Solon H. Nevins, South Haven.
A. J. Poltrowski, Manistee.
W. J. Ronan, Port Huron.
S. O. Rivet, Bay City.
J. E. Richardson, Big Rapids.
Arden E. Watson, Boyne City.
Frank C. Warner, Bay City.

The following is a list of those who received certificates as registered druggists:

L. M. Ackert, Grand Rapids.
Maud Baldwin, Big Rapids.
Murray Brown, Detroit.
Fred E. Bentley, Lapeer.
Louise Belanger, Grosse Pointe.
C. A. Drake, Yale.
Leslie C. Dawes, Kalkaska.
A. O. Dersham, Adrian.
Harley J. Earle, Springport.
Paul K. Gage, Detroit.
C. DeGowin, Cheboygan.
L. P. Heeres, Muskegon.
Earle E. Henderson, Lawton.
Leo J. Hoperoft, Delray.
Robert S. Jennings, Allegan.
W. P. Laurium, Bay City.
Otto F. Louis, Unionville.
John D. Lyons, Grand Junction.
William J. Moreland, Bangor.
George E. O'Grady, Bay City.
Henry A. Palmer, Delray.
Carl L. Ranger, Morenci.
J. D. Smith, Durand.
Harry L. Shuter, Lowell.
Orin B. Treat, Colon.
Butler E. Terrill, Muir.
W. G. Van Natter, Deckerville.
Robert E. Wilson, Ludington.

The next meeting of the Board will be held at Star Island, June 26, 27 and 28.

Indications now are that the coal strike will be less serious than has been anticipated, as in many districts the miners and operators have come to an agreement and therefore the curtailment of production will not be complete. Within a short time it is hoped the area of disturbance will be very small, in view of the disposition to allow settlements to be made in particular localities. There is no immediate danger of a coal famine and

it is not believed that any serious embarrassment will be experienced except such as may result from the stiffening of prices. Usually at this season there is a reduction of rates in Grand Rapids, but this time none is announced. In some other cities the dealers have taken advantage of the situation to advance rates, despite the declaration of the operators that dealers who advance prices at this time are vultures. The outlook is that within a short time the mines will all be producing as usual and that the net result will be some slight gains for the miners, which would be more than offset by the increased cost of coal to the public.

Clare—T. D. Fletcher has sold his interest in the grocery stock of Bicknell & Fletcher to Mr. Bicknell, who will continue the business. Mr. Fletcher has purchased the grocery stock of J. C. Pulver, at Shepherd, and has taken possession.

BUSINESS CHANCES.

Wanted—Experienced groceryman capable of buying goods for the grocery department of a large department store. State references and length of time with former employers. Wages, \$20 or better. Address No. 598, care Michigan Tradesman. 598

For Sale For Cash—Discount 20% clean stock staple dry goods, shoes, store furniture, fixtures, about \$3,000. Poor health reason selling. Box 325, Edmore, Mich. 597

For Sale—Notion case, cost \$120, will exchange for boys' clothing, 2 station cash carriers and triplicate mirror. Box 1204, Greenville, Mich. 596

For Sale—Drug stock at a bargain if sold at once. Good business town. Stock and fixtures nearly new. H. Wood, the Real Estate Dealer, Leslie, Mich. 595

Send for our price list of North Dakota holdings, which we are closing out at rock bottom prices to comply with the national banking laws. First National Bank, Mandan, N. D. 594

If you want something good in a well-established house furnishing business, in a live manufacturing town of 4,000, with a pay roll of \$40,000 per month, write to G. Dale Gardner, Boyne City, Mich. Don't write unless you mean business. I have no time to answer "pastime letters." 593

For Sale

Fancy Michigan Seed Barley in any quantity. Inquire

Carson, Craig & Co.

No. 304 Chamber of Commerce
DETROIT, MICH.

Good Treatment

Whether you buy flour and feed in carlots or small local shipments your orders will receive prompt and careful attention.

When You Are

needing feed again send us your orders and don't forget to put in a few barrels of WIZARD, "The flour of flavor."

Grand Rapids Grain & Milling Co.

L. Fred Peabody, Mgr.

Grand Rapids, Michigan

Credit has done more a thousand times to enrich nations than all the mines of the world. DANIEL WEBSTER

Business in all lines of trade is conducted on a credit basis.

The credit **customer** is a regular customer and buys his goods where he has a **credit account**.

The cash customer buys **wherever he happens to be** and is **nobody's customer**.

There is no more expense handling credit sales

by The McCaskey System than cash sales by the cash system.

You only write the account once.

Our catalogue explains—it's free.



The McCaskey Register Co.

Alliance, Ohio

Mfrs. of the Famous Multiplex Duplicating Order Books



Rain Coats

Made from the Genuine Priestley Cravenette Treated Fabrics

The Original and Best Treatment

**Fit
Right Finish
Fabrics**

Large and Carefully Selected Line of Patterns, Shades and Fabrics

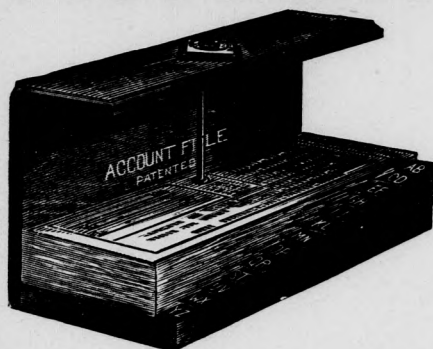
To dealers: May we mail you Sample Swatches?

Goodyear Rubber Co., Milwaukee

382-384 East Water St.

Walter W. Wallis, Manager

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



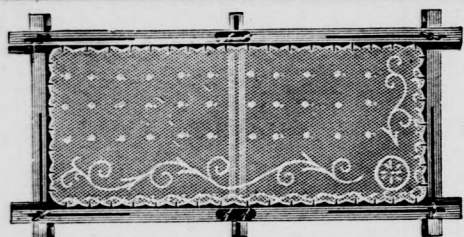
LOWNEY'S COCOA is purely the choicest, highest cost, cocoa beans, ground to flour fineness, and **NOTHING ELSE**.

The WALTER M. LOWNEY COMPANY, 447 Commercial St., Boston, Mass.

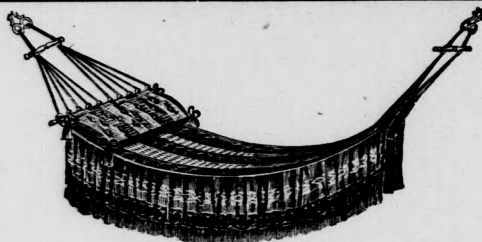
A Magnificent Stock From Which to Select

Leaders for Spring Trade or Bargain Days

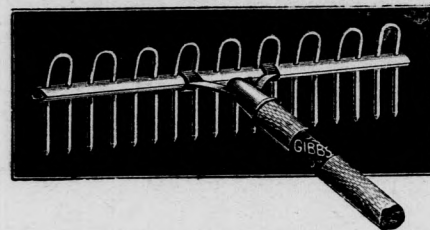
Send for Complete List of Five and Ten Cent Counter Bargain Assortments



No. 11. **Curtain Stretchers.** Adjustable center, will not sag, screw clamp corners. Triple nickel plated brass stationary pins 2 in. apart. Size 6x12 ft. Each **69c.**



We show an incomparable line of high grade hammocks. All the latest designs and a variety of the most beautiful colors. Full size, from upwards per dozen **\$4.50**



Queen Lawn Rakes. 14 gauge steel and 24 curved No. 9 wire teeth. Malleable iron socket, hardwood handle, polished. Per dozen **\$3.50**



Sleeping Coaches, Baby Carriages, Go-Carts. Best line on the market with all the latest improvements. Prices range upwards from **\$1.80** Ask for catalogue.

Leonard Crockery Company

W. N. Burgess, President
J. F. O. Reed, Vice-President

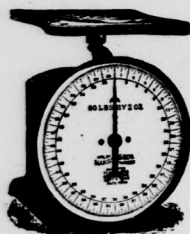
GRAND RAPIDS, MICHIGAN

Importers-Manufacturers' Agents of
**Crockery, Glassware, Shelf
Hardware, House Furnishings**

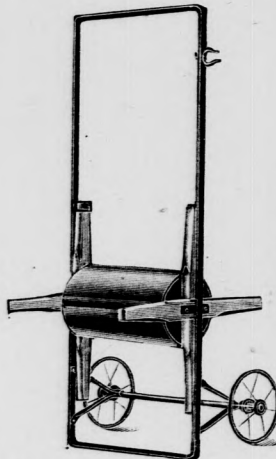
We Sell to Merchants Only



Ask for complete catalogue and price list of the celebrated "Leonard" Cleanable Refrigerators. We have them as low as **\$7.00**



No. 500 **Family Scale.** Absolutely reliable. White enameled dial; will weigh up to 24 lbs. by ounces. Each **85c**

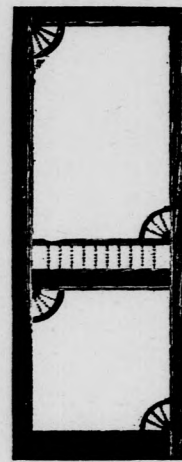


Favorite Hose Reel. Made of steel throughout except drum handles which are made of wood, six inch wheels, height 33 1/2 inches, width 17 inches. Each **75c**

One-half your railroad fare to Grand Rapids refunded under the plan of the Grand Rapids Board of Trade Perpetual Excursions.



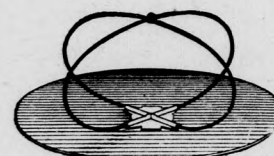
"Insurance" Gasoline Stoves. The only absolutely safe gasoline stoves on the market and recommended by insurance underwriters. Prices range upwards from **\$5.60** Ask for catalogue and secure agency.



Screen Doors. Plain and fancy, no better made. Common, any size, per dozen **\$8.50** Fancy, any size, per dozen **\$12.00**



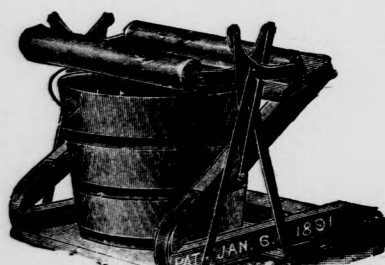
"A" Rice Root Horse Brush. Solid, varnished back 3 x 9 1/2 inches. Best rice root stock. Per dozen **\$1.50**



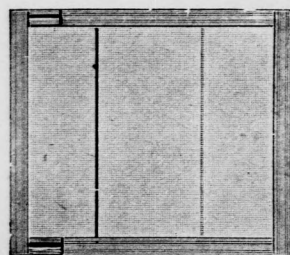
No. 1 Stay-in Flue Stop. Patent stay-in wire fastening, ornamental fronts. Per dozen **70c**



BB Malleable Iron Garden Rakes. 14 curved or bow shaped teeth. Best refined malleable iron; heavy braced shank. Dozen **\$2.15**



"Parmenter" Mop Wringers. Easiest and most perfect mop wringer made. Price per dozen **\$10.00**



"Century" Window Screen. Basswood, walnut stained; extend to 33 inches, 2 dozen in crate. No. 31. 16x20 inches. Per doz. **\$1.50** No. 35. 20x20 inches. Per doz. **2.00**



Lamp Stoves. Iron top and oil fount, brass burners. Three sizes—one, two and three 4 inch burners. **\$3.72, \$7.44, \$12.48** dozen.



Peerless" Window Cleaners. Sell on sight. 12 in. Per doz. **\$2.10** 14 in. Per doz. **2.75** 16 in. Per doz. **3.00**



Step Ladders with shelf-attachment. Heavy sheet iron braces, lock notch brackets, sizes 4 to 12 feet. Prices from **30c to 84c.**